



# QUARTERLY MARKET REVIEW

DECEMBER 2014



**LIQUOR  
DISTRIBUTION  
BRANCH**



# Table of Contents

Introduction .....	3
Highlights by Category .....	4
Charts - Overall Market .....	5
Charts - Overall Market (Domestic/Import) .....	6
Total Market (by Volume) .....	7
Total Market (by Retail Dollars) .....	8
Charts - Packaged vs Draft Beer .....	9
Charts - Domestic vs Import Beer .....	10
Charts - Import Beer Market .....	11
Domestic Beer Market (by Volume) .....	12
Domestic Beer Market (by Retail Dollars) .....	13
Import Beer Market (by Volume) .....	14
Import Beer Market (by Retail Dollars) .....	20
Charts - Coolers and Ciders .....	26
Cider Market (by Volume) .....	27
Cider Market (by Retail Dollars) .....	28
Cooler Market (by Volume) .....	29
Cooler Market (by Retail Dollars) .....	30
Charts - Spirits .....	31
Charts - Spirits Sales Breakdown .....	32
Spirits Market (by Volume) .....	33
Spirits Market (by Retail Dollars) .....	35
Spirits Market - Liqueurs (by Volume) .....	37
Spirits Market - Liqueurs (by Retail Dollars) .....	42
Spirits Market - Overall (by Volume) .....	47
Spirits Market - Overall (by Retail Dollars) .....	48
Charts - Wine (Domestic/Import) .....	49
Charts - Domestic Wine .....	50
Charts - Import Wine .....	51
Domestic Wine Market (by Volume) .....	52
Domestic Wine Market (by Retail Dollars) .....	56
Import Wine Market (by Volume) .....	60
Import Wine Market (by Retail Dollars) .....	73
Glossary and Explanatory Notes .....	86
Contact Information .....	87

# Introduction

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

The QMR provides provincial sales for domestic and import beer, cider, coolers, spirits and wine. Sales are provided in both litre and retail dollar value. Retail dollar value is based on the government liquor store price excluding provincial sales tax (PST) and federal goods and services tax (GST).

Note: Between July 1, 2010 and March 31, 2013 the harmonized sales tax (HST) was in effect in British Columbia.

For each reporting period, the QMR provides annualized sales data for five years and sales for the most recent quarter. The percentage change in sales is shown for the most recent 12 month period and the most recent quarter compared to the same time periods in the previous year. In addition, the QMR shows the percentage of sales that were made to licensed establishments where liquor is consumed on-premise (e.g. bars, restaurants etc.).

While every effort has been made to ensure accuracy and completeness of our figures, this is not guaranteed. It is the express condition of the use of this publication that the Liquor Distribution Branch shall incur no liability.

## HIGHLIGHTS BY CATEGORY - RETAIL DOLLARS

All figures in this section compare the current quarter to the same quarter in the previous year.

<b>BEER- DOMESTIC</b>	% Change
Breweries with Annual Production over 160,000HL - Draft	-4.67%
Breweries with Annual Production over 160,000HL - Packaged	0.73%
Breweries with Annual Production over 15,000 and up to 160,000HL - Draft	-4.98%
Breweries with Annual Production over 15,000 and up to 160,000HL - Packaged	2.07%
Breweries with Annual Production up to 15,000HL - Draft	40.55%
Breweries with Annual Production up to 15,000HL - Packaged	57.92%

<b>BEER - IMPORTED</b>	% Change
UNITED STATES OF AMERICA	-12.17%
MEXICO	-3.66%
NETHERLANDS	2.91%
BELGIUM	6.31%
IRELAND	-10.02%
GERMANY	-12.52%

<b>CIDER - DOMESTIC</b>	% Change
CIDER	7.23%

<b>CIDER - IMPORTED</b>	% Change
CIDER	18.84%

<b>COOLERS - DOMESTIC</b>	% Change
WINE	-2.62%
SPIRIT	-2.36%
BEER	/0

<b>COOLERS - IMPORTED</b>	% Change
WINE	17.49%
SPIRIT	35.83%
BEER	47.56%

<b>SPIRITS - DOMESTIC</b>	% Change
CANADIAN WHISKY	-0.87%
VODKA	-1.00%
RUM	-1.72%
LIQUEURS	4.11%
GIN	6.61%
BRANDY	-19.50%

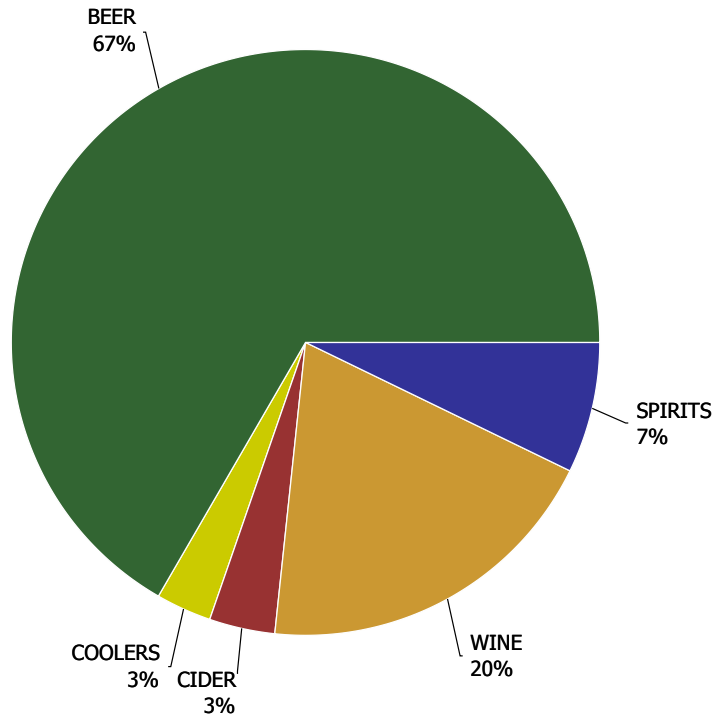
<b>SPIRITS - IMPORTED</b>	% Change
SCOTCH WHISKY	7.30%
VODKA	6.18%
RUM	-1.93%
LIQUEURS	6.36%
GIN	7.43%
BRANDY	1.17%

<b>WINE - DOMESTIC</b>	% Change
TABLE WINE RED	7.10%
TABLE WINE ROSE	2.89%
TABLE WINE WHITE	4.82%
SPARKLING WINE	18.64%
APERITIF, DESSERT AND FORTIFIED WINE	-7.81%

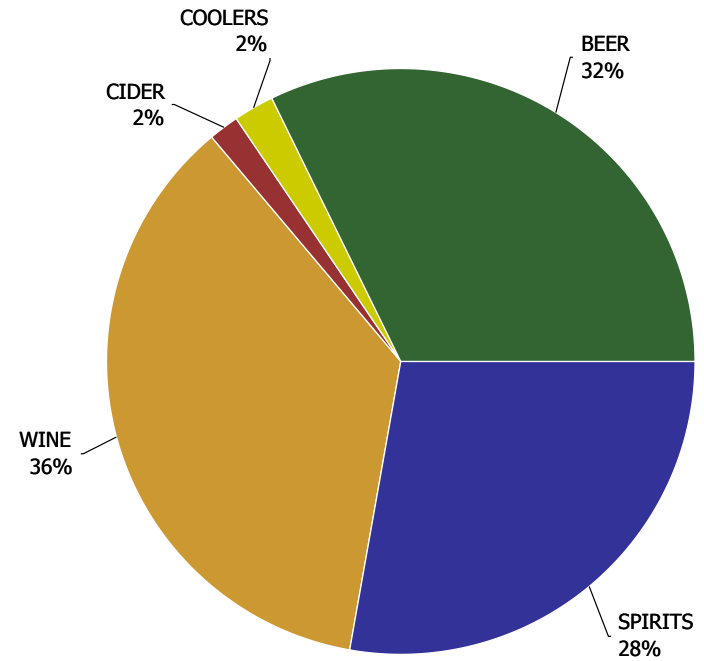
<b>WINE - IMPORTED</b>	% Change
TABLE WINE RED	2.17%
TABLE WINE ROSE	12.10%
TABLE WINE WHITE	6.36%
SPARKLING WINE	20.21%
APERITIF, DESSERT AND FORTIFIED WINE	5.79%

# Total Market Share

**Total Market Share**  
Current Quarter by Volume (Litres)

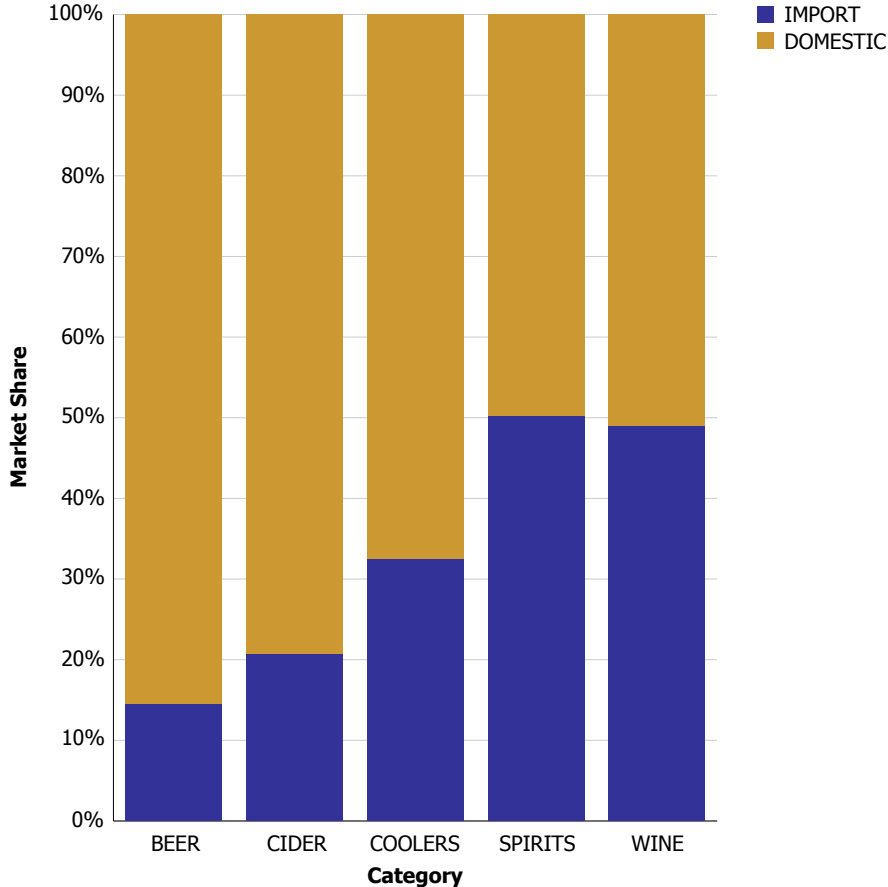


**Total Market Share**  
Current Quarter by Retail Dollars

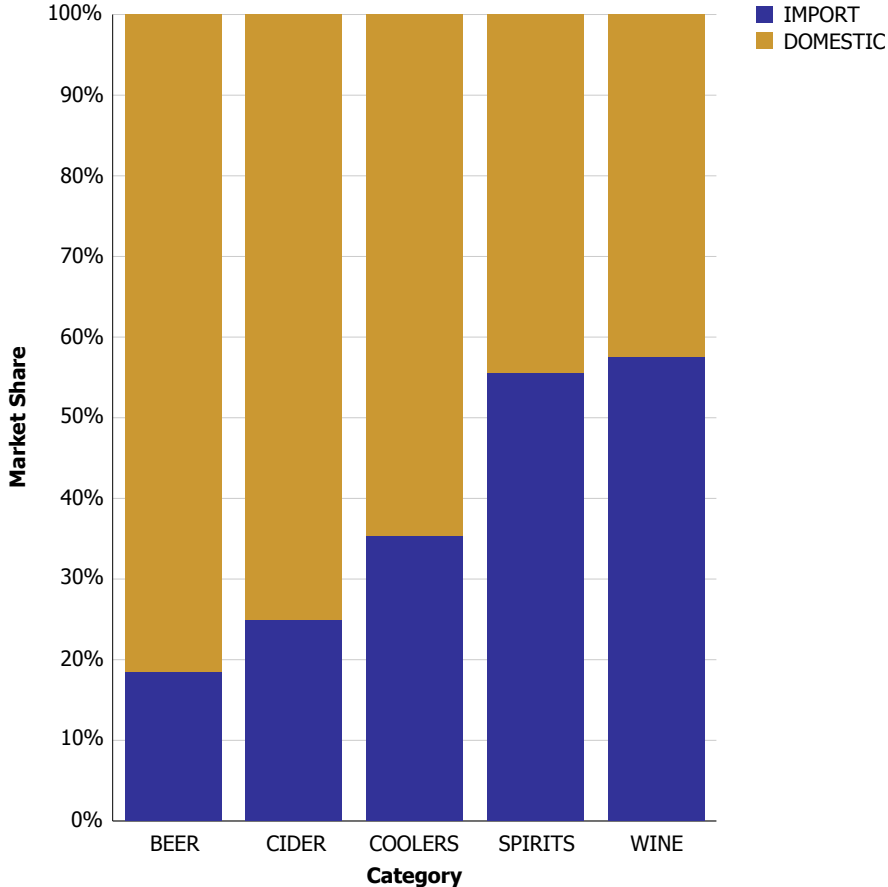


# Domestic-Import Share by Category

Current Quarter by Volume (Litres)



Current Quarter by Retail Dollars



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

		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
BEER	DOMESTIC	228,926,653	226,881,108	225,816,581	229,879,134	240,961,724	59,301,467	3.58%	4.82%	21.75%
	IMPORT	51,069,076	45,226,762	43,063,797	42,780,972	41,806,840	10,107,563	-3.62%	-2.28%	23.24%
	<b>BEER</b>	<b>279,995,729</b>	<b>272,107,870</b>	<b>268,880,378</b>	<b>272,660,106</b>	<b>282,768,564</b>	<b>69,409,030</b>	<b>2.46%</b>	<b>3.71%</b>	<b>21.97%</b>
COOLERS AND CIDERS	DOMESTIC	22,423,165	22,161,946	23,136,266	24,679,583	25,072,271	5,102,066	0.09%	1.59%	6.07%
	IMPORT	3,624,433	3,674,994	3,987,358	6,294,609	9,654,118	1,825,889	31.93%	53.37%	11.88%
	<b>COOLERS AND CIDERS</b>	<b>26,047,598</b>	<b>25,836,940</b>	<b>27,123,624</b>	<b>30,974,192</b>	<b>34,726,389</b>	<b>6,927,955</b>	<b>6.89%</b>	<b>12.11%</b>	<b>7.69%</b>
SPIRITS	DOMESTIC	13,557,892	13,131,977	12,906,649	12,730,994	12,864,799	3,745,642	-1.09%	1.05%	10.82%
	IMPORT	10,641,027	10,875,452	11,215,251	11,371,177	11,883,799	3,785,390	4.38%	4.51%	14.62%
	<b>SPIRITS</b>	<b>24,198,919</b>	<b>24,007,429</b>	<b>24,121,900</b>	<b>24,102,171</b>	<b>24,748,598</b>	<b>7,531,032</b>	<b>1.59%</b>	<b>2.68%</b>	<b>12.64%</b>
WINE	DOMESTIC	30,120,949	30,734,284	31,604,786	33,725,027	36,385,988	10,370,836	3.53%	7.89%	13.53%
	IMPORT	30,056,035	30,434,742	31,227,063	31,472,445	32,517,922	9,964,916	2.67%	3.32%	12.01%
	<b>WINE</b>	<b>60,176,984</b>	<b>61,169,026</b>	<b>62,831,849</b>	<b>65,197,472</b>	<b>68,903,910</b>	<b>20,335,752</b>	<b>3.11%</b>	<b>5.68%</b>	<b>12.82%</b>
<b>TOTAL LIQUOR MARKET</b>		<b>390,419,230</b>	<b>383,121,265</b>	<b>382,957,751</b>	<b>392,933,941</b>	<b>411,147,461</b>	<b>104,203,769</b>	<b>2.81%</b>	<b>4.64%</b>	<b>18.67%</b>

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

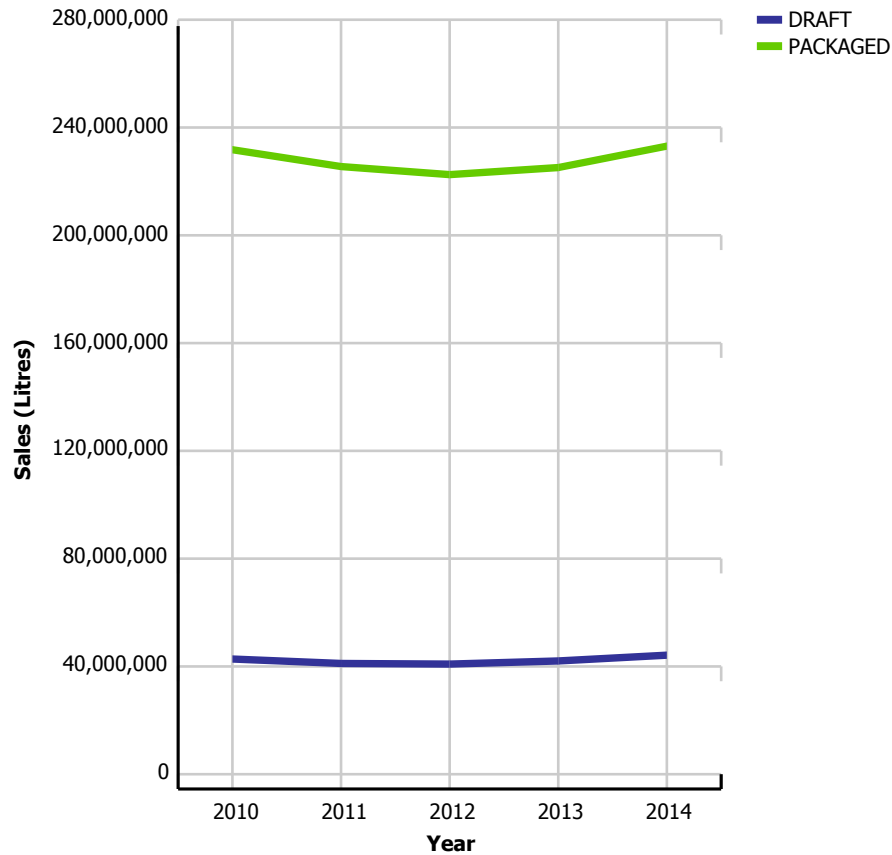
		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
BEER	DOMESTIC	\$897,031	\$901,776	\$899,890	\$890,767	\$916,830	\$229,163	3.93%	2.93%	20.14%
	IMPORT	\$240,058	\$221,604	\$215,915	\$215,599	\$213,917	\$51,873	-2.19%	-0.78%	22.98%
	<b>BEER</b>	<b>\$1,137,089</b>	<b>\$1,123,379</b>	<b>\$1,115,804</b>	<b>\$1,106,366</b>	<b>\$1,130,746</b>	<b>\$281,036</b>	<b>2.75%</b>	<b>2.20%</b>	<b>20.68%</b>
COOLERS AND CIDERS	DOMESTIC	\$100,473	\$101,595	\$105,734	\$109,410	\$114,041	\$23,328	2.36%	4.23%	6.47%
	IMPORT	\$22,042	\$22,232	\$23,998	\$35,490	\$53,799	\$10,188	30.55%	51.59%	10.96%
	<b>COOLERS AND CIDERS</b>	<b>\$122,515</b>	<b>\$123,828</b>	<b>\$129,732</b>	<b>\$144,900</b>	<b>\$167,841</b>	<b>\$33,516</b>	<b>9.55%</b>	<b>15.83%</b>	<b>7.91%</b>
SPIRITS	DOMESTIC	\$391,607	\$386,795	\$376,781	\$363,476	\$366,523	\$107,637	-0.69%	0.84%	10.57%
	IMPORT	\$364,019	\$380,600	\$390,046	\$389,543	\$413,088	\$134,711	6.49%	6.04%	15.13%
	<b>SPIRITS</b>	<b>\$755,626</b>	<b>\$767,395</b>	<b>\$766,826</b>	<b>\$753,019</b>	<b>\$779,611</b>	<b>\$242,348</b>	<b>3.18%</b>	<b>3.53%</b>	<b>12.99%</b>
WINE	DOMESTIC	\$381,732	\$396,140	\$409,734	\$431,540	\$469,978	\$132,713	5.46%	8.91%	14.30%
	IMPORT	\$482,060	\$505,591	\$530,439	\$535,250	\$564,770	\$179,628	4.72%	5.51%	14.48%
	<b>WINE</b>	<b>\$863,792</b>	<b>\$901,731</b>	<b>\$940,173</b>	<b>\$966,790</b>	<b>\$1,034,748</b>	<b>\$312,341</b>	<b>5.03%</b>	<b>7.03%</b>	<b>14.40%</b>
<b>TOTAL LIQUOR MARKET</b>		<b>\$2,879,022</b>	<b>\$2,916,332</b>	<b>\$2,952,536</b>	<b>\$2,971,075</b>	<b>\$3,112,946</b>	<b>\$869,241</b>	<b>3.93%</b>	<b>4.78%</b>	<b>15.98%</b>



# Beer Market - Packaged vs Draft (Domestic & Imported)

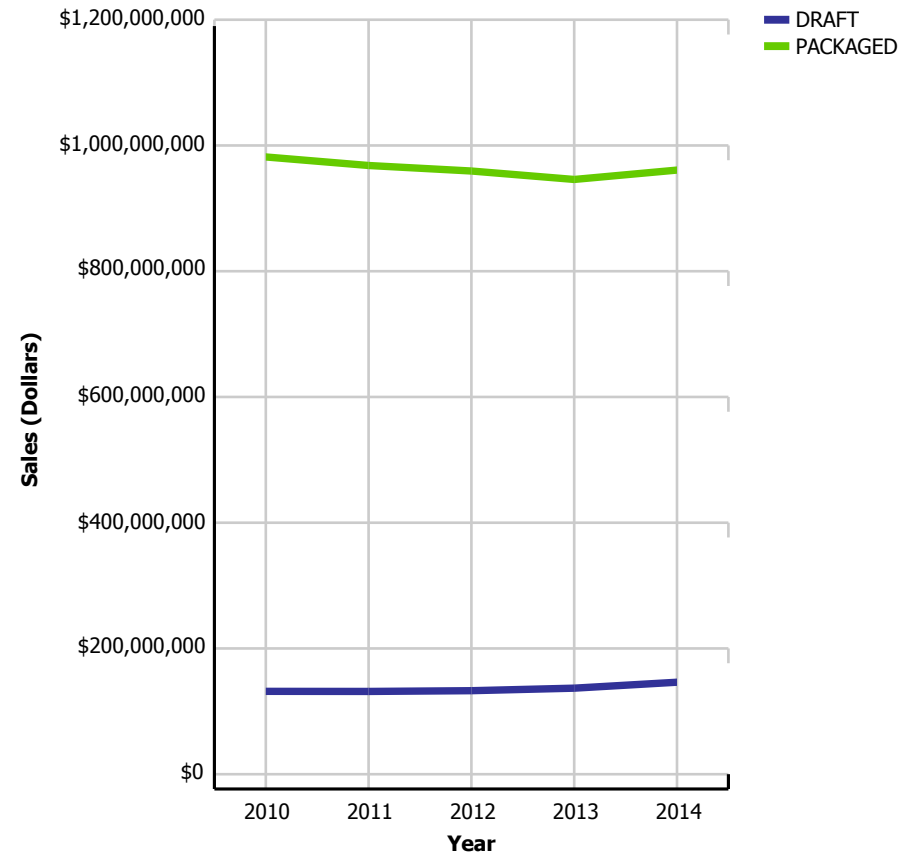
## Beers (Domestic & Imported)

Annual Sales by Volume (Litres)

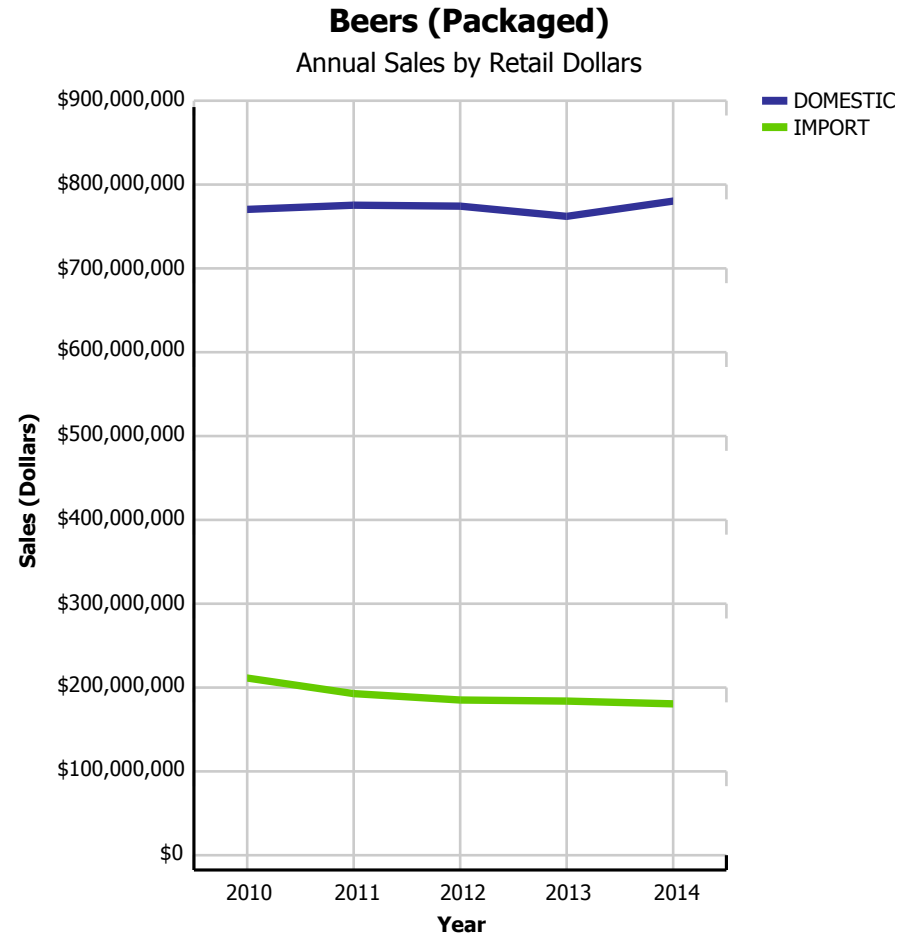
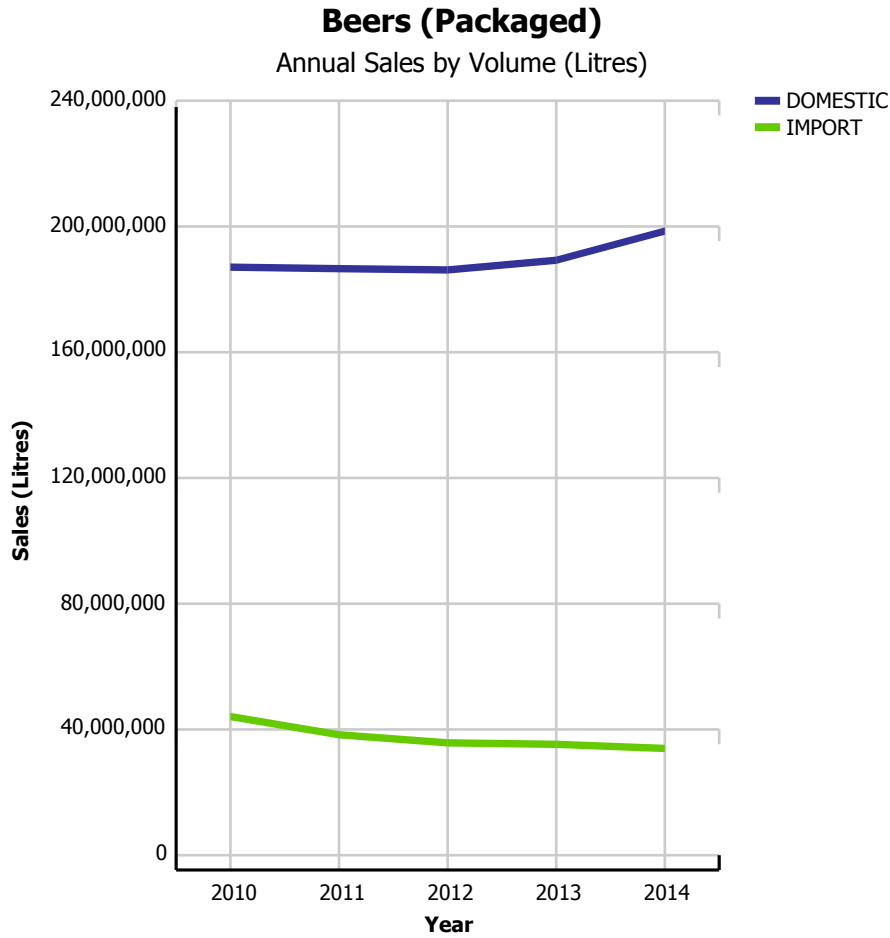


## Beers (Domestic & Imported)

Annual Sales by Retail Dollars



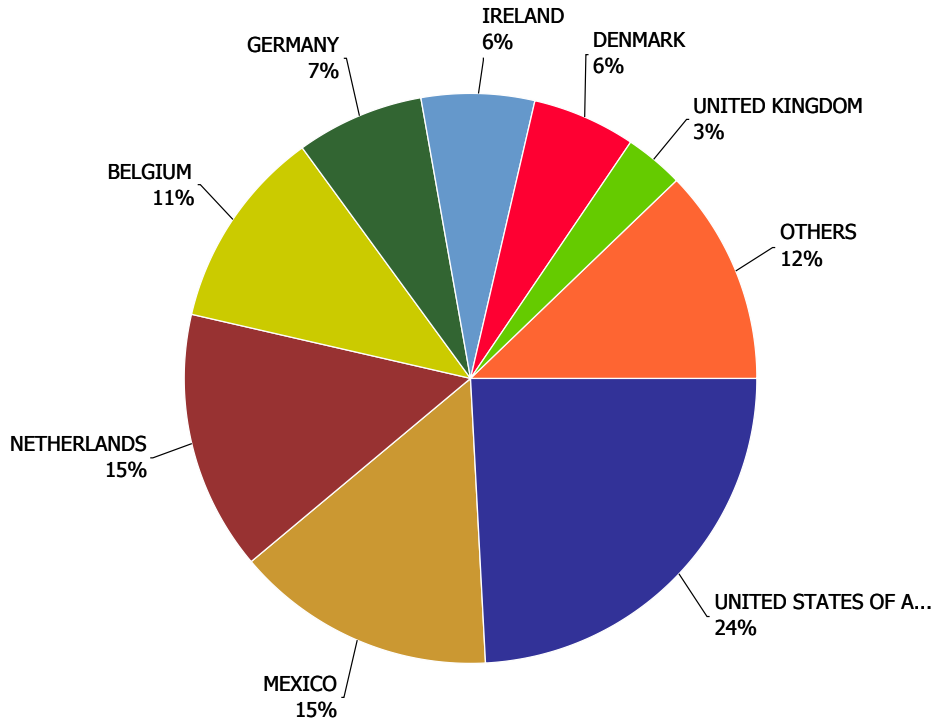
# Beer Market - Domestic vs Import (Packaged)



# Beer Market - Import Beer

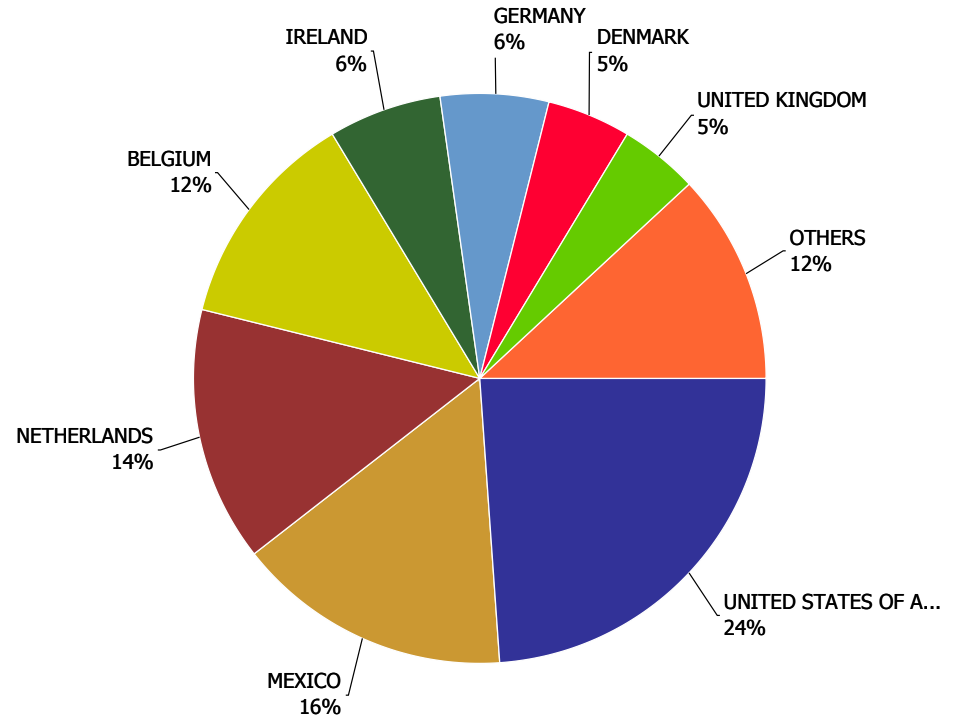
## Import Beer Market Share

Current Quarter by Volume (Litres)



## Import Beer Market Share

Current Quarter by Retail Dollars



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

		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
Breweries with Annual Production over 160,000HL	DRAFT	32,398,350	29,621,555	27,492,908	26,461,604	25,608,048	6,507,364	-6.06%	-3.23%	98.63%
	PACKAGED	166,184,134	161,029,535	156,891,146	157,354,671	163,886,066	39,492,073	2.49%	4.15%	6.94%
	<b>TOTAL</b>	<b>198,582,484</b>	<b>190,651,090</b>	<b>184,384,054</b>	<b>183,816,275</b>	<b>189,494,114</b>	<b>45,999,437</b>	<b>1.19%</b>	<b>3.09%</b>	<b>19.33%</b>
Breweries with Annual Production over 15,000 and up to 160,000HL	DRAFT	4,002,268	4,900,997	5,726,682	6,373,098	6,397,486	1,446,252	-6.54%	0.38%	95.06%
	PACKAGED	19,171,227	23,732,309	26,175,043	26,976,653	26,507,861	6,667,575	-0.60%	-1.74%	2.61%
	<b>TOTAL</b>	<b>23,173,495</b>	<b>28,633,306</b>	<b>31,901,725</b>	<b>33,349,751</b>	<b>32,905,347</b>	<b>8,113,827</b>	<b>-1.72%</b>	<b>-1.33%</b>	<b>20.58%</b>
Breweries with Annual Production up to 15,000HL	DRAFT	4,289,516	4,593,839	5,239,004	6,604,800	9,240,410	2,460,140	38.92%	39.90%	92.90%
	PACKAGED	2,881,155	3,002,890	4,291,783	6,108,305	9,321,860	2,728,069	54.28%	52.61%	4.37%
	<b>TOTAL</b>	<b>7,170,671</b>	<b>7,596,729</b>	<b>9,530,787</b>	<b>12,713,105</b>	<b>18,562,270</b>	<b>5,188,209</b>	<b>46.60%</b>	<b>46.01%</b>	<b>48.44%</b>
DOMESTIC DRAFT - TOTAL		40,690,134	39,116,391	38,458,594	39,439,502	41,245,944	10,413,756	1.64%	4.58%	96.80%
DOMESTIC PACKAGED - TOTAL		188,236,516	187,764,734	187,357,972	190,439,629	199,715,787	48,887,717	4.00%	4.87%	6.25%
<b>DOMESTIC BEER - TOTAL</b>		<b>228,926,650</b>	<b>226,881,125</b>	<b>225,816,566</b>	<b>229,879,131</b>	<b>240,961,731</b>	<b>59,301,473</b>	<b>3.58%</b>	<b>4.82%</b>	<b>21.75%</b>

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

		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
Breweries with Annual Production over 160,000HL	DRAFT	\$96,635	\$91,998	\$86,338	\$82,502	\$80,507	\$20,426	-4.67%	-2.42%	98.57%
	PACKAGED	\$689,916	\$675,165	\$657,722	\$632,085	\$631,132	\$153,724	0.73%	-0.15%	8.14%
	<b>TOTAL</b>	<b>\$786,551</b>	<b>\$767,163</b>	<b>\$744,060</b>	<b>\$714,587</b>	<b>\$711,640</b>	<b>\$174,150</b>	<b>0.07%</b>	<b>-0.41%</b>	<b>18.37%</b>
Breweries with Annual Production over 15,000 and up to 160,000HL	DRAFT	\$11,800	\$14,830	\$17,667	\$19,479	\$19,738	\$4,486	-4.97%	1.33%	94.92%
	PACKAGED	\$69,840	\$88,310	\$98,032	\$101,306	\$101,728	\$26,157	2.07%	0.42%	3.23%
	<b>TOTAL</b>	<b>\$81,640</b>	<b>\$103,140</b>	<b>\$115,699</b>	<b>\$120,786</b>	<b>\$121,466</b>	<b>\$30,643</b>	<b>0.97%</b>	<b>0.56%</b>	<b>18.13%</b>
Breweries with Annual Production up to 15,000HL	DRAFT	\$13,790	\$15,136	\$17,218	\$22,271	\$31,876	\$8,680	42.05%	43.13%	92.77%
	PACKAGED	\$15,050	\$16,337	\$22,913	\$33,124	\$51,848	\$15,690	56.98%	56.53%	4.45%
	<b>TOTAL</b>	<b>\$28,840</b>	<b>\$31,472</b>	<b>\$40,131</b>	<b>\$55,394</b>	<b>\$83,724</b>	<b>\$24,370</b>	<b>51.31%</b>	<b>51.14%</b>	<b>38.08%</b>
DOMESTIC DRAFT - TOTAL		\$122,226	\$121,964	\$121,223	\$124,252	\$132,121	\$33,592	4.14%	6.33%	96.63%
DOMESTIC PACKAGED - TOTAL		\$774,806	\$779,812	\$778,667	\$766,515	\$784,709	\$195,571	3.90%	2.37%	7.26%
<b>DOMESTIC BEER - TOTAL</b>		<b>\$897,031</b>	<b>\$901,776</b>	<b>\$899,890</b>	<b>\$890,767</b>	<b>\$916,830</b>	<b>\$229,163</b>	<b>3.93%</b>	<b>2.93%</b>	<b>20.14%</b>

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

		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
ARGENTINA	PACKAGED	960	2,167	1,206	1,216	814	120	-63.30%	-32.92%	35.63%
	<b>ARGENTINA - Total</b>	<b>960</b>	<b>2,167</b>	<b>1,206</b>	<b>1,216</b>	<b>814</b>	<b>120</b>	<b>-63.30%</b>	<b>-32.92%</b>	<b>35.63%</b>
AUSTRALIA	PACKAGED	37,817	28,107	31,687	23,317	16,716	3,173	-30.48%	-28.30%	22.55%
	<b>AUSTRALIA - Total</b>	<b>37,817</b>	<b>28,107</b>	<b>31,687</b>	<b>23,317</b>	<b>16,716</b>	<b>3,173</b>	<b>-30.48%</b>	<b>-28.30%</b>	<b>22.55%</b>
AUSTRIA	DRAFT	8,150	10,800	12,725	17,500	24,625	5,925	6.28%	40.71%	99.19%
	PACKAGED	60,913	59,494	72,576	120,508	212,104	44,061	36.99%	76.00%	10.68%
	<b>AUSTRIA - Total</b>	<b>69,063</b>	<b>70,294</b>	<b>85,301</b>	<b>138,008</b>	<b>236,729</b>	<b>49,986</b>	<b>32.45%</b>	<b>71.52%</b>	<b>19.89%</b>
BARBADOS	PACKAGED	0	0	0	0	290	181	n/a	n/a	14.83%
	<b>BARBADOS - Total</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>290</b>	<b>181</b>	<b>n/a</b>	<b>n/a</b>	<b>14.83%</b>
BELGIUM	DRAFT	1,030,840	832,015	763,965	787,320	946,140	261,005	16.26%	20.17%	99.25%
	PACKAGED	3,482,240	3,424,665	3,474,972	3,312,597	3,299,247	885,027	6.52%	-0.40%	17.92%
	<b>BELGIUM - Total</b>	<b>4,513,080</b>	<b>4,256,680</b>	<b>4,238,937</b>	<b>4,099,917</b>	<b>4,245,387</b>	<b>1,146,032</b>	<b>8.59%</b>	<b>3.55%</b>	<b>36.04%</b>
BRAZIL	PACKAGED	157,719	5,758	-56	-17	460	151	n/a	2,805.88%	0.00%
	<b>BRAZIL - Total</b>	<b>157,719</b>	<b>5,758</b>	<b>-56</b>	<b>-17</b>	<b>460</b>	<b>151</b>	<b>n/a</b>	<b>2,805.88%</b>	<b>0.00%</b>
CHILE	PACKAGED	888	439	0	0	0	0	n/a	n/a	0.00%
	<b>CHILE - Total</b>	<b>888</b>	<b>439</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>
CHINA	PACKAGED	347,325	302,347	295,981	291,897	296,269	73,836	7.36%	1.50%	44.57%
	<b>CHINA - Total</b>	<b>347,325</b>	<b>302,347</b>	<b>295,981</b>	<b>291,897</b>	<b>296,269</b>	<b>73,836</b>	<b>7.36%</b>	<b>1.50%</b>	<b>44.57%</b>
CROATIA	PACKAGED	78,150	44,275	32,499	83	0	0	n/a	-100.00%	0.00%
	<b>CROATIA - Total</b>	<b>78,150</b>	<b>44,275</b>	<b>32,499</b>	<b>83</b>	<b>0</b>	<b>0</b>	<b>n/a</b>	<b>-100.00%</b>	<b>0.00%</b>
CUBA	PACKAGED	0	0	0	0	395	58	n/a	n/a	16.96%
	<b>CUBA - Total</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>395</b>	<b>58</b>	<b>n/a</b>	<b>n/a</b>	<b>16.96%</b>
CZECH REPUBLIC	DRAFT	36,655	40,757	44,243	30,413	34,896	9,201	0.33%	14.75%	94.12%
	PACKAGED	778,585	800,150	818,737	853,827	1,053,311	280,012	23.21%	23.36%	3.82%

**IMPORT BEER MARKET**  
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CZECH REPUBLIC	<b>CZECH REPUBLIC - Total</b>	<b>815,240</b>	<b>840,907</b>	<b>862,980</b>	<b>884,240</b>	<b>1,088,207</b>	<b>289,213</b>	<b>22.32%</b>	<b>23.07%</b>	<b>6.72%</b>
DENMARK	DRAFT	59,850	66,450	141,100	129,950	176,850	42,450	5.86%	36.09%	99.46%
	PACKAGED	1,362,238	1,329,832	1,546,084	1,721,071	1,966,125	536,901	9.15%	14.24%	0.89%
	<b>DENMARK - Total</b>	<b>1,422,088</b>	<b>1,396,282</b>	<b>1,687,184</b>	<b>1,851,021</b>	<b>2,142,975</b>	<b>579,351</b>	<b>8.90%</b>	<b>15.77%</b>	<b>9.02%</b>
ESTONIA	PACKAGED	516	0	0	0	0	0	n/a	n/a	0.00%
	<b>ESTONIA - Total</b>	<b>516</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>
ETHIOPIA	PACKAGED	0	0	0	792	0	0	n/a	-100.00%	0.00%
	<b>ETHIOPIA - Total</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>792</b>	<b>0</b>	<b>0</b>	<b>n/a</b>	<b>-100.00%</b>	<b>0.00%</b>
FIJI	PACKAGED	0	0	0	1,034	12,350	2,208	113.54%	1,094.29%	1.24%
	<b>FIJI - Total</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1,034</b>	<b>12,350</b>	<b>2,208</b>	<b>113.54%</b>	<b>1,094.29%</b>	<b>1.24%</b>
FRANCE	DRAFT	89,170	218,460	275,400	327,220	372,990	95,400	15.52%	13.99%	99.92%
	PACKAGED	197,614	329,877	442,602	616,036	770,617	193,003	25.36%	25.09%	10.27%
	<b>FRANCE - Total</b>	<b>286,784</b>	<b>548,337</b>	<b>718,002</b>	<b>943,256</b>	<b>1,143,607</b>	<b>288,403</b>	<b>21.92%</b>	<b>21.24%</b>	<b>39.51%</b>
GERMANY	DRAFT	214,180	134,930	138,290	169,660	193,870	51,750	-2.04%	14.27%	98.11%
	PACKAGED	3,306,968	3,308,491	2,905,894	2,960,405	2,928,787	669,509	-11.42%	-1.07%	3.40%
	<b>GERMANY - Total</b>	<b>3,521,148</b>	<b>3,443,421</b>	<b>3,044,184</b>	<b>3,130,065</b>	<b>3,122,657</b>	<b>721,259</b>	<b>-10.81%</b>	<b>-0.24%</b>	<b>9.28%</b>
GREECE	PACKAGED	8,296	11,052	12,070	13,300	18,035	4,525	36.62%	35.62%	88.04%
	<b>GREECE - Total</b>	<b>8,296</b>	<b>11,052</b>	<b>12,070</b>	<b>13,300</b>	<b>18,035</b>	<b>4,525</b>	<b>36.62%</b>	<b>35.62%</b>	<b>88.04%</b>
GREENLAND	PACKAGED	0	0	222	19	0	0	n/a	-100.00%	0.00%
	<b>GREENLAND - Total</b>	<b>0</b>	<b>0</b>	<b>222</b>	<b>19</b>	<b>0</b>	<b>0</b>	<b>n/a</b>	<b>-100.00%</b>	<b>0.00%</b>
ICELAND	DRAFT	0	0	0	0	40	40	n/a	n/a	100.00%
	PACKAGED	0	0	0	4,721	51,116	20,018	324.02%	982.91%	1.67%
	<b>ICELAND - Total</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>4,721</b>	<b>51,156</b>	<b>20,058</b>	<b>324.02%</b>	<b>982.91%</b>	<b>1.75%</b>
INDIA	PACKAGED	48,453	22,890	5,214	3,641	10,695	3,108	99.10%	193.52%	45.08%

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		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
INDIA	<b>INDIA - Total</b>	<b>48,453</b>	<b>22,890</b>	<b>5,214</b>	<b>3,641</b>	<b>10,695</b>	<b>3,108</b>	<b>99.10%</b>	<b>193.52%</b>	<b>45.08%</b>
IRELAND	DRAFT	1,270,900	1,249,150	1,262,500	1,208,900	1,153,500	303,250	-7.35%	-4.58%	99.69%
	PACKAGED	1,204,063	1,207,029	1,420,102	1,474,318	1,371,123	347,488	-12.79%	-7.00%	12.30%
	<b>IRELAND - Total</b>	<b>2,474,963</b>	<b>2,456,179</b>	<b>2,682,602</b>	<b>2,683,218</b>	<b>2,524,623</b>	<b>650,738</b>	<b>-10.33%</b>	<b>-5.91%</b>	<b>52.23%</b>
ISRAEL	PACKAGED	0	0	0	48	55	16	-65.96%	19.15%	0.00%
	<b>ISRAEL - Total</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>48</b>	<b>55</b>	<b>16</b>	<b>-65.96%</b>	<b>19.15%</b>	<b>0.00%</b>
ITALY	DRAFT	0	10,560	58,320	83,670	97,920	25,020	13.16%	17.03%	99.66%
	PACKAGED	197,537	265,090	287,219	287,890	296,914	73,829	-4.69%	3.14%	24.59%
	<b>ITALY - Total</b>	<b>197,537</b>	<b>275,650</b>	<b>345,539</b>	<b>371,560</b>	<b>394,834</b>	<b>98,849</b>	<b>-0.72%</b>	<b>6.27%</b>	<b>43.21%</b>
JAMAICA	PACKAGED	225,003	231,384	232,792	224,563	202,939	43,618	-16.15%	-9.63%	19.91%
	<b>JAMAICA - Total</b>	<b>225,003</b>	<b>231,384</b>	<b>232,792</b>	<b>224,563</b>	<b>202,939</b>	<b>43,618</b>	<b>-16.15%</b>	<b>-9.63%</b>	<b>19.91%</b>
JAPAN	DRAFT	19,494	58,824	77,007	81,453	91,960	22,211	1.21%	12.90%	99.01%
	PACKAGED	519,226	477,504	453,595	448,119	468,421	113,664	4.57%	4.53%	64.58%
	<b>JAPAN - Total</b>	<b>538,720</b>	<b>536,328</b>	<b>530,602</b>	<b>529,572</b>	<b>560,381</b>	<b>135,875</b>	<b>4.01%</b>	<b>5.82%</b>	<b>70.23%</b>
KENYA	PACKAGED	10,720	8,170	10,642	11,157	7,079	1,754	-40.16%	-36.53%	44.00%
	<b>KENYA - Total</b>	<b>10,720</b>	<b>8,170</b>	<b>10,642</b>	<b>11,157</b>	<b>7,079</b>	<b>1,754</b>	<b>-40.16%</b>	<b>-36.53%</b>	<b>44.00%</b>
KOREA - SOUTH	PACKAGED	12,299	21,271	25,950	31,397	26,373	5,804	-26.10%	-16.00%	67.52%
	<b>KOREA - SOUTH - Total</b>	<b>12,299</b>	<b>21,271</b>	<b>25,950</b>	<b>31,397</b>	<b>26,373</b>	<b>5,804</b>	<b>-26.10%</b>	<b>-16.00%</b>	<b>67.52%</b>
LAOS	PACKAGED	48	553	529	329	167	80	0.00%	-49.40%	76.05%
	<b>LAOS - Total</b>	<b>48</b>	<b>553</b>	<b>529</b>	<b>329</b>	<b>167</b>	<b>80</b>	<b>0.00%</b>	<b>-49.40%</b>	<b>76.05%</b>
LEBANON	PACKAGED	0	159	957	1,259	588	311	8.74%	-53.33%	98.64%
	<b>LEBANON - Total</b>	<b>0</b>	<b>159</b>	<b>957</b>	<b>1,259</b>	<b>588</b>	<b>311</b>	<b>8.74%</b>	<b>-53.33%</b>	<b>98.64%</b>
LITHUANIA	PACKAGED	0	30	0	0	0	0	n/a	n/a	0.00%
	<b>LITHUANIA - Total</b>	<b>0</b>	<b>30</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>
MEXICO	PACKAGED	10,174,284	8,509,017	8,299,758	8,214,222	7,628,579	1,501,070	-4.39%	-7.13%	23.53%
	<b>MEXICO - Total</b>	<b>10,174,284</b>	<b>8,509,017</b>	<b>8,299,758</b>	<b>8,214,222</b>	<b>7,628,579</b>	<b>1,501,070</b>	<b>-4.39%</b>	<b>-7.13%</b>	<b>23.53%</b>



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		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
MONTENEGRO	PACKAGED	1,518	1,972	214	1,276	1,878	528	128.57%	46.72%	0.00%
	<b>MONTENEGRO - Total</b>	<b>1,518</b>	<b>1,972</b>	<b>214</b>	<b>1,276</b>	<b>1,878</b>	<b>528</b>	<b>128.57%</b>	<b>46.72%</b>	<b>0.00%</b>
NETHERLANDS	DRAFT	597,080	510,710	482,980	445,680	394,930	94,800	-18.67%	-11.39%	99.52%
	PACKAGED	5,701,329	5,381,394	5,123,411	4,830,024	5,092,161	1,406,147	13.07%	5.43%	13.92%
	<b>NETHERLANDS - Total</b>	<b>6,298,409</b>	<b>5,892,104</b>	<b>5,606,391</b>	<b>5,275,704</b>	<b>5,487,091</b>	<b>1,500,947</b>	<b>10.35%</b>	<b>4.01%</b>	<b>20.08%</b>
NEW ZEALAND	DRAFT	0	0	0	1,050	930	120	-42.86%	-11.43%	0.00%
	PACKAGED	73,787	74,596	76,183	82,152	61,270	14,271	-24.48%	-25.42%	4.90%
	<b>NEW ZEALAND - Total</b>	<b>73,787</b>	<b>74,596</b>	<b>76,183</b>	<b>83,202</b>	<b>62,200</b>	<b>14,391</b>	<b>-24.68%</b>	<b>-25.24%</b>	<b>6.13%</b>
NORWAY	PACKAGED	636	1,390	762	2,221	462	156	-66.81%	-79.13%	0.00%
	<b>NORWAY - Total</b>	<b>636</b>	<b>1,390</b>	<b>762</b>	<b>2,221</b>	<b>462</b>	<b>156</b>	<b>-66.81%</b>	<b>-79.13%</b>	<b>0.00%</b>
PHILIPPINES	PACKAGED	64,254	75,118	75,425	74,071	66,006	14,061	-31.13%	-10.89%	4.36%
	<b>PHILIPPINES - Total</b>	<b>64,254</b>	<b>75,118</b>	<b>75,425</b>	<b>74,071</b>	<b>66,006</b>	<b>14,061</b>	<b>-31.13%</b>	<b>-10.89%</b>	<b>4.36%</b>
POLAND	PACKAGED	117,875	116,185	108,446	116,335	118,740	30,460	-0.15%	2.07%	3.78%
	<b>POLAND - Total</b>	<b>117,875</b>	<b>116,185</b>	<b>108,446</b>	<b>116,335</b>	<b>118,740</b>	<b>30,460</b>	<b>-0.15%</b>	<b>2.07%</b>	<b>3.78%</b>
PORTUGAL	PACKAGED	0	8,043	16,153	16,484	20,447	6,543	48.77%	24.06%	14.07%
	<b>PORTUGAL - Total</b>	<b>0</b>	<b>8,043</b>	<b>16,153</b>	<b>16,484</b>	<b>20,447</b>	<b>6,543</b>	<b>48.77%</b>	<b>24.06%</b>	<b>14.07%</b>
RUSSIA (USSR)	PACKAGED	34,558	32,084	58,358	67,881	70,999	18,083	20.26%	4.60%	2.56%
	<b>RUSSIA (USSR) - Total</b>	<b>34,558</b>	<b>32,084</b>	<b>58,358</b>	<b>67,881</b>	<b>70,999</b>	<b>18,083</b>	<b>20.26%</b>	<b>4.60%</b>	<b>2.56%</b>
SERBIA	PACKAGED	0	1,876	2,200	3,795	3,990	815	23.67%	5.14%	0.00%
	<b>SERBIA - Total</b>	<b>0</b>	<b>1,876</b>	<b>2,200</b>	<b>3,795</b>	<b>3,990</b>	<b>815</b>	<b>23.67%</b>	<b>5.14%</b>	<b>0.00%</b>
SINGAPORE	PACKAGED	56,876	64,124	67,487	78,433	79,767	17,432	-8.20%	1.70%	38.27%
	<b>SINGAPORE - Total</b>	<b>56,876</b>	<b>64,124</b>	<b>67,487</b>	<b>78,433</b>	<b>79,767</b>	<b>17,432</b>	<b>-8.20%</b>	<b>1.70%</b>	<b>38.27%</b>

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SLOVAK REPUBLIC	PACKAGED	4,038	2,048	1,794	2,710	1,971	560	3.70%	-27.23%	0.05%
	<b>SLOVAK REPUBLIC - Total</b>	<b>4,038</b>	<b>2,048</b>	<b>1,794</b>	<b>2,710</b>	<b>1,971</b>	<b>560</b>	<b>3.70%</b>	<b>-27.23%</b>	<b>0.05%</b>
SLOVENIA	PACKAGED	1,344	719	0	0	0	0	n/a	n/a	0.00%
	<b>SLOVENIA - Total</b>	<b>1,344</b>	<b>719</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>
SOUTH AFRICA	PACKAGED	29,938	34,537	25,943	26,398	25,553	6,576	1.43%	-3.21%	5.19%
	<b>SOUTH AFRICA - Total</b>	<b>29,938</b>	<b>34,537</b>	<b>25,943</b>	<b>26,398</b>	<b>25,553</b>	<b>6,576</b>	<b>1.43%</b>	<b>-3.21%</b>	<b>5.19%</b>
SPAIN	PACKAGED	200,357	236,064	309,708	397,988	305,372	71,827	-32.57%	-23.27%	10.19%
	<b>SPAIN - Total</b>	<b>200,357</b>	<b>236,064</b>	<b>309,708</b>	<b>397,988</b>	<b>305,372</b>	<b>71,827</b>	<b>-32.57%</b>	<b>-23.27%</b>	<b>10.19%</b>
SWEDEN	PACKAGED	0	0	0	0	301	20	n/a	n/a	1.66%
	<b>SWEDEN - Total</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>301</b>	<b>20</b>	<b>n/a</b>	<b>n/a</b>	<b>1.66%</b>
SWITZERLAND	PACKAGED	0	0	514	403	18	0	-100.00%	-95.57%	0.00%
	<b>SWITZERLAND - Total</b>	<b>0</b>	<b>0</b>	<b>514</b>	<b>403</b>	<b>18</b>	<b>0</b>	<b>-100.00%</b>	<b>-95.57%</b>	<b>0.00%</b>
TAIWAN	PACKAGED	0	0	0	0	8,870	190	n/a	n/a	0.00%
	<b>TAIWAN - Total</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>8,870</b>	<b>190</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>
THAILAND	PACKAGED	81,381	90,072	86,783	90,823	84,448	20,771	-10.25%	-7.03%	64.26%
	<b>THAILAND - Total</b>	<b>81,381</b>	<b>90,072</b>	<b>86,783</b>	<b>90,823</b>	<b>84,448</b>	<b>20,771</b>	<b>-10.25%</b>	<b>-7.03%</b>	<b>64.26%</b>
TRINIDAD AND TOBAGO	PACKAGED	21,579	24,523	20,329	19,185	14,626	2,943	-18.32%	-23.78%	11.04%
	<b>TRINIDAD AND TOBAGO - Total</b>	<b>21,579</b>	<b>24,523</b>	<b>20,329</b>	<b>19,185</b>	<b>14,626</b>	<b>2,943</b>	<b>-18.32%</b>	<b>-23.78%</b>	<b>11.04%</b>
TURKEY	PACKAGED	33,155	46,406	56,078	65,184	65,314	15,745	11.09%	0.20%	2.03%
	<b>TURKEY - Total</b>	<b>33,155</b>	<b>46,406</b>	<b>56,078</b>	<b>65,184</b>	<b>65,314</b>	<b>15,745</b>	<b>11.09%</b>	<b>0.20%</b>	<b>2.03%</b>
UKRAINE	PACKAGED	5,400	50	2,280	280	0	0	n/a	-100.00%	0.00%
	<b>UKRAINE - Total</b>	<b>5,400</b>	<b>50</b>	<b>2,280</b>	<b>280</b>	<b>0</b>	<b>0</b>	<b>n/a</b>	<b>-100.00%</b>	<b>0.00%</b>

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

		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
UNITED KINGDOM	DRAFT	61,650	69,750	89,320	146,700	138,000	35,000	-14.99%	-5.93%	99.67%
	PACKAGED	737,787	694,879	822,961	882,286	889,845	299,096	11.81%	0.86%	3.66%
	<b>UNITED KINGDOM - Total</b>	<b>799,437</b>	<b>764,629</b>	<b>912,281</b>	<b>1,028,986</b>	<b>1,027,845</b>	<b>334,096</b>	<b>8.24%</b>	<b>-0.11%</b>	<b>16.55%</b>
UNITED STATES OF AMERICA	DRAFT	46,443	167,619	445,983	539,027	687,596	202,721	28.62%	27.56%	97.96%
	PACKAGED	18,256,646	14,579,463	12,043,297	11,433,762	9,937,583	2,228,065	-20.85%	-13.09%	11.53%
	<b>UNITED STATES OF AMERICA - Total</b>	<b>18,303,089</b>	<b>14,747,082</b>	<b>12,489,280</b>	<b>11,972,789</b>	<b>10,625,179</b>	<b>2,430,786</b>	<b>-18.23%</b>	<b>-11.26%</b>	<b>17.12%</b>
VIETNAM	PACKAGED	349	1,464	2,428	2,998	3,420	886	-4.01%	13.88%	72.98%
	<b>VIETNAM - Total</b>	<b>349</b>	<b>1,464</b>	<b>2,428</b>	<b>2,998</b>	<b>3,420</b>	<b>886</b>	<b>-4.01%</b>	<b>13.88%</b>	<b>72.98%</b>
<b>IMPORT DRAFT - TOTAL</b>		<b>3,434,412</b>	<b>3,370,025</b>	<b>3,791,833</b>	<b>3,968,543</b>	<b>4,314,247</b>	<b>1,148,893</b>	<b>4.29%</b>	<b>8.71%</b>	<b>99.18%</b>
<b>IMPORT PACKAGED - TOTAL</b>		<b>47,634,669</b>	<b>41,856,758</b>	<b>39,271,986</b>	<b>38,812,438</b>	<b>37,492,610</b>	<b>8,958,700</b>	<b>-4.54%</b>	<b>-3.40%</b>	<b>14.50%</b>
<b>IMPORT BEER - TOTAL</b>		<b>51,069,081</b>	<b>45,226,783</b>	<b>43,063,819</b>	<b>42,780,981</b>	<b>41,806,857</b>	<b>10,107,593</b>	<b>-3.62%</b>	<b>-2.28%</b>	<b>23.24%</b>

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

		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
ARGENTINA	PACKAGED	\$6	\$12	\$7	\$7	\$5	\$1	-63.54%	-33.43%	35.60%
	<b>ARGENTINA - Total</b>	<b>\$6</b>	<b>\$12</b>	<b>\$7</b>	<b>\$7</b>	<b>\$5</b>	<b>\$1</b>	<b>-63.54%</b>	<b>-33.43%</b>	<b>35.60%</b>
AUSTRALIA	PACKAGED	\$208	\$152	\$205	\$129	\$87	\$17	-29.92%	-32.67%	23.25%
	<b>AUSTRALIA - Total</b>	<b>\$208</b>	<b>\$152</b>	<b>\$205</b>	<b>\$129</b>	<b>\$87</b>	<b>\$17</b>	<b>-29.92%</b>	<b>-32.67%</b>	<b>23.25%</b>
AUSTRIA	DRAFT	\$43	\$57	\$67	\$88	\$121	\$29	6.01%	37.60%	99.19%
	PACKAGED	\$266	\$267	\$326	\$575	\$1,062	\$226	48.14%	84.73%	10.16%
	<b>AUSTRIA - Total</b>	<b>\$309</b>	<b>\$324</b>	<b>\$394</b>	<b>\$662</b>	<b>\$1,182</b>	<b>\$255</b>	<b>41.76%</b>	<b>78.49%</b>	<b>19.25%</b>
BARBADOS	PACKAGED	\$0	\$0	\$0	\$0	\$2	\$1	n/a	n/a	15.28%
	<b>BARBADOS - Total</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$2</b>	<b>\$1</b>	<b>n/a</b>	<b>n/a</b>	<b>15.28%</b>
BELGIUM	DRAFT	\$4,736	\$4,008	\$3,758	\$3,882	\$4,625	\$1,270	14.89%	19.14%	99.32%
	PACKAGED	\$20,223	\$19,872	\$20,232	\$19,635	\$19,419	\$5,207	4.41%	-1.10%	18.21%
	<b>BELGIUM - Total</b>	<b>\$24,959</b>	<b>\$23,880</b>	<b>\$23,989</b>	<b>\$23,517</b>	<b>\$24,044</b>	<b>\$6,477</b>	<b>6.31%</b>	<b>2.24%</b>	<b>33.81%</b>
BRAZIL	PACKAGED	\$788	\$31	\$0	\$0	\$3	\$1	n/a	3,395.60%	0.00%
	<b>BRAZIL - Total</b>	<b>\$788</b>	<b>\$31</b>	<b>\$0</b>	<b>\$0</b>	<b>\$3</b>	<b>\$1</b>	<b>n/a</b>	<b>3,395.60%</b>	<b>0.00%</b>
CHILE	PACKAGED	\$6	\$2	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	<b>CHILE - Total</b>	<b>\$6</b>	<b>\$2</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>
CHINA	PACKAGED	\$1,598	\$1,444	\$1,420	\$1,396	\$1,418	\$353	6.68%	1.52%	45.17%
	<b>CHINA - Total</b>	<b>\$1,598</b>	<b>\$1,444</b>	<b>\$1,420</b>	<b>\$1,396</b>	<b>\$1,418</b>	<b>\$353</b>	<b>6.68%</b>	<b>1.52%</b>	<b>45.17%</b>
CROATIA	PACKAGED	\$315	\$196	\$145	\$0	\$0	\$0	n/a	-100.00%	0.00%
	<b>CROATIA - Total</b>	<b>\$315</b>	<b>\$196</b>	<b>\$145</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>n/a</b>	<b>-100.00%</b>	<b>0.00%</b>
CUBA	PACKAGED	\$0	\$0	\$0	\$0	\$3	\$0	n/a	n/a	17.01%
	<b>CUBA - Total</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$3</b>	<b>\$0</b>	<b>n/a</b>	<b>n/a</b>	<b>17.01%</b>
CZECH REPUBLIC	DRAFT	\$150	\$169	\$183	\$123	\$141	\$37	0.32%	14.11%	94.12%
	PACKAGED	\$3,662	\$3,710	\$3,789	\$3,870	\$4,644	\$1,232	21.76%	20.01%	3.99%
	<b>CZECH REPUBLIC - Total</b>	<b>\$3,812</b>	<b>\$3,879</b>	<b>\$3,972</b>	<b>\$3,993</b>	<b>\$4,785</b>	<b>\$1,269</b>	<b>21.01%</b>	<b>19.83%</b>	<b>6.64%</b>

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

		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
DENMARK	DRAFT	\$257	\$289	\$614	\$560	\$769	\$185	6.46%	37.39%	99.46%
	PACKAGED	\$5,780	\$5,737	\$6,551	\$7,022	\$8,019	\$2,163	10.06%	14.19%	1.02%
	<b>DENMARK - Total</b>	<b>\$6,036</b>	<b>\$6,026</b>	<b>\$7,166</b>	<b>\$7,582</b>	<b>\$8,788</b>	<b>\$2,348</b>	<b>9.76%</b>	<b>15.90%</b>	<b>9.63%</b>
ESTONIA	PACKAGED	\$2	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	<b>ESTONIA - Total</b>	<b>\$2</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>
ETHIOPIA	PACKAGED	\$0	\$0	\$0	\$6	\$0	\$0	n/a	-100.00%	0.00%
	<b>ETHIOPIA - Total</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$6</b>	<b>\$0</b>	<b>\$0</b>	<b>n/a</b>	<b>-100.00%</b>	<b>0.00%</b>
FIJI	PACKAGED	\$0	\$0	\$0	\$7	\$79	\$14	112.73%	1,104.10%	1.23%
	<b>FIJI - Total</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$7</b>	<b>\$79</b>	<b>\$14</b>	<b>112.73%</b>	<b>1,104.10%</b>	<b>1.23%</b>
FRANCE	DRAFT	\$396	\$1,025	\$1,320	\$1,560	\$1,801	\$460	16.49%	15.50%	99.92%
	PACKAGED	\$1,113	\$1,910	\$2,634	\$3,575	\$4,391	\$1,078	22.09%	22.81%	11.04%
	<b>FRANCE - Total</b>	<b>\$1,508</b>	<b>\$2,935</b>	<b>\$3,954</b>	<b>\$5,135</b>	<b>\$6,192</b>	<b>\$1,537</b>	<b>20.36%</b>	<b>20.59%</b>	<b>36.90%</b>
GERMANY	DRAFT	\$988	\$605	\$624	\$779	\$907	\$241	-0.54%	16.44%	98.16%
	PACKAGED	\$14,387	\$14,336	\$13,075	\$13,008	\$12,729	\$2,954	-13.37%	-2.14%	4.04%
	<b>GERMANY - Total</b>	<b>\$15,376</b>	<b>\$14,941</b>	<b>\$13,699</b>	<b>\$13,787</b>	<b>\$13,636</b>	<b>\$3,195</b>	<b>-12.52%</b>	<b>-1.09%</b>	<b>10.30%</b>
GREECE	PACKAGED	\$51	\$69	\$76	\$82	\$115	\$29	44.68%	40.28%	88.21%
	<b>GREECE - Total</b>	<b>\$51</b>	<b>\$69</b>	<b>\$76</b>	<b>\$82</b>	<b>\$115</b>	<b>\$29</b>	<b>44.68%</b>	<b>40.28%</b>	<b>88.21%</b>
GREENLAND	PACKAGED	\$0	\$0	\$2	\$0	\$0	\$0	n/a	-100.00%	0.00%
	<b>GREENLAND - Total</b>	<b>\$0</b>	<b>\$0</b>	<b>\$2</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>n/a</b>	<b>-100.00%</b>	<b>0.00%</b>
ICELAND	DRAFT	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	100.00%
	PACKAGED	\$0	\$0	\$0	\$21	\$195	\$71	242.65%	842.46%	1.72%
	<b>ICELAND - Total</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$21</b>	<b>\$195</b>	<b>\$71</b>	<b>242.65%</b>	<b>842.46%</b>	<b>1.83%</b>
INDIA	PACKAGED	\$318	\$153	\$31	\$19	\$49	\$14	70.68%	154.99%	52.87%
	<b>INDIA - Total</b>	<b>\$318</b>	<b>\$153</b>	<b>\$31</b>	<b>\$19</b>	<b>\$49</b>	<b>\$14</b>	<b>70.68%</b>	<b>154.99%</b>	<b>52.87%</b>
IRELAND	DRAFT	\$5,672	\$5,700	\$5,792	\$5,554	\$5,286	\$1,392	-7.31%	-4.83%	99.72%

**IMPORT BEER MARKET**  
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**SALES IN RETAIL DOLLARS (000s)**

		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
IRELAND	PACKAGED	\$6,708	\$6,863	\$7,816	\$8,190	\$7,653	\$1,969	-11.84%	-6.56%	12.53%
	<b>IRELAND - Total</b>	<b>\$12,380</b>	<b>\$12,563</b>	<b>\$13,608</b>	<b>\$13,744</b>	<b>\$12,939</b>	<b>\$3,361</b>	<b>-10.02%</b>	<b>-5.86%</b>	<b>48.15%</b>
ISRAEL	PACKAGED	\$0	\$0	\$0	\$0	\$1	\$0	-60.39%	22.49%	0.00%
	<b>ISRAEL - Total</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$1</b>	<b>\$0</b>	<b>-60.39%</b>	<b>22.49%</b>	<b>0.00%</b>
ITALY	DRAFT	\$0	\$53	\$295	\$415	\$482	\$123	13.16%	16.38%	99.66%
	PACKAGED	\$1,144	\$1,551	\$1,749	\$1,720	\$1,764	\$442	-3.75%	2.53%	25.79%
	<b>ITALY - Total</b>	<b>\$1,144</b>	<b>\$1,605</b>	<b>\$2,044</b>	<b>\$2,135</b>	<b>\$2,246</b>	<b>\$566</b>	<b>-0.51%</b>	<b>5.22%</b>	<b>41.66%</b>
JAMAICA	PACKAGED	\$1,185	\$1,233	\$1,242	\$1,202	\$1,100	\$240	-14.83%	-8.47%	19.98%
	<b>JAMAICA - Total</b>	<b>\$1,185</b>	<b>\$1,233</b>	<b>\$1,242</b>	<b>\$1,202</b>	<b>\$1,100</b>	<b>\$240</b>	<b>-14.83%</b>	<b>-8.47%</b>	<b>19.98%</b>
JAPAN	DRAFT	\$102	\$311	\$407	\$422	\$473	\$114	1.21%	12.22%	99.01%
	PACKAGED	\$2,766	\$2,599	\$2,473	\$2,428	\$2,553	\$619	5.49%	5.14%	65.10%
	<b>JAPAN - Total</b>	<b>\$2,868</b>	<b>\$2,910</b>	<b>\$2,880</b>	<b>\$2,850</b>	<b>\$3,026</b>	<b>\$734</b>	<b>4.80%</b>	<b>6.19%</b>	<b>70.41%</b>
KENYA	PACKAGED	\$69	\$53	\$69	\$72	\$46	\$11	-39.30%	-35.74%	44.02%
	<b>KENYA - Total</b>	<b>\$69</b>	<b>\$53</b>	<b>\$69</b>	<b>\$72</b>	<b>\$46</b>	<b>\$11</b>	<b>-39.30%</b>	<b>-35.74%</b>	<b>44.02%</b>
KOREA - SOUTH	PACKAGED	\$58	\$105	\$128	\$154	\$130	\$29	-25.34%	-15.89%	67.43%
	<b>KOREA - SOUTH - Total</b>	<b>\$58</b>	<b>\$105</b>	<b>\$128</b>	<b>\$154</b>	<b>\$130</b>	<b>\$29</b>	<b>-25.34%</b>	<b>-15.89%</b>	<b>67.43%</b>
LAOS	PACKAGED	\$0	\$3	\$3	\$2	\$1	\$0	-0.61%	-49.71%	76.17%
	<b>LAOS - Total</b>	<b>\$0</b>	<b>\$3</b>	<b>\$3</b>	<b>\$2</b>	<b>\$1</b>	<b>\$0</b>	<b>-0.61%</b>	<b>-49.71%</b>	<b>76.17%</b>
LEBANON	PACKAGED	\$0	\$1	\$6	\$8	\$4	\$2	18.90%	-51.31%	98.73%
	<b>LEBANON - Total</b>	<b>\$0</b>	<b>\$1</b>	<b>\$6</b>	<b>\$8</b>	<b>\$4</b>	<b>\$2</b>	<b>18.90%</b>	<b>-51.31%</b>	<b>98.73%</b>
LITHUANIA	PACKAGED	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	<b>LITHUANIA - Total</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>
MEXICO	PACKAGED	\$50,337	\$45,682	\$44,353	\$43,997	\$41,327	\$8,108	-3.66%	-6.07%	22.85%
	<b>MEXICO - Total</b>	<b>\$50,337</b>	<b>\$45,682</b>	<b>\$44,353</b>	<b>\$43,997</b>	<b>\$41,327</b>	<b>\$8,108</b>	<b>-3.66%</b>	<b>-6.07%</b>	<b>22.85%</b>
MONTENEGRO	PACKAGED	\$7	\$8	\$1	\$6	\$8	\$2	83.60%	40.57%	0.00%
	<b>MONTENEGRO - Total</b>	<b>\$7</b>	<b>\$8</b>	<b>\$1</b>	<b>\$6</b>	<b>\$8</b>	<b>\$2</b>	<b>83.60%</b>	<b>40.57%</b>	<b>0.00%</b>

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

		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
NETHERLANDS	DRAFT	\$2,643	\$2,353	\$2,254	\$2,076	\$1,825	\$436	-19.41%	-12.09%	99.53%
	PACKAGED	\$29,803	\$28,563	\$27,406	\$25,933	\$26,240	\$6,985	4.73%	1.18%	14.91%
	<b>NETHERLANDS - Total</b>	<b>\$32,445</b>	<b>\$30,916</b>	<b>\$29,660</b>	<b>\$28,009</b>	<b>\$28,064</b>	<b>\$7,421</b>	<b>2.91%</b>	<b>0.20%</b>	<b>20.41%</b>
NEW ZEALAND	DRAFT	\$0	\$0	\$0	\$5	\$5	\$1	-43.19%	-4.19%	0.00%
	PACKAGED	\$372	\$417	\$451	\$540	\$386	\$90	-27.29%	-28.52%	4.87%
	<b>NEW ZEALAND - Total</b>	<b>\$372</b>	<b>\$417</b>	<b>\$451</b>	<b>\$545</b>	<b>\$391</b>	<b>\$91</b>	<b>-27.42%</b>	<b>-28.29%</b>	<b>5.91%</b>
NORWAY	PACKAGED	\$8	\$16	\$10	\$29	\$7	\$2	-60.01%	-75.44%	0.00%
	<b>NORWAY - Total</b>	<b>\$8</b>	<b>\$16</b>	<b>\$10</b>	<b>\$29</b>	<b>\$7</b>	<b>\$2</b>	<b>-60.01%</b>	<b>-75.44%</b>	<b>0.00%</b>
PHILIPPINES	PACKAGED	\$296	\$357	\$363	\$357	\$319	\$70	-28.58%	-10.68%	4.70%
	<b>PHILIPPINES - Total</b>	<b>\$296</b>	<b>\$357</b>	<b>\$363</b>	<b>\$357</b>	<b>\$319</b>	<b>\$70</b>	<b>-28.58%</b>	<b>-10.68%</b>	<b>4.70%</b>
POLAND	PACKAGED	\$549	\$547	\$522	\$544	\$554	\$142	0.90%	1.90%	3.81%
	<b>POLAND - Total</b>	<b>\$549</b>	<b>\$547</b>	<b>\$522</b>	<b>\$544</b>	<b>\$554</b>	<b>\$142</b>	<b>0.90%</b>	<b>1.90%</b>	<b>3.81%</b>
PORTUGAL	PACKAGED	\$0	\$48	\$93	\$93	\$94	\$24	-3.02%	0.63%	16.30%
	<b>PORTUGAL - Total</b>	<b>\$0</b>	<b>\$48</b>	<b>\$93</b>	<b>\$93</b>	<b>\$94</b>	<b>\$24</b>	<b>-3.02%</b>	<b>0.63%</b>	<b>16.30%</b>
RUSSIA (USSR)	PACKAGED	\$153	\$143	\$266	\$303	\$310	\$78	14.69%	2.32%	2.59%
	<b>RUSSIA (USSR) - Total</b>	<b>\$153</b>	<b>\$143</b>	<b>\$266</b>	<b>\$303</b>	<b>\$310</b>	<b>\$78</b>	<b>14.69%</b>	<b>2.32%</b>	<b>2.59%</b>
SERBIA	PACKAGED	\$0	\$7	\$10	\$16	\$16	\$3	24.30%	-1.87%	0.00%
	<b>SERBIA - Total</b>	<b>\$0</b>	<b>\$7</b>	<b>\$10</b>	<b>\$16</b>	<b>\$16</b>	<b>\$3</b>	<b>24.30%</b>	<b>-1.87%</b>	<b>0.00%</b>
SINGAPORE	PACKAGED	\$272	\$309	\$316	\$355	\$363	\$81	-5.99%	2.23%	41.46%
	<b>SINGAPORE - Total</b>	<b>\$272</b>	<b>\$309</b>	<b>\$316</b>	<b>\$355</b>	<b>\$363</b>	<b>\$81</b>	<b>-5.99%</b>	<b>2.23%</b>	<b>41.46%</b>
SLOVAK REPUBLIC	PACKAGED	\$20	\$12	\$10	\$16	\$11	\$3	4.09%	-27.55%	0.03%
	<b>SLOVAK REPUBLIC - Total</b>	<b>\$20</b>	<b>\$12</b>	<b>\$10</b>	<b>\$16</b>	<b>\$11</b>	<b>\$3</b>	<b>4.09%</b>	<b>-27.55%</b>	<b>0.03%</b>
SLOVENIA	PACKAGED	\$6	\$3	\$0	\$0	\$0	\$0	n/a	n/a	0.00%

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

		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
SLOVENIA	<b>SLOVENIA - Total</b>	<b>\$6</b>	<b>\$3</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>
SOUTH AFRICA	PACKAGED	\$119	\$140	\$105	\$105	\$101	\$26	1.46%	-3.73%	5.19%
	<b>SOUTH AFRICA - Total</b>	<b>\$119</b>	<b>\$140</b>	<b>\$105</b>	<b>\$105</b>	<b>\$101</b>	<b>\$26</b>	<b>1.46%</b>	<b>-3.73%</b>	<b>5.19%</b>
SPAIN	PACKAGED	\$841	\$1,052	\$1,375	\$1,808	\$1,454	\$336	-29.52%	-19.58%	12.43%
	<b>SPAIN - Total</b>	<b>\$841</b>	<b>\$1,052</b>	<b>\$1,375</b>	<b>\$1,808</b>	<b>\$1,454</b>	<b>\$336</b>	<b>-29.52%</b>	<b>-19.58%</b>	<b>12.43%</b>
SWEDEN	PACKAGED	\$0	\$0	\$0	\$0	\$6	\$0	n/a	n/a	1.91%
	<b>SWEDEN - Total</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$6</b>	<b>\$0</b>	<b>n/a</b>	<b>n/a</b>	<b>1.91%</b>
SWITZERLAND	PACKAGED	\$0	\$0	\$7	\$5	\$0	\$0	-100.00%	-94.71%	0.00%
	<b>SWITZERLAND - Total</b>	<b>\$0</b>	<b>\$0</b>	<b>\$7</b>	<b>\$5</b>	<b>\$0</b>	<b>\$0</b>	<b>-100.00%</b>	<b>-94.71%</b>	<b>0.00%</b>
TAIWAN	PACKAGED	\$0	\$0	\$0	\$0	\$44	\$1	n/a	n/a	0.00%
	<b>TAIWAN - Total</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$44</b>	<b>\$1</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>
THAILAND	PACKAGED	\$430	\$464	\$458	\$469	\$465	\$113	-3.43%	-0.80%	64.37%
	<b>THAILAND - Total</b>	<b>\$430</b>	<b>\$464</b>	<b>\$458</b>	<b>\$469</b>	<b>\$465</b>	<b>\$113</b>	<b>-3.43%</b>	<b>-0.80%</b>	<b>64.37%</b>
TRINIDAD AND TOBAGO	PACKAGED	\$113	\$128	\$110	\$102	\$78	\$16	-16.46%	-22.93%	11.02%
	<b>TRINIDAD AND TOBAGO - Total</b>	<b>\$113</b>	<b>\$128</b>	<b>\$110</b>	<b>\$102</b>	<b>\$78</b>	<b>\$16</b>	<b>-16.46%</b>	<b>-22.93%</b>	<b>11.02%</b>
TURKEY	PACKAGED	\$160	\$227	\$273	\$289	\$300	\$74	20.31%	3.94%	2.13%
	<b>TURKEY - Total</b>	<b>\$160</b>	<b>\$227</b>	<b>\$273</b>	<b>\$289</b>	<b>\$300</b>	<b>\$74</b>	<b>20.31%</b>	<b>3.94%</b>	<b>2.13%</b>
UKRAINE	PACKAGED	\$25	\$0	\$11	\$1	\$0	\$0	n/a	-100.00%	0.00%
	<b>UKRAINE - Total</b>	<b>\$25</b>	<b>\$0</b>	<b>\$11</b>	<b>\$1</b>	<b>\$0</b>	<b>\$0</b>	<b>n/a</b>	<b>-100.00%</b>	<b>0.00%</b>
UNITED KINGDOM	DRAFT	\$265	\$314	\$419	\$686	\$647	\$164	-14.43%	-5.75%	99.68%
	PACKAGED	\$4,445	\$4,396	\$5,080	\$5,372	\$5,634	\$2,183	29.63%	4.88%	3.79%
	<b>UNITED KINGDOM - Total</b>	<b>\$4,710</b>	<b>\$4,710</b>	<b>\$5,499</b>	<b>\$6,058</b>	<b>\$6,281</b>	<b>\$2,347</b>	<b>25.13%</b>	<b>3.68%</b>	<b>13.66%</b>



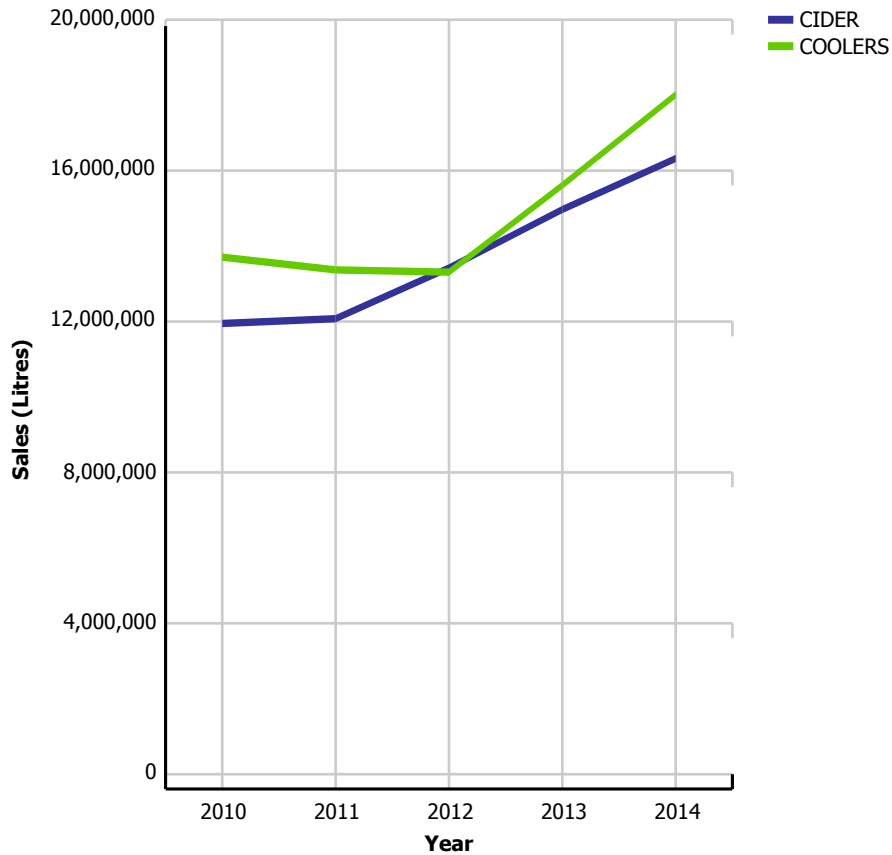
**IMPORT BEER MARKET**  
**ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER OF EACH LABELLED YEAR**  
**SALES IN RETAIL DOLLARS (000s)**

		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
UNITED STATES OF AMERICA	DRAFT	\$234	\$727	\$1,805	\$2,354	\$3,032	\$885	26.08%	28.82%	98.20%
	PACKAGED	\$75,962	\$63,166	\$55,162	\$53,616	\$50,600	\$11,518	-14.17%	-5.63%	11.39%
	<b>UNITED STATES OF AMERICA - Total</b>	<b>\$76,196</b>	<b>\$63,893</b>	<b>\$56,967</b>	<b>\$55,969</b>	<b>\$53,632</b>	<b>\$12,402</b>	<b>-12.17%</b>	<b>-4.18%</b>	<b>16.30%</b>
VIETNAM	PACKAGED	\$2	\$7	\$12	\$14	\$17	\$5	5.69%	17.92%	73.67%
	<b>VIETNAM - Total</b>	<b>\$2</b>	<b>\$7</b>	<b>\$12</b>	<b>\$14</b>	<b>\$17</b>	<b>\$5</b>	<b>5.69%</b>	<b>17.92%</b>	<b>73.67%</b>
IMPORT DRAFT - TOTAL		\$15,485	\$15,611	\$17,539	\$18,502	\$20,114	\$5,337	3.84%	8.71%	99.26%
IMPORT PACKAGED - TOTAL		\$224,573	\$205,993	\$198,376	\$197,096	\$193,803	\$46,536	-2.83%	-1.67%	15.07%
<b>IMPORT BEER - TOTAL</b>		<b>\$240,058</b>	<b>\$221,604</b>	<b>\$215,915</b>	<b>\$215,599</b>	<b>\$213,917</b>	<b>\$51,873</b>	<b>-2.19%</b>	<b>-0.78%</b>	<b>22.98%</b>

# Cooler and Cider Sales

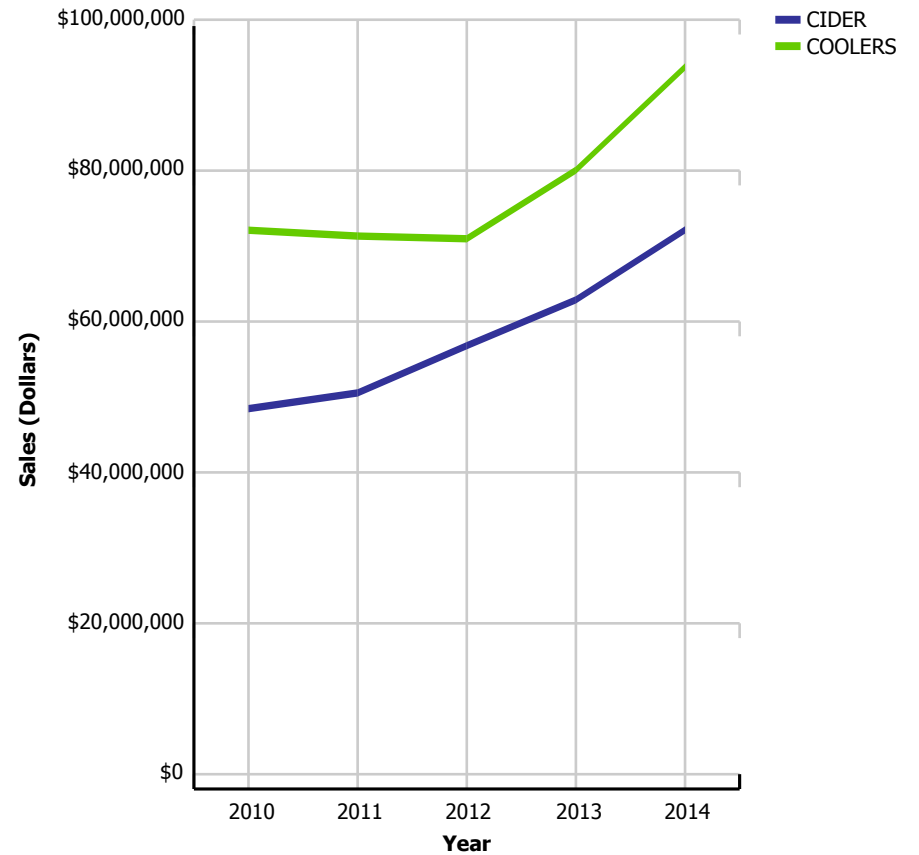
## Coolers and Ciders (Domestic & Imported)

Annual Sales by Volume (Litres)



## Coolers and Ciders (Domestic & Imported)

Annual Sales by Retail Dollars



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

	2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
DOMESTIC DRAFT	91,503	105,279	146,972	190,947	185,525	33,059	-25.81%	-2.84%	92.97%
PACKAGED	9,979,435	9,902,102	11,042,775	12,067,615	12,686,606	2,824,363	4.11%	5.13%	5.39%
PACKAGED - OTHER	30,510	32,522	37,859	44,753	53,513	11,428	-9.81%	19.56%	5.54%
<b>DOMESTIC - TOTAL</b>	<b>10,101,448</b>	<b>10,039,903</b>	<b>11,227,606</b>	<b>12,303,315</b>	<b>12,925,644</b>	<b>2,868,850</b>	<b>3.57%</b>	<b>5.06%</b>	<b>6.65%</b>
IMPORT DRAFT	380,150	373,250	381,750	463,855	567,570	138,486	16.71%	22.36%	97.74%
PACKAGED	1,565,178	1,761,112	1,910,896	2,300,707	2,923,542	610,958	15.00%	27.07%	13.77%
PACKAGED - OTHER	0	0	0	58	2,449	2,106	n/a	4,125.86%	0.24%
<b>IMPORT - TOTAL</b>	<b>1,945,328</b>	<b>2,134,362</b>	<b>2,292,646</b>	<b>2,764,620</b>	<b>3,493,561</b>	<b>751,550</b>	<b>15.64%</b>	<b>26.37%</b>	<b>27.40%</b>
<b>CIDER - TOTAL</b>	<b>12,046,776</b>	<b>12,174,265</b>	<b>13,520,252</b>	<b>15,067,935</b>	<b>16,419,205</b>	<b>3,620,400</b>	<b>5.86%</b>	<b>8.97%</b>	<b>11.07%</b>

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

	2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
DOMESTIC DRAFT	\$354	\$410	\$588	\$768	\$705	\$123	-32.07%	-8.12%	93.08%
PACKAGED	\$38,015	\$38,798	\$43,803	\$47,250	\$52,621	\$11,723	8.26%	11.37%	5.79%
PACKAGED - OTHER	\$590	\$552	\$633	\$749	\$885	\$189	-11.98%	18.21%	5.80%
<b>DOMESTIC - TOTAL</b>	<b>\$38,960</b>	<b>\$39,761</b>	<b>\$45,025</b>	<b>\$48,767</b>	<b>\$54,211</b>	<b>\$12,035</b>	<b>7.23%</b>	<b>11.16%</b>	<b>6.92%</b>
IMPORT DRAFT	\$1,765	\$1,701	\$1,743	\$2,092	\$2,564	\$625	16.89%	22.58%	97.94%
PACKAGED	\$8,220	\$9,569	\$10,523	\$12,507	\$15,815	\$3,346	17.92%	26.45%	14.50%
PACKAGED - OTHER	\$0	\$0	\$0	\$1	\$43	\$36	n/a	4,785.21%	0.24%
<b>IMPORT - TOTAL</b>	<b>\$9,985</b>	<b>\$11,270</b>	<b>\$12,266</b>	<b>\$14,599</b>	<b>\$18,422</b>	<b>\$4,007</b>	<b>18.84%</b>	<b>26.18%</b>	<b>26.08%</b>
<b>CIDER - TOTAL</b>	<b>\$48,945</b>	<b>\$51,030</b>	<b>\$57,291</b>	<b>\$63,366</b>	<b>\$72,633</b>	<b>\$16,042</b>	<b>9.91%</b>	<b>14.62%</b>	<b>11.78%</b>

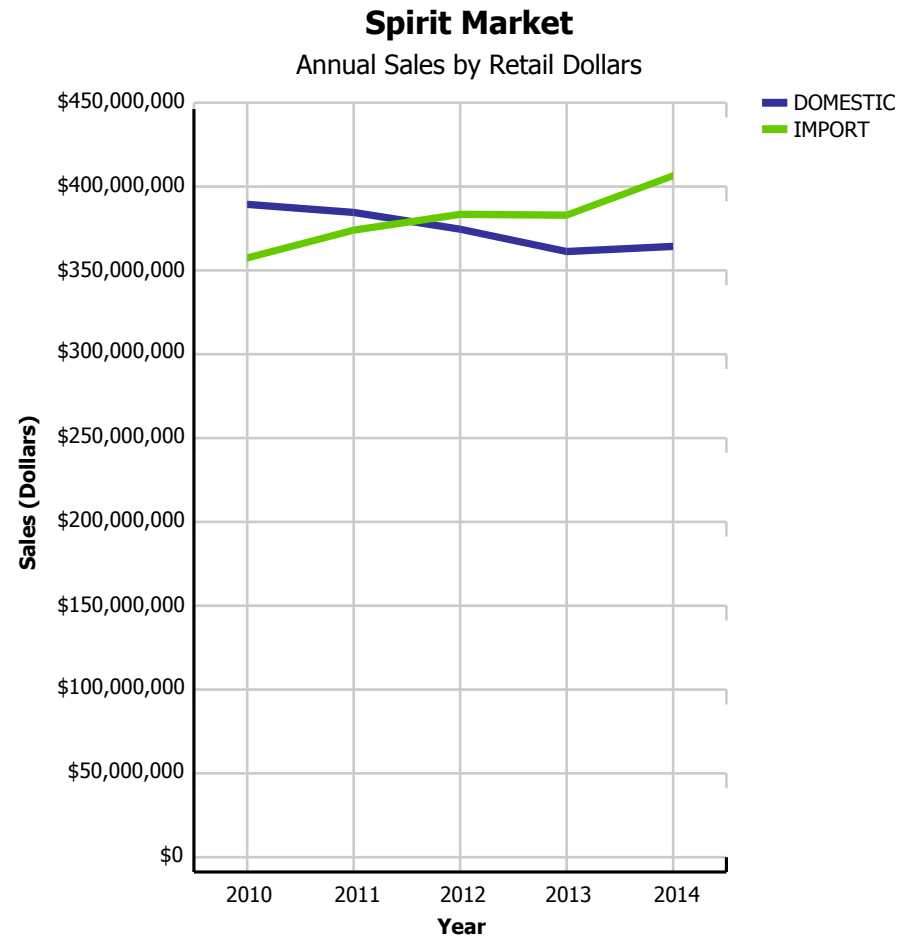
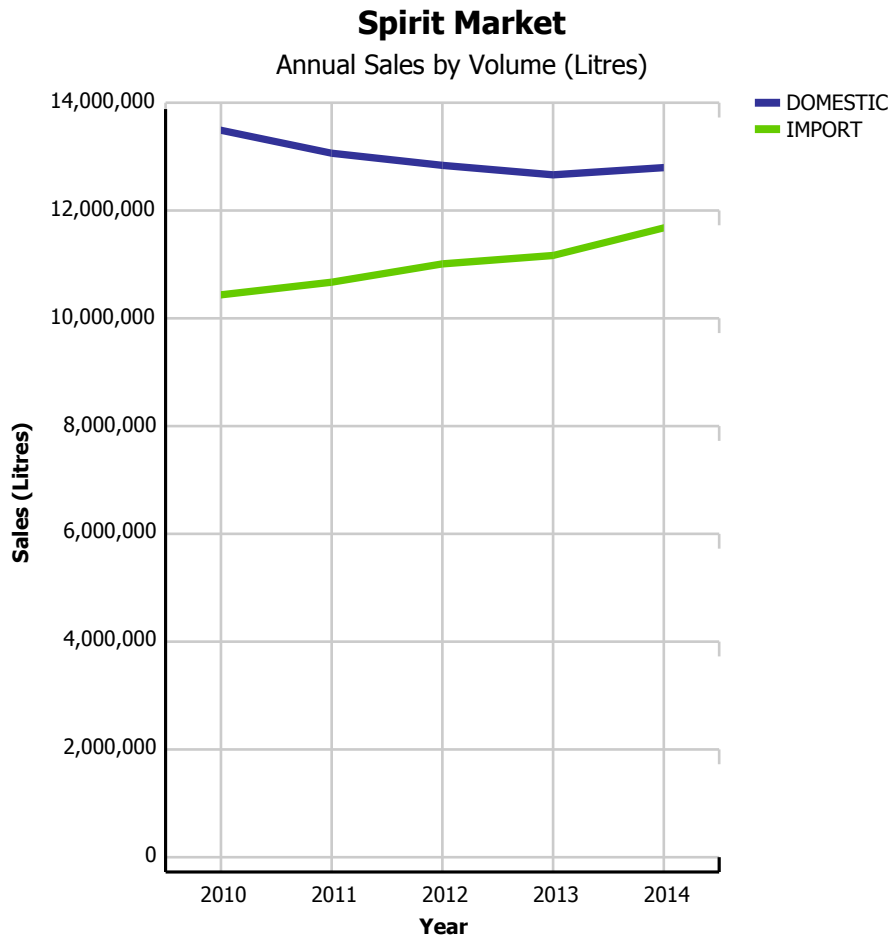
**COOLER MARKET**  
**ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER OF EACH LABELLED YEAR**  
**SALES IN LITRES**

	2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
DOMESTIC BEER	-2	-3	-2	0	48	0	n/a	n/a	0.00%
OTHER	0	0	0	0	60	60	n/a	n/a	100.00%
SPIRIT	11,444,156	11,425,430	11,288,431	11,843,594	11,590,389	2,117,863	-3.78%	-2.14%	5.68%
WINE	877,561	696,643	620,258	532,683	556,177	115,349	-8.87%	4.41%	0.79%
<b>DOMESTIC - TOTAL</b>	<b>12,321,715</b>	<b>12,122,070</b>	<b>11,908,687</b>	<b>12,376,277</b>	<b>12,146,674</b>	<b>2,233,272</b>	<b>-4.05%</b>	<b>-1.86%</b>	<b>5.45%</b>
IMPORT BEER	1,165	3,795	152,166	1,961,933	3,762,069	597,248	51.14%	91.75%	2.87%
OTHER	0	-153	-51	0	0	0	n/a	n/a	0.00%
SPIRIT	1,339,982	1,247,820	1,255,067	1,292,872	2,075,567	406,046	48.21%	60.54%	2.76%
WINE	337,970	289,177	287,542	275,184	322,941	71,048	9.34%	17.36%	7.44%
<b>IMPORT - TOTAL</b>	<b>1,679,117</b>	<b>1,540,639</b>	<b>1,694,724</b>	<b>3,529,989</b>	<b>6,160,577</b>	<b>1,074,342</b>	<b>46.35%</b>	<b>74.52%</b>	<b>3.07%</b>
<b>COOLERS - TOTAL</b>	<b>14,000,832</b>	<b>13,662,709</b>	<b>13,603,411</b>	<b>15,906,266</b>	<b>18,307,251</b>	<b>3,307,614</b>	<b>8.03%</b>	<b>15.09%</b>	<b>4.65%</b>

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

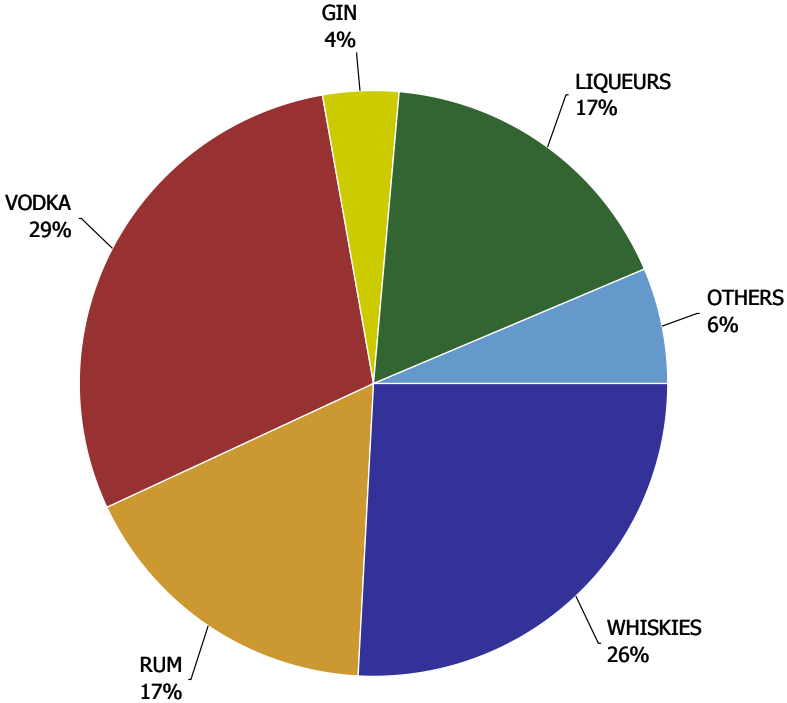
	2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
DOMESTIC BEER	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
OTHER	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	100.00%
SPIRIT	\$57,510	\$58,805	\$58,162	\$58,621	\$57,531	\$10,829	-2.36%	-1.86%	6.26%
WINE	\$4,004	\$3,030	\$2,547	\$2,022	\$2,299	\$463	-2.62%	13.66%	0.77%
<b>DOMESTIC - TOTAL</b>	<b>\$61,513</b>	<b>\$61,835</b>	<b>\$60,709</b>	<b>\$60,643</b>	<b>\$59,830</b>	<b>\$11,293</b>	<b>-2.37%</b>	<b>-1.34%</b>	<b>6.05%</b>
IMPORT BEER	\$7	\$21	\$836	\$10,230	\$20,114	\$3,122	47.56%	96.62%	2.89%
OTHER	\$0	(\$1)	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
SPIRIT	\$9,607	\$8,833	\$8,780	\$8,644	\$12,818	\$2,499	35.83%	48.28%	2.77%
WINE	\$2,443	\$2,110	\$2,116	\$2,016	\$2,446	\$559	17.49%	21.30%	6.43%
<b>IMPORT - TOTAL</b>	<b>\$12,057</b>	<b>\$10,962</b>	<b>\$11,732</b>	<b>\$20,890</b>	<b>\$35,377</b>	<b>\$6,180</b>	<b>39.46%</b>	<b>69.35%</b>	<b>3.09%</b>
<b>COOLERS - TOTAL</b>	<b>\$73,570</b>	<b>\$72,797</b>	<b>\$72,441</b>	<b>\$81,534</b>	<b>\$95,207</b>	<b>\$17,473</b>	<b>9.22%</b>	<b>16.77%</b>	<b>4.95%</b>

# Spirit Sales

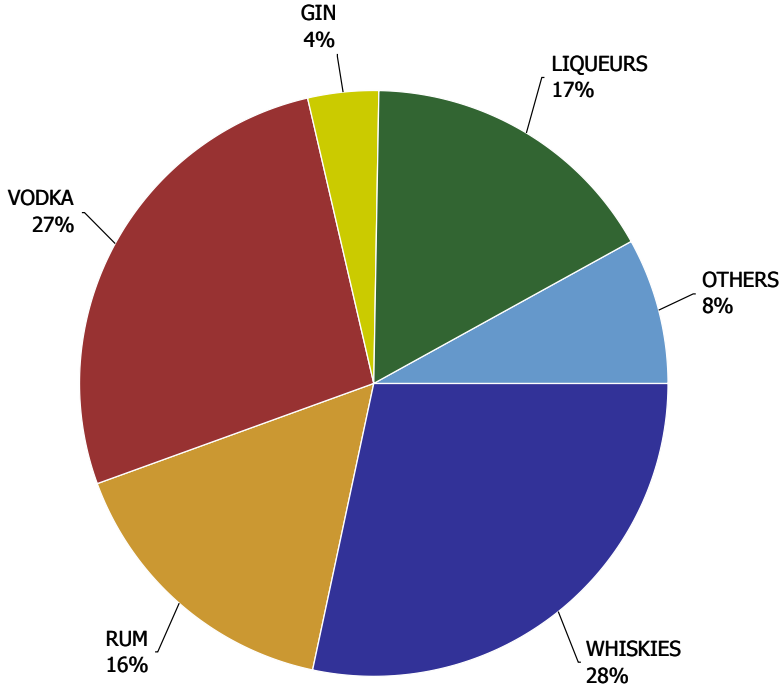


# Spirit Market

**Spirit Market Share**  
Current Quarter by Volume (Litres)



**Spirit Market Share**  
Current Quarter by Retail Dollars





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

		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015	
<b>ARMAGNAC</b>		<b>1,269</b>	<b>1,896</b>	<b>2,083</b>	<b>1,960</b>	<b>2,047</b>	<b>785</b>	<b>3.84%</b>	<b>3.69%</b>	<b>7.62%</b>	
<b>ASIAN SPIRITS</b>		<b>130,631</b>	<b>139,489</b>	<b>147,802</b>	<b>141,931</b>	<b>155,604</b>	<b>44,740</b>	<b>9.12%</b>	<b>9.64%</b>	<b>48.22%</b>	
BRANDY	DOMESTIC	75,770	68,913	66,729	59,502	50,219	15,492	-20.12%	-15.61%	6.29%	
	IMPORT	392,535	382,199	373,820	371,269	377,076	128,104	0.21%	1.57%	4.73%	
<b>BRANDY</b>		<b>468,305</b>	<b>451,112</b>	<b>440,549</b>	<b>430,771</b>	<b>427,295</b>	<b>143,596</b>	<b>-2.47%</b>	<b>-0.80%</b>	<b>4.92%</b>	
<b>CACHACA</b>		<b>4,605</b>	<b>4,148</b>	<b>4,231</b>	<b>4,242</b>	<b>5,230</b>	<b>886</b>	<b>9.79%</b>	<b>23.44%</b>	<b>35.51%</b>	
<b>COGNAC</b>		<b>40,567</b>	<b>45,450</b>	<b>47,784</b>	<b>49,751</b>	<b>56,415</b>	<b>19,022</b>	<b>3.37%</b>	<b>13.38%</b>	<b>12.53%</b>	
EAUX DE VIE	DOMESTIC	719	664	1,208	1,887	1,518	492	6.03%	-19.10%	11.79%	
	IMPORT	16,085	15,055	15,341	18,066	20,770	6,975	0.71%	14.96%	6.88%	
<b>EAUX DE VIE</b>		<b>16,804</b>	<b>15,719</b>	<b>16,549</b>	<b>19,953</b>	<b>22,288</b>	<b>7,467</b>	<b>1.04%</b>	<b>11.75%</b>	<b>7.22%</b>	
GIN	DOMESTIC	328,817	304,781	298,002	289,587	294,630	73,325	0.94%	1.76%	18.39%	
	IMPORT	827,887	842,344	905,416	938,599	1,002,020	248,870	5.59%	6.76%	16.57%	
<b>GIN</b>		<b>1,156,704</b>	<b>1,147,125</b>	<b>1,203,418</b>	<b>1,228,186</b>	<b>1,296,650</b>	<b>322,195</b>	<b>4.50%</b>	<b>5.58%</b>	<b>16.98%</b>	
RUM	AMBER	DOMESTIC	1,165,798	1,146,760	1,111,854	1,100,256	1,127,352	393,628	2.05%	2.46%	8.69%
		IMPORT	700,829	735,302	809,764	809,755	789,515	262,198	-9.97%	-2.50%	7.52%
<b>AMBER</b>		<b>1,866,627</b>	<b>1,882,062</b>	<b>1,921,618</b>	<b>1,910,011</b>	<b>1,916,867</b>	<b>655,826</b>	<b>-3.12%</b>	<b>0.36%</b>	<b>8.21%</b>	
DARK	DOMESTIC	429,794	396,433	373,904	358,384	352,793	124,032	-1.24%	-1.56%	10.60%	
	IMPORT	189,268	197,957	233,275	277,095	294,293	110,915	9.16%	6.21%	4.49%	
<b>DARK</b>		<b>619,062</b>	<b>594,390</b>	<b>607,179</b>	<b>635,479</b>	<b>647,086</b>	<b>234,947</b>	<b>3.41%</b>	<b>1.83%</b>	<b>7.82%</b>	
WHITE	DOMESTIC	1,656,747	1,546,917	1,475,255	1,412,852	1,368,669	387,208	-5.48%	-3.13%	12.82%	
	IMPORT	105,696	107,433	93,043	80,844	80,780	21,966	15.98%	-0.10%	21.91%	
<b>WHITE</b>		<b>1,762,443</b>	<b>1,654,350</b>	<b>1,568,298</b>	<b>1,493,696</b>	<b>1,449,449</b>	<b>409,174</b>	<b>-4.53%</b>	<b>-2.96%</b>	<b>13.33%</b>	
RUM	DOMESTIC	3,252,339	3,090,110	2,961,013	2,871,492	2,848,814	904,868	-1.75%	-0.79%	10.91%	
	IMPORT	995,793	1,040,692	1,136,082	1,167,694	1,164,588	395,079	-4.05%	-0.27%	7.75%	
<b>RUM</b>		<b>4,248,132</b>	<b>4,130,802</b>	<b>4,097,095</b>	<b>4,039,186</b>	<b>4,013,402</b>	<b>1,299,947</b>	<b>-2.46%</b>	<b>-0.64%</b>	<b>10.00%</b>	
TEQUILA	DOMESTIC	0	0	130	0	0	0	n/a	n/a	0.00%	
	IMPORT	515,990	541,607	592,730	615,566	644,111	156,997	6.18%	4.65%	33.47%	
<b>TEQUILA</b>		<b>515,990</b>	<b>541,607</b>	<b>592,860</b>	<b>615,566</b>	<b>644,111</b>	<b>156,997</b>	<b>6.18%</b>	<b>4.65%</b>	<b>33.47%</b>	

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

		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
VODKA	DOMESTIC	4,896,719	4,722,635	4,661,172	4,599,452	4,672,995	1,226,358	-1.82%	1.60%	12.23%
	IMPORT	3,040,858	3,167,245	3,242,201	3,261,108	3,388,694	958,349	6.84%	3.91%	12.82%
<b>VODKA</b>		<b>7,937,577</b>	<b>7,889,880</b>	<b>7,903,373</b>	<b>7,860,560</b>	<b>8,061,689</b>	<b>2,184,707</b>	<b>1.80%</b>	<b>2.56%</b>	<b>12.48%</b>
WHISKY	AMERICAN WHISKY	339,708	384,434	423,043	455,048	531,333	166,050	17.09%	16.75%	25.27%
	CANADIAN WHISKY	4,104,923	4,050,361	4,022,625	4,029,690	4,037,925	1,246,604	-1.21%	0.20%	6.34%
	IRISH WHISKY	121,154	138,135	161,860	185,252	235,596	81,417	28.89%	27.17%	26.49%
	JAPANESE WHISKY	504	764	1,659	1,823	3,737	1,812	168.05%	104.40%	7.09%
	SCOTCH - BLEND	1,036,936	1,031,519	992,766	977,904	994,741	296,150	-0.68%	1.72%	2.82%
	SCOTCH - MALT	323,664	338,862	358,234	378,841	409,712	154,364	9.55%	8.16%	7.59%
	OTHER WHISKY	2,039	7,609	6,453	7,567	7,107	2,102	-25.01%	-6.06%	1.51%
<b>WHISKY</b>		<b>5,928,945</b>	<b>5,951,684</b>	<b>5,966,644</b>	<b>6,036,125</b>	<b>6,220,151</b>	<b>1,948,499</b>	<b>2.05%</b>	<b>3.05%</b>	<b>8.23%</b>
OTHER SPIRITS	RESTRICTED	1,445	1,330	1,399	1,385	1,456	431	12.83%	4.89%	0.00%
	APERITIF	13,487	14,974	16,781	18,501	23,458	6,236	45.60%	26.81%	27.05%
	FLAVOURED	3,074	2,345	1,820	35,457	72,606	21,535	-23.48%	104.81%	6.87%
	READY TO MIX COCKTAILS	156,768	149,745	143,387	129,615	130,479	27,700	-1.17%	0.66%	55.61%
	READY TO SERVE COCKTAILS	168,675	177,756	213,561	131,666	100,099	21,347	-12.22%	-23.98%	1.18%
	SCHNAPPS	6,476	5,726	5,206	5,489	6,350	2,412	9.44%	15.71%	3.56%
<b>OTHER SPIRITS</b>		<b>349,925</b>	<b>351,876</b>	<b>382,154</b>	<b>322,113</b>	<b>334,448</b>	<b>79,661</b>	<b>-8.81%</b>	<b>3.84%</b>	<b>25.51%</b>
SPIRIT - GIFT PACKS	DOMESTIC	10,043	25,469	23,272	10,735	7,147	6,120	5.14%	-33.44%	0.42%
	IMPORT	18,659	17,442	24,671	26,498	16,601	12,907	-22.33%	-37.32%	1.10%
<b>SPIRIT - GIFT PACKS</b>		<b>28,702</b>	<b>42,911</b>	<b>47,943</b>	<b>37,233</b>	<b>23,748</b>	<b>19,027</b>	<b>-15.21%</b>	<b>-36.20%</b>	<b>0.90%</b>

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

		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015	
<b>ARMAGNAC</b>		<b>\$142</b>	<b>\$198</b>	<b>\$272</b>	<b>\$254</b>	<b>\$257</b>	<b>\$89</b>	<b>17.64%</b>	<b>1.19%</b>	<b>8.49%</b>	
<b>ASIAN SPIRITS</b>		<b>\$4,388</b>	<b>\$6,810</b>	<b>\$9,293</b>	<b>\$5,200</b>	<b>\$5,775</b>	<b>\$1,707</b>	<b>16.57%</b>	<b>11.05%</b>	<b>32.55%</b>	
BRANDY	DOMESTIC	\$2,117	\$1,972	\$1,894	\$1,662	\$1,406	\$434	-19.50%	-15.37%	6.29%	
	IMPORT	\$11,278	\$11,229	\$10,808	\$10,591	\$10,825	\$3,701	1.17%	2.21%	5.27%	
<b>BRANDY</b>		<b>\$13,395</b>	<b>\$13,201</b>	<b>\$12,702</b>	<b>\$12,252</b>	<b>\$12,231</b>	<b>\$4,134</b>	<b>-1.48%</b>	<b>-0.17%</b>	<b>5.39%</b>	
<b>CACHACA</b>		<b>\$186</b>	<b>\$174</b>	<b>\$165</b>	<b>\$152</b>	<b>\$189</b>	<b>\$33</b>	<b>13.55%</b>	<b>23.87%</b>	<b>36.62%</b>	
<b>COGNAC</b>		<b>\$4,248</b>	<b>\$5,444</b>	<b>\$6,090</b>	<b>\$7,057</b>	<b>\$8,222</b>	<b>\$2,785</b>	<b>12.49%</b>	<b>16.50%</b>	<b>10.79%</b>	
EAUX DE VIE	DOMESTIC	\$77	\$70	\$114	\$165	\$133	\$45	2.63%	-19.24%	12.85%	
	IMPORT	\$786	\$720	\$705	\$769	\$851	\$319	7.75%	10.74%	9.71%	
<b>EAUX DE VIE</b>		<b>\$863</b>	<b>\$791</b>	<b>\$819</b>	<b>\$934</b>	<b>\$985</b>	<b>\$364</b>	<b>7.08%</b>	<b>5.45%</b>	<b>10.14%</b>	
GIN	DOMESTIC	\$9,393	\$8,997	\$8,761	\$8,503	\$8,933	\$2,300	6.61%	5.05%	17.62%	
	IMPORT	\$25,249	\$26,094	\$27,457	\$28,254	\$30,548	\$7,733	7.43%	8.12%	17.15%	
<b>GIN</b>		<b>\$34,642</b>	<b>\$35,091</b>	<b>\$36,218</b>	<b>\$36,757</b>	<b>\$39,481</b>	<b>\$10,032</b>	<b>7.24%</b>	<b>7.41%</b>	<b>17.26%</b>	
RUM	AMBER	DOMESTIC	\$35,286	\$35,720	\$34,501	\$33,366	\$33,828	\$11,804	1.31%	1.38%	8.88%
		IMPORT	\$22,773	\$24,433	\$26,350	\$25,926	\$25,540	\$8,564	-8.24%	-1.49%	7.94%
<b>AMBER</b>		<b>\$58,059</b>	<b>\$60,153</b>	<b>\$60,852</b>	<b>\$59,291</b>	<b>\$59,368</b>	<b>\$20,368</b>	<b>-2.94%</b>	<b>0.13%</b>	<b>8.48%</b>	
DARK	DOMESTIC	\$12,313	\$11,618	\$10,769	\$10,060	\$9,888	\$3,482	-0.97%	-1.71%	10.61%	
	IMPORT	\$5,843	\$6,526	\$7,925	\$9,531	\$10,286	\$3,947	11.73%	7.92%	4.78%	
<b>DARK</b>		<b>\$18,157</b>	<b>\$18,144</b>	<b>\$18,694</b>	<b>\$19,591</b>	<b>\$20,174</b>	<b>\$7,429</b>	<b>5.40%</b>	<b>2.98%</b>	<b>7.64%</b>	
WHITE	DOMESTIC	\$46,599	\$44,513	\$41,826	\$38,892	\$37,534	\$10,686	-5.08%	-3.49%	12.89%	
	IMPORT	\$3,085	\$3,229	\$2,769	\$2,368	\$2,385	\$647	17.43%	0.72%	22.25%	
<b>WHITE</b>		<b>\$49,684</b>	<b>\$47,743</b>	<b>\$44,595</b>	<b>\$41,260</b>	<b>\$39,919</b>	<b>\$11,333</b>	<b>-4.03%</b>	<b>-3.25%</b>	<b>13.45%</b>	
RUM	DOMESTIC	\$94,198	\$91,852	\$87,097	\$82,318	\$81,249	\$25,973	-1.72%	-1.30%	10.94%	
	IMPORT	\$31,701	\$34,187	\$37,044	\$37,825	\$38,211	\$13,157	-1.93%	1.02%	7.98%	
<b>RUM</b>		<b>\$125,899</b>	<b>\$126,039</b>	<b>\$124,141</b>	<b>\$120,142</b>	<b>\$119,460</b>	<b>\$39,130</b>	<b>-1.79%</b>	<b>-0.57%</b>	<b>9.99%</b>	
TEQUILA	DOMESTIC	\$0	\$0	\$5	\$0	\$0	\$0	n/a	n/a	0.00%	
	IMPORT	\$21,976	\$22,242	\$23,939	\$24,513	\$25,814	\$6,568	7.20%	5.31%	32.75%	
<b>TEQUILA</b>		<b>\$21,976</b>	<b>\$22,242</b>	<b>\$23,944</b>	<b>\$24,513</b>	<b>\$25,814</b>	<b>\$6,568</b>	<b>7.20%</b>	<b>5.31%</b>	<b>32.75%</b>	

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

		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
VODKA	DOMESTIC	\$138,235	\$136,231	\$134,831	\$129,667	\$131,778	\$34,722	-1.00%	1.63%	12.15%
	IMPORT	\$97,396	\$103,071	\$103,867	\$102,172	\$105,368	\$29,973	6.18%	3.13%	14.26%
<b>VODKA</b>		<b>\$235,631</b>	<b>\$239,302</b>	<b>\$238,698</b>	<b>\$231,839</b>	<b>\$237,145</b>	<b>\$64,696</b>	<b>2.21%</b>	<b>2.29%</b>	<b>13.09%</b>
WHISKY	AMERICAN WHISKY	\$12,342	\$14,287	\$15,771	\$17,011	\$20,115	\$6,485	20.52%	18.25%	26.45%
	CANADIAN WHISKY	\$122,758	\$122,976	\$119,270	\$116,619	\$116,499	\$36,137	-1.18%	-0.10%	6.41%
	IRISH WHISKY	\$4,801	\$5,556	\$6,268	\$7,199	\$9,243	\$3,208	28.11%	28.40%	26.03%
	JAPANESE WHISKY	\$65	\$97	\$197	\$206	\$441	\$214	181.05%	113.72%	6.79%
	SCOTCH - BLEND	\$35,325	\$35,422	\$33,425	\$32,220	\$32,831	\$9,976	0.38%	1.90%	4.05%
	SCOTCH - MALT	\$23,543	\$25,359	\$26,806	\$28,816	\$32,388	\$12,747	13.41%	12.39%	8.76%
	OTHER WHISKY	\$208	\$397	\$339	\$372	\$395	\$123	-13.11%	6.08%	2.92%
<b>WHISKY</b>		<b>\$199,043</b>	<b>\$204,095</b>	<b>\$202,076</b>	<b>\$202,443</b>	<b>\$211,912</b>	<b>\$68,890</b>	<b>4.62%</b>	<b>4.68%</b>	<b>9.15%</b>
OTHER SPIRITS	RESTRICTED	\$66	\$61	\$64	\$64	\$67	\$20	12.73%	4.99%	0.00%
	APERITIF	\$403	\$466	\$515	\$556	\$704	\$190	45.61%	26.54%	28.01%
	FLAVOURED	\$107	\$91	\$70	\$1,716	\$3,646	\$1,103	-18.03%	112.54%	7.51%
	READY TO MIX COCKTAILS	\$3,709	\$3,594	\$3,391	\$3,023	\$2,979	\$642	-0.88%	-1.46%	55.03%
	READY TO SERVE COCKTAILS	\$3,883	\$3,983	\$4,628	\$3,201	\$2,855	\$721	10.21%	-10.81%	2.00%
	SCHNAPPS	\$248	\$223	\$206	\$226	\$280	\$105	10.41%	24.05%	3.64%
<b>OTHER SPIRITS</b>		<b>\$8,417</b>	<b>\$8,417</b>	<b>\$8,874</b>	<b>\$8,785</b>	<b>\$10,531</b>	<b>\$2,780</b>	<b>-3.81%</b>	<b>19.87%</b>	<b>20.68%</b>
SPIRIT - GIFT PACKS	DOMESTIC	\$490	\$894	\$996	\$553	\$450	\$345	-2.35%	-18.78%	0.36%
	IMPORT	\$929	\$893	\$1,106	\$1,107	\$877	\$700	-5.01%	-20.79%	1.54%
<b>SPIRIT - GIFT PACKS</b>		<b>\$1,419</b>	<b>\$1,787</b>	<b>\$2,102</b>	<b>\$1,660</b>	<b>\$1,326</b>	<b>\$1,045</b>	<b>-4.15%</b>	<b>-20.12%</b>	<b>1.14%</b>

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

		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
ALMOND	DOMESTIC	14,289	12,072	6,371	813	565	218	10,800.00%	-29.99%	83.54%
	IMPORT	106,413	103,161	101,026	103,442	98,792	39,176	-3.55%	-4.51%	17.04%
	<b>ALMOND - TOTAL</b>	<b>120,702</b>	<b>115,233</b>	<b>107,397</b>	<b>104,255</b>	<b>99,357</b>	<b>39,394</b>	<b>-3.01%</b>	<b>-4.71%</b>	<b>17.41%</b>
ANISE / LICORICE	DOMESTIC	1,571	1,221	1,290	896	512	112	-66.96%	-42.32%	37.70%
	IMPORT	141,709	134,664	127,637	124,355	123,168	38,049	-1.35%	-0.96%	18.30%
	<b>ANISE / LICORICE - TOTAL</b>	<b>143,280</b>	<b>135,885</b>	<b>128,927</b>	<b>125,251</b>	<b>123,680</b>	<b>38,161</b>	<b>-1.92%</b>	<b>-1.26%</b>	<b>18.38%</b>
APPLE	DOMESTIC	103	452	447	208	707	281	6,925.00%	242.03%	67.61%
	IMPORT	44,149	38,524	33,056	28,002	25,545	7,727	-4.77%	-8.78%	41.25%
	<b>APPLE - TOTAL</b>	<b>44,252</b>	<b>38,976</b>	<b>33,503</b>	<b>28,210</b>	<b>26,252</b>	<b>8,008</b>	<b>-1.36%</b>	<b>-6.94%</b>	<b>41.96%</b>
APRICOT	DOMESTIC	8,604	8,013	8,122	6,693	6,277	2,144	-10.93%	-6.06%	11.22%
	IMPORT	20,048	19,956	19,556	20,029	22,146	6,869	10.04%	10.59%	37.79%
	<b>APRICOT - TOTAL</b>	<b>28,652</b>	<b>27,969</b>	<b>27,678</b>	<b>26,722</b>	<b>28,423</b>	<b>9,013</b>	<b>4.21%</b>	<b>6.42%</b>	<b>31.92%</b>
BANANA	DOMESTIC	4,047	3,299	2,721	1,595	1,543	283	0.71%	-3.37%	37.20%
	IMPORT	33,156	31,506	28,943	25,697	23,681	6,757	-5.59%	-7.83%	60.71%
	<b>BANANA - TOTAL</b>	<b>37,203</b>	<b>34,805</b>	<b>31,664</b>	<b>27,292</b>	<b>25,224</b>	<b>7,040</b>	<b>-5.35%</b>	<b>-7.57%</b>	<b>59.27%</b>
BERRY - OTHER	DOMESTIC	403	733	763	1,073	440	91	-28.91%	-59.22%	4.09%
	IMPORT	841	628	520	756	383	76	-43.28%	-48.81%	28.72%
	<b>BERRY - OTHER - TOTAL</b>	<b>1,244</b>	<b>1,361</b>	<b>1,283</b>	<b>1,829</b>	<b>823</b>	<b>167</b>	<b>-36.26%</b>	<b>-54.92%</b>	<b>15.55%</b>
BLACK CURRANT / CASSIS	DOMESTIC	280	173	262	909	2,291	773	44.76%	152.92%	8.90%
	IMPORT	6,990	6,548	6,290	5,905	5,965	1,746	2.46%	1.13%	40.20%
	<b>BLACK CURRANT / CASSIS - TOTAL</b>	<b>7,270</b>	<b>6,721</b>	<b>6,552</b>	<b>6,814</b>	<b>8,256</b>	<b>2,519</b>	<b>12.56%</b>	<b>21.34%</b>	<b>31.52%</b>
BLACKBERRY	DOMESTIC	31	21	52	77	49	26	-16.13%	-36.84%	10.20%
	IMPORT	3,142	2,553	2,311	2,299	2,309	652	-4.12%	0.17%	35.21%

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

		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
BLACKBERRY	<b>BLACKBERRY - TOTAL</b>	<b>3,173</b>	<b>2,574</b>	<b>2,363</b>	<b>2,376</b>	<b>2,358</b>	<b>678</b>	<b>-4.64%</b>	<b>-1.00%</b>	<b>34.69%</b>
BUTTERSCOTCH	DOMESTIC	475	565	791	404	476	128	n/a	17.98%	93.28%
	IMPORT	51,031	57,231	63,794	65,185	62,997	19,115	-3.20%	-3.37%	56.20%
	<b>BUTTERSCOTCH - TOTAL</b>	<b>51,506</b>	<b>57,796</b>	<b>64,585</b>	<b>65,589</b>	<b>63,473</b>	<b>19,243</b>	<b>-2.55%</b>	<b>-3.23%</b>	<b>56.48%</b>
CACAO / CHOCOLATE	DOMESTIC	6,164	5,573	5,577	5,598	8,378	4,345	26.02%	49.66%	10.29%
	IMPORT	0	1	0	702	317	27	-81.88%	-54.33%	0.00%
	<b>CACAO / CHOCOLATE - TOTAL</b>	<b>6,164</b>	<b>5,574</b>	<b>5,577</b>	<b>6,300</b>	<b>8,695</b>	<b>4,372</b>	<b>21.55%</b>	<b>38.05%</b>	<b>9.91%</b>
CACAO / WHITE	DOMESTIC	24,034	23,061	22,116	22,765	22,631	7,618	-4.44%	-0.57%	51.80%
	IMPORT	12	6	19	333	1,286	1,147	516.67%	285.07%	0.70%
	<b>CACAO / WHITE - TOTAL</b>	<b>24,046</b>	<b>23,067</b>	<b>22,135</b>	<b>23,098</b>	<b>23,917</b>	<b>8,765</b>	<b>7.44%</b>	<b>3.57%</b>	<b>49.05%</b>
CHERRY	DOMESTIC	252	181	769	2,038	4,660	1,824	152.98%	128.38%	3.24%
	IMPORT	8,575	8,662	8,751	10,048	10,776	3,594	-1.10%	7.30%	26.25%
	<b>CHERRY - TOTAL</b>	<b>8,827</b>	<b>8,843</b>	<b>9,520</b>	<b>12,086</b>	<b>15,436</b>	<b>5,418</b>	<b>24.41%</b>	<b>27.73%</b>	<b>19.31%</b>
CHESTNUT	IMPORT	34	9	0	158	23	0	-100.00%	-84.18%	0.00%
	<b>CHESTNUT - TOTAL</b>	<b>34</b>	<b>9</b>	<b>0</b>	<b>158</b>	<b>23</b>	<b>0</b>	<b>-100.00%</b>	<b>-84.18%</b>	<b>0.00%</b>
CITRUS OTHER THAN ORANGE	IMPORT	0	486	721	1,037	4,860	260	-28.96%	368.33%	1.21%
	<b>CITRUS OTHER THAN ORANGE - TOTAL</b>	<b>0</b>	<b>486</b>	<b>721</b>	<b>1,037</b>	<b>4,860</b>	<b>260</b>	<b>-28.96%</b>	<b>368.33%</b>	<b>1.21%</b>
COCONUT	DOMESTIC	119,926	118,775	114,348	116,308	122,472	26,289	9.35%	5.31%	11.72%
	IMPORT	14,956	13,313	12,674	10,880	8,063	1,154	-48.23%	-25.86%	21.23%
	<b>COCONUT - TOTAL</b>	<b>134,882</b>	<b>132,088</b>	<b>127,022</b>	<b>127,188</b>	<b>130,535</b>	<b>27,443</b>	<b>4.47%</b>	<b>2.64%</b>	<b>12.31%</b>
COFFEE	DOMESTIC	2,390	1,946	546	135	191	98	81.48%	41.48%	9.95%
	IMPORT	302,338	288,438	281,692	277,807	277,490	114,650	-0.83%	-0.11%	12.50%

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

		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
COFFEE	<b>COFFEE - TOTAL</b>	<b>304,728</b>	<b>290,384</b>	<b>282,238</b>	<b>277,942</b>	<b>277,681</b>	<b>114,748</b>	<b>-0.80%</b>	<b>-0.09%</b>	<b>12.50%</b>
CRANBERRY	DOMESTIC	30	31	95	183	170	64	-31.18%	-7.69%	15.88%
	IMPORT	0	0	0	9	9	0	-100.00%	0.00%	0.00%
	<b>CRANBERRY - TOTAL</b>	<b>30</b>	<b>31</b>	<b>95</b>	<b>192</b>	<b>179</b>	<b>64</b>	<b>-37.25%</b>	<b>-7.33%</b>	<b>15.08%</b>
CREAM	DOMESTIC	1,888	1,383	4,896	17,462	32,982	15,130	5.47%	89.00%	1.12%
	IMPORT	1,040,361	1,022,418	1,014,290	1,036,302	1,122,826	533,240	8.75%	8.35%	4.65%
	<b>CREAM - TOTAL</b>	<b>1,042,249</b>	<b>1,023,801</b>	<b>1,019,186</b>	<b>1,053,764</b>	<b>1,155,808</b>	<b>548,370</b>	<b>8.66%</b>	<b>9.69%</b>	<b>4.55%</b>
EGG	IMPORT	5,738	5,266	4,920	5,040	5,424	2,928	7.41%	7.50%	1.44%
	<b>EGG - TOTAL</b>	<b>5,738</b>	<b>5,266</b>	<b>4,920</b>	<b>5,040</b>	<b>5,424</b>	<b>2,928</b>	<b>7.41%</b>	<b>7.50%</b>	<b>1.44%</b>
FRUIT - OTHER	DOMESTIC	8,631	3,914	3,034	1,889	1,747	317	19.62%	-7.61%	9.73%
	IMPORT	71,278	59,868	55,112	46,750	43,269	11,371	-7.26%	-7.41%	39.63%
	<b>FRUIT - OTHER - TOTAL</b>	<b>79,909</b>	<b>63,782</b>	<b>58,146</b>	<b>48,639</b>	<b>45,016</b>	<b>11,688</b>	<b>-6.69%</b>	<b>-7.42%</b>	<b>38.47%</b>
GRAPE	DOMESTIC	45	9	2,121	1,618	54	0	-100.00%	-96.55%	0.00%
	IMPORT	3,049	2,005	1,614	1,482	1,021	206	-35.42%	-31.11%	16.06%
	<b>GRAPE - TOTAL</b>	<b>3,094</b>	<b>2,014</b>	<b>3,735</b>	<b>3,100</b>	<b>1,075</b>	<b>206</b>	<b>-48.50%</b>	<b>-65.27%</b>	<b>15.26%</b>
GRAPE FRUIT	IMPORT	724	668	518	634	7,011	891	555.15%	1,003.30%	2.87%
	<b>GRAPE FRUIT - TOTAL</b>	<b>724</b>	<b>668</b>	<b>518</b>	<b>634</b>	<b>7,011</b>	<b>891</b>	<b>555.15%</b>	<b>1,003.30%</b>	<b>2.87%</b>
HAZELNUT	IMPORT	20,805	19,166	18,735	19,379	19,034	7,894	-0.23%	-1.80%	35.35%
	<b>HAZELNUT - TOTAL</b>	<b>20,805</b>	<b>19,166</b>	<b>18,735</b>	<b>19,379</b>	<b>19,034</b>	<b>7,894</b>	<b>-0.23%</b>	<b>-1.80%</b>	<b>35.35%</b>
HERBAL	DOMESTIC	1,320	1,266	1,561	1,793	2,168	628	23.62%	21.17%	8.99%
	IMPORT	323,898	311,426	301,489	292,614	291,015	86,839	2.44%	-0.55%	40.95%
	<b>HERBAL - TOTAL</b>	<b>325,218</b>	<b>312,692</b>	<b>303,050</b>	<b>294,407</b>	<b>293,183</b>	<b>87,467</b>	<b>2.57%</b>	<b>-0.42%</b>	<b>40.71%</b>
HONEY	IMPORT	0	0	18	0	1,922	682	n/a	n/a	3.54%
	<b>HONEY - TOTAL</b>	<b>0</b>	<b>0</b>	<b>18</b>	<b>0</b>	<b>1,922</b>	<b>682</b>	<b>n/a</b>	<b>n/a</b>	<b>3.54%</b>
LEMON	DOMESTIC	0	0	0	0	93	95	n/a	n/a	4.30%

**SPIRITS MARKET - LIQUEURS**  
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**SALES IN LITRES**

		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
LEMON	IMPORT	21,838	23,505	22,617	20,767	20,964	6,036	-0.67%	0.90%	18.21%
	<b>LEMON - TOTAL</b>	<b>21,838</b>	<b>23,505</b>	<b>22,617</b>	<b>20,767</b>	<b>21,057</b>	<b>6,131</b>	<b>0.89%</b>	<b>1.36%</b>	<b>18.15%</b>
LOGANBERRY	IMPORT	275	198	288	311	204	36	-66.36%	-34.41%	0.00%
	<b>LOGANBERRY - TOTAL</b>	<b>275</b>	<b>198</b>	<b>288</b>	<b>311</b>	<b>204</b>	<b>36</b>	<b>-66.36%</b>	<b>-34.41%</b>	<b>0.00%</b>
MACADAMIA	IMPORT	3,596	3,470	3,196	3,231	2,840	1,094	-26.63%	-12.21%	3.06%
	<b>MACADAMIA - TOTAL</b>	<b>3,596</b>	<b>3,470</b>	<b>3,196</b>	<b>3,231</b>	<b>2,840</b>	<b>1,094</b>	<b>-26.63%</b>	<b>-12.21%</b>	<b>3.06%</b>
MELON	DOMESTIC	4,989	1,800	1,651	969	920	203	123.08%	-4.51%	50.76%
	IMPORT	14,727	14,667	13,531	13,590	13,671	3,599	2.39%	0.61%	47.90%
	<b>MELON - TOTAL</b>	<b>19,716</b>	<b>16,467</b>	<b>15,182</b>	<b>14,559</b>	<b>14,591</b>	<b>3,802</b>	<b>5.44%</b>	<b>0.27%</b>	<b>48.08%</b>
MINT	DOMESTIC	23,051	22,040	21,369	21,205	21,170	10,864	-3.12%	-0.16%	20.21%
	IMPORT	197	175	131	113	50	25	47.06%	-55.45%	32.00%
	<b>MINT - TOTAL</b>	<b>23,248</b>	<b>22,215</b>	<b>21,500</b>	<b>21,318</b>	<b>21,220</b>	<b>10,889</b>	<b>-3.05%</b>	<b>-0.44%</b>	<b>20.24%</b>
ORANGE	DOMESTIC	106,571	103,941	104,497	108,603	112,948	29,687	1.40%	4.01%	26.98%
	IMPORT	159,245	155,969	153,770	152,717	157,516	58,577	3.34%	3.14%	25.53%
	<b>ORANGE - TOTAL</b>	<b>265,816</b>	<b>259,910</b>	<b>258,267</b>	<b>261,320</b>	<b>270,464</b>	<b>88,264</b>	<b>2.68%</b>	<b>3.50%</b>	<b>26.13%</b>
OTHER	DOMESTIC	946	1,186	2,141	3,809	2,611	843	19.41%	-31.41%	17.77%
	IMPORT	6,746	6,709	5,566	7,060	13,017	6,752	185.98%	84.38%	18.23%
	<b>OTHER - TOTAL</b>	<b>7,692</b>	<b>7,895</b>	<b>7,707</b>	<b>10,869</b>	<b>15,628</b>	<b>7,595</b>	<b>147.64%</b>	<b>43.80%</b>	<b>18.15%</b>
OTHER NUT	IMPORT	12	14	329	340	92	38	-65.45%	-72.73%	0.00%
	<b>OTHER NUT - TOTAL</b>	<b>12</b>	<b>14</b>	<b>329</b>	<b>340</b>	<b>92</b>	<b>38</b>	<b>-65.45%</b>	<b>-72.73%</b>	<b>0.00%</b>
PEACH	DOMESTIC	46,274	45,640	48,624	50,910	56,539	13,739	9.12%	11.06%	52.44%
	IMPORT	2,277	1,382	1,021	645	2,752	964	893.81%	326.16%	22.09%
	<b>PEACH - TOTAL</b>	<b>48,551</b>	<b>47,022</b>	<b>49,645</b>	<b>51,555</b>	<b>59,291</b>	<b>14,703</b>	<b>15.88%</b>	<b>15.01%</b>	<b>51.03%</b>
PEAR	DOMESTIC	9	12	16	46	0	0	-100.00%	-100.00%	0.00%
	IMPORT	3,547	3,165	2,776	2,826	2,844	1,039	-8.86%	0.74%	18.85%
	<b>PEAR - TOTAL</b>	<b>3,556</b>	<b>3,177</b>	<b>2,792</b>	<b>2,872</b>	<b>2,844</b>	<b>1,039</b>	<b>-9.89%</b>	<b>-0.87%</b>	<b>18.85%</b>



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

		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
PINEAPPLE	DOMESTIC	5,695	2,455	2,043	491	11	0	-100.00%	-97.57%	0.00%
	IMPORT	0	495	305	252	99	27	0.00%	-60.71%	0.00%
	<b>PINEAPPLE - TOTAL</b>	<b>5,695</b>	<b>2,950</b>	<b>2,348</b>	<b>743</b>	<b>110</b>	<b>27</b>	<b>-20.59%</b>	<b>-85.10%</b>	<b>0.91%</b>
PLUM	DOMESTIC	0	0	0	8	0	0	n/a	-100.00%	0.00%
	IMPORT	775	688	807	752	667	215	-24.03%	-11.17%	1.65%
	<b>PLUM - TOTAL</b>	<b>775</b>	<b>688</b>	<b>807</b>	<b>760</b>	<b>667</b>	<b>215</b>	<b>-24.03%</b>	<b>-11.99%</b>	<b>1.65%</b>
RASPBERRY	DOMESTIC	2,913	2,782	4,051	2,450	2,941	834	51.36%	19.86%	53.96%
	IMPORT	100,058	97,921	92,127	82,902	77,340	21,044	-6.37%	-6.71%	43.94%
	<b>RASPBERRY - TOTAL</b>	<b>102,971</b>	<b>100,703</b>	<b>96,178</b>	<b>85,352</b>	<b>80,281</b>	<b>21,878</b>	<b>-4.99%</b>	<b>-5.95%</b>	<b>44.31%</b>
SPICE	DOMESTIC	325,508	345,936	356,172	379,009	412,866	127,355	2.31%	8.93%	6.21%
	IMPORT	11,909	9,846	10,575	9,708	10,171	3,969	23.41%	4.74%	31.53%
	<b>SPICE - TOTAL</b>	<b>337,417</b>	<b>355,782</b>	<b>366,747</b>	<b>388,717</b>	<b>423,037</b>	<b>131,324</b>	<b>2.84%</b>	<b>8.83%</b>	<b>6.82%</b>
STRAWBERRY	DOMESTIC	0	7	0	14,837	18,826	5,736	-3.01%	26.87%	3.82%
	IMPORT	885	1,853	4,293	2,856	2,287	575	-37.84%	-19.66%	7.52%
	<b>STRAWBERRY - TOTAL</b>	<b>885</b>	<b>1,860</b>	<b>4,293</b>	<b>17,693</b>	<b>21,113</b>	<b>6,311</b>	<b>-7.72%</b>	<b>19.33%</b>	<b>4.22%</b>
TANGERINE	IMPORT	822	789	830	672	782	212	96.30%	16.12%	37.08%
	<b>TANGERINE - TOTAL</b>	<b>822</b>	<b>789</b>	<b>830</b>	<b>672</b>	<b>782</b>	<b>212</b>	<b>96.30%</b>	<b>16.12%</b>	<b>37.08%</b>
WALNUT	IMPORT	62	33	54	43	110	55	111.54%	159.52%	7.27%
	<b>WALNUT - TOTAL</b>	<b>62</b>	<b>33</b>	<b>54</b>	<b>43</b>	<b>110</b>	<b>55</b>	<b>111.54%</b>	<b>159.52%</b>	<b>7.27%</b>
WHISKY	DOMESTIC	10,789	7,552	7,605	10,812	13,600	5,168	23.25%	25.75%	3.43%
	IMPORT	123,915	130,924	150,098	162,168	170,946	60,906	4.23%	5.41%	11.28%
	<b>WHISKY - TOTAL</b>	<b>134,704</b>	<b>138,476</b>	<b>157,703</b>	<b>172,980</b>	<b>184,546</b>	<b>66,074</b>	<b>5.50%</b>	<b>6.69%</b>	<b>10.70%</b>
<b>LIQUEURS - TOTAL</b>		<b>3,371,361</b>	<b>3,294,345</b>	<b>3,270,051</b>	<b>3,315,404</b>	<b>3,486,522</b>	<b>1,305,106</b>	<b>4.82%</b>	<b>5.16%</b>	<b>16.70%</b>

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

		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
ALMOND	DOMESTIC	\$345	\$298	\$156	\$18	\$12	\$5	13,508.57%	-31.54%	83.52%
	IMPORT	\$3,020	\$3,013	\$2,879	\$2,909	\$2,822	\$1,126	-0.99%	-2.97%	16.34%
	<b>ALMOND - TOTAL</b>	<b>\$3,366</b>	<b>\$3,311</b>	<b>\$3,035</b>	<b>\$2,927</b>	<b>\$2,835</b>	<b>\$1,131</b>	<b>-0.58%</b>	<b>-3.15%</b>	<b>16.64%</b>
ANISE / LICORICE	DOMESTIC	\$37	\$30	\$34	\$25	\$13	\$3	-74.68%	-47.07%	35.80%
	IMPORT	\$4,116	\$3,939	\$3,671	\$3,536	\$3,525	\$1,100	0.26%	-0.30%	17.84%
	<b>ANISE / LICORICE - TOTAL</b>	<b>\$4,153</b>	<b>\$3,969</b>	<b>\$3,705</b>	<b>\$3,560</b>	<b>\$3,538</b>	<b>\$1,103</b>	<b>-0.46%</b>	<b>-0.62%</b>	<b>17.91%</b>
APPLE	DOMESTIC	\$2	\$10	\$9	\$4	\$31	\$16	17,516.30%	616.89%	31.88%
	IMPORT	\$1,070	\$947	\$840	\$700	\$634	\$191	-5.32%	-9.41%	41.00%
	<b>APPLE - TOTAL</b>	<b>\$1,072</b>	<b>\$957</b>	<b>\$850</b>	<b>\$704</b>	<b>\$665</b>	<b>\$207</b>	<b>2.68%</b>	<b>-5.56%</b>	<b>40.57%</b>
APRICOT	DOMESTIC	\$211	\$199	\$200	\$162	\$150	\$52	-11.70%	-7.29%	10.65%
	IMPORT	\$426	\$431	\$428	\$430	\$472	\$144	11.10%	9.61%	39.18%
	<b>APRICOT - TOTAL</b>	<b>\$637</b>	<b>\$630</b>	<b>\$628</b>	<b>\$593</b>	<b>\$622</b>	<b>\$196</b>	<b>4.03%</b>	<b>4.98%</b>	<b>32.29%</b>
BANANA	DOMESTIC	\$106	\$81	\$67	\$40	\$37	\$6	-13.06%	-9.07%	31.19%
	IMPORT	\$695	\$669	\$608	\$524	\$481	\$134	-5.04%	-8.22%	61.57%
	<b>BANANA - TOTAL</b>	<b>\$800</b>	<b>\$750</b>	<b>\$675</b>	<b>\$564</b>	<b>\$518</b>	<b>\$140</b>	<b>-5.43%</b>	<b>-8.28%</b>	<b>59.41%</b>
BERRY - OTHER	DOMESTIC	\$16	\$25	\$38	\$49	\$32	\$7	-27.86%	-34.78%	4.15%
	IMPORT	\$25	\$20	\$17	\$22	\$12	\$2	-45.19%	-43.86%	28.53%
	<b>BERRY - OTHER - TOTAL</b>	<b>\$42</b>	<b>\$45</b>	<b>\$56</b>	<b>\$71</b>	<b>\$44</b>	<b>\$9</b>	<b>-33.30%</b>	<b>-37.55%</b>	<b>10.82%</b>
BLACK CURRANT / CASSIS	DOMESTIC	\$18	\$12	\$22	\$66	\$138	\$45	27.68%	108.60%	8.52%
	IMPORT	\$270	\$254	\$246	\$240	\$255	\$75	4.61%	6.20%	40.78%
	<b>BLACK CURRANT / CASSIS - TOTAL</b>	<b>\$288</b>	<b>\$266</b>	<b>\$268</b>	<b>\$306</b>	<b>\$392</b>	<b>\$121</b>	<b>12.24%</b>	<b>28.32%</b>	<b>29.45%</b>
BLACKBERRY	DOMESTIC	\$3	\$2	\$4	\$6	\$4	\$2	-13.39%	-35.51%	10.60%
	IMPORT	\$102	\$87	\$81	\$82	\$83	\$23	-7.71%	0.66%	35.55%

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

		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
BLACKBERRY	<b>BLACKBERRY - TOTAL</b>	<b>\$104</b>	<b>\$89</b>	<b>\$85</b>	<b>\$88</b>	<b>\$87</b>	<b>\$25</b>	<b>-8.22%</b>	<b>-1.89%</b>	<b>34.40%</b>
BUTTERSCOTCH	DOMESTIC	\$10	\$12	\$16	\$8	\$10	\$3	n/a	18.20%	92.90%
	IMPORT	\$1,279	\$1,480	\$1,616	\$1,607	\$1,542	\$463	-3.29%	-4.05%	56.75%
	<b>BUTTERSCOTCH - TOTAL</b>	<b>\$1,289</b>	<b>\$1,491</b>	<b>\$1,632</b>	<b>\$1,615</b>	<b>\$1,552</b>	<b>\$466</b>	<b>-2.73%</b>	<b>-3.94%</b>	<b>56.98%</b>
CACAO / CHOCOLATE	DOMESTIC	\$152	\$139	\$139	\$179	\$301	\$161	23.03%	68.21%	6.91%
	IMPORT	\$0	\$0	\$0	\$25	\$8	\$1	-84.83%	-68.54%	0.00%
	<b>CACAO / CHOCOLATE - TOTAL</b>	<b>\$152</b>	<b>\$139</b>	<b>\$139</b>	<b>\$205</b>	<b>\$309</b>	<b>\$162</b>	<b>18.67%</b>	<b>51.25%</b>	<b>6.73%</b>
CACAO / WHITE	DOMESTIC	\$551	\$532	\$509	\$520	\$520	\$176	-4.73%	0.05%	51.85%
	IMPORT	\$0	\$0	\$1	\$13	\$48	\$42	503.54%	267.70%	0.70%
	<b>CACAO / WHITE - TOTAL</b>	<b>\$551</b>	<b>\$532</b>	<b>\$510</b>	<b>\$533</b>	<b>\$568</b>	<b>\$218</b>	<b>13.95%</b>	<b>6.55%</b>	<b>47.56%</b>
CHERRY	DOMESTIC	\$21	\$14	\$46	\$80	\$133	\$47	86.10%	67.42%	4.71%
	IMPORT	\$233	\$242	\$248	\$288	\$329	\$109	1.77%	14.21%	29.14%
	<b>CHERRY - TOTAL</b>	<b>\$254</b>	<b>\$256</b>	<b>\$294</b>	<b>\$367</b>	<b>\$462</b>	<b>\$156</b>	<b>18.03%</b>	<b>25.75%</b>	<b>22.09%</b>
CHESTNUT	IMPORT	\$1	\$0	\$0	\$6	\$1	\$0	-100.00%	-85.71%	0.00%
	<b>CHESTNUT - TOTAL</b>	<b>\$1</b>	<b>\$0</b>	<b>\$0</b>	<b>\$6</b>	<b>\$1</b>	<b>\$0</b>	<b>-100.00%</b>	<b>-85.71%</b>	<b>0.00%</b>
CITRUS OTHER THAN ORANGE	IMPORT	\$0	\$14	\$26	\$34	\$132	\$8	-37.43%	283.12%	1.47%
	<b>CITRUS OTHER THAN ORANGE - TOTAL</b>	<b>\$0</b>	<b>\$14</b>	<b>\$26</b>	<b>\$34</b>	<b>\$132</b>	<b>\$8</b>	<b>-37.43%</b>	<b>283.12%</b>	<b>1.47%</b>
COCONUT	DOMESTIC	\$3,320	\$3,095	\$2,898	\$2,944	\$3,131	\$690	11.84%	6.35%	11.90%
	IMPORT	\$369	\$334	\$320	\$280	\$211	\$32	-43.90%	-24.70%	20.71%
	<b>COCONUT - TOTAL</b>	<b>\$3,689</b>	<b>\$3,428</b>	<b>\$3,219</b>	<b>\$3,224</b>	<b>\$3,342</b>	<b>\$722</b>	<b>7.12%</b>	<b>3.65%</b>	<b>12.46%</b>
COFFEE	DOMESTIC	\$55	\$44	\$11	\$3	\$9	\$6	483.98%	237.40%	4.48%
	IMPORT	\$8,954	\$8,445	\$8,154	\$7,886	\$7,979	\$3,376	2.57%	1.18%	12.28%

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

		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
COFFEE	<b>COFFEE - TOTAL</b>	<b>\$9,009</b>	<b>\$8,490</b>	<b>\$8,165</b>	<b>\$7,889</b>	<b>\$7,988</b>	<b>\$3,382</b>	<b>2.73%</b>	<b>1.26%</b>	<b>12.27%</b>
CRANBERRY	DOMESTIC	\$2	\$3	\$8	\$15	\$14	\$5	-29.72%	-6.31%	15.76%
	IMPORT	\$0	\$0	\$0	\$1	\$1	\$0	-100.00%	0.00%	0.00%
	<b>CRANBERRY - TOTAL</b>	<b>\$2</b>	<b>\$3</b>	<b>\$8</b>	<b>\$15</b>	<b>\$15</b>	<b>\$5</b>	<b>-35.23%</b>	<b>-6.04%</b>	<b>15.06%</b>
CREAM	DOMESTIC	\$45	\$38	\$159	\$532	\$975	\$441	2.27%	83.17%	1.21%
	IMPORT	\$31,575	\$31,255	\$30,030	\$29,930	\$32,693	\$15,698	10.69%	9.23%	4.95%
	<b>CREAM - TOTAL</b>	<b>\$31,620</b>	<b>\$31,293</b>	<b>\$30,190</b>	<b>\$30,462</b>	<b>\$33,668</b>	<b>\$16,139</b>	<b>10.45%</b>	<b>10.52%</b>	<b>4.84%</b>
EGG	IMPORT	\$183	\$169	\$157	\$157	\$168	\$90	7.15%	6.98%	1.44%
	<b>EGG - TOTAL</b>	<b>\$183</b>	<b>\$169</b>	<b>\$157</b>	<b>\$157</b>	<b>\$168</b>	<b>\$90</b>	<b>7.15%</b>	<b>6.98%</b>	<b>1.44%</b>
FRUIT - OTHER	DOMESTIC	\$246	\$102	\$74	\$47	\$42	\$8	29.62%	-9.50%	10.74%
	IMPORT	\$2,579	\$2,163	\$1,914	\$1,583	\$1,464	\$389	-6.72%	-7.49%	40.96%
	<b>FRUIT - OTHER - TOTAL</b>	<b>\$2,825</b>	<b>\$2,265</b>	<b>\$1,988</b>	<b>\$1,629</b>	<b>\$1,506</b>	<b>\$397</b>	<b>-6.20%</b>	<b>-7.55%</b>	<b>40.11%</b>
GRAPE	DOMESTIC	\$1	\$0	\$54	\$33	\$1	\$0	-100.00%	-96.76%	0.00%
	IMPORT	\$77	\$50	\$41	\$35	\$25	\$5	-33.15%	-28.24%	16.05%
	<b>GRAPE - TOTAL</b>	<b>\$78</b>	<b>\$50</b>	<b>\$95</b>	<b>\$68</b>	<b>\$26</b>	<b>\$5</b>	<b>-44.64%</b>	<b>-61.26%</b>	<b>15.40%</b>
GRAPE FRUIT	IMPORT	\$23	\$21	\$18	\$21	\$186	\$24	471.51%	798.58%	3.28%
	<b>GRAPE FRUIT - TOTAL</b>	<b>\$23</b>	<b>\$21</b>	<b>\$18</b>	<b>\$21</b>	<b>\$186</b>	<b>\$24</b>	<b>471.51%</b>	<b>798.58%</b>	<b>3.28%</b>
HAZELNUT	IMPORT	\$707	\$616	\$600	\$603	\$590	\$242	0.47%	-2.19%	36.17%
	<b>HAZELNUT - TOTAL</b>	<b>\$707</b>	<b>\$616</b>	<b>\$600</b>	<b>\$603</b>	<b>\$590</b>	<b>\$242</b>	<b>0.47%</b>	<b>-2.19%</b>	<b>36.17%</b>
HERBAL	DOMESTIC	\$128	\$124	\$145	\$157	\$173	\$52	19.87%	9.87%	9.52%
	IMPORT	\$13,346	\$13,107	\$12,587	\$11,765	\$11,663	\$3,467	2.31%	-0.87%	39.88%
	<b>HERBAL - TOTAL</b>	<b>\$13,474</b>	<b>\$13,231</b>	<b>\$12,732</b>	<b>\$11,922</b>	<b>\$11,836</b>	<b>\$3,519</b>	<b>2.53%</b>	<b>-0.73%</b>	<b>39.44%</b>
HONEY	IMPORT	\$0	\$0	\$1	\$0	\$58	\$21	n/a	n/a	3.49%
	<b>HONEY - TOTAL</b>	<b>\$0</b>	<b>\$0</b>	<b>\$1</b>	<b>\$0</b>	<b>\$58</b>	<b>\$21</b>	<b>n/a</b>	<b>n/a</b>	<b>3.49%</b>
LEMON	DOMESTIC	\$0	\$0	\$0	\$0	\$5	\$5	n/a	n/a	4.03%

**SPIRITS MARKET - LIQUEURS**  
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**SALES IN RETAIL DOLLARS (000s)**

		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
LEMON	IMPORT	\$751	\$812	\$775	\$708	\$730	\$212	1.19%	3.03%	18.37%
	<b>LEMON - TOTAL</b>	<b>\$751</b>	<b>\$812</b>	<b>\$775</b>	<b>\$708</b>	<b>\$734</b>	<b>\$217</b>	<b>3.40%</b>	<b>3.69%</b>	<b>18.28%</b>
LOGANBERRY	IMPORT	\$8	\$6	\$2	\$4	\$1	\$0	-74.25%	-58.16%	0.00%
	<b>LOGANBERRY - TOTAL</b>	<b>\$8</b>	<b>\$6</b>	<b>\$2</b>	<b>\$4</b>	<b>\$1</b>	<b>\$0</b>	<b>-74.25%</b>	<b>-58.16%</b>	<b>0.00%</b>
MACADAMIA	IMPORT	\$138	\$135	\$118	\$116	\$102	\$39	-25.85%	-12.70%	3.23%
	<b>MACADAMIA - TOTAL</b>	<b>\$138</b>	<b>\$135</b>	<b>\$118</b>	<b>\$116</b>	<b>\$102</b>	<b>\$39</b>	<b>-25.85%</b>	<b>-12.70%</b>	<b>3.23%</b>
MELON	DOMESTIC	\$129	\$45	\$40	\$24	\$21	\$4	97.45%	-11.62%	45.28%
	IMPORT	\$346	\$355	\$327	\$328	\$342	\$92	5.20%	4.25%	44.38%
	<b>MELON - TOTAL</b>	<b>\$475</b>	<b>\$399</b>	<b>\$367</b>	<b>\$352</b>	<b>\$364</b>	<b>\$96</b>	<b>7.47%</b>	<b>3.17%</b>	<b>44.43%</b>
MINT	DOMESTIC	\$590	\$568	\$546	\$514	\$507	\$258	-2.90%	-1.46%	20.42%
	IMPORT	\$9	\$9	\$7	\$5	\$2	\$1	12.76%	-64.96%	33.32%
	<b>MINT - TOTAL</b>	<b>\$599</b>	<b>\$577</b>	<b>\$552</b>	<b>\$519</b>	<b>\$508</b>	<b>\$259</b>	<b>-2.85%</b>	<b>-2.11%</b>	<b>20.47%</b>
ORANGE	DOMESTIC	\$2,933	\$2,896	\$2,867	\$2,903	\$3,001	\$801	1.14%	3.36%	24.71%
	IMPORT	\$6,739	\$6,694	\$6,303	\$6,147	\$6,364	\$2,463	3.25%	3.53%	22.63%
	<b>ORANGE - TOTAL</b>	<b>\$9,672</b>	<b>\$9,589</b>	<b>\$9,170</b>	<b>\$9,051</b>	<b>\$9,365</b>	<b>\$3,264</b>	<b>2.73%</b>	<b>3.47%</b>	<b>23.30%</b>
OTHER	DOMESTIC	\$24	\$34	\$50	\$92	\$81	\$38	119.64%	-12.52%	12.70%
	IMPORT	\$282	\$337	\$341	\$454	\$607	\$264	100.69%	33.53%	20.85%
	<b>OTHER - TOTAL</b>	<b>\$306</b>	<b>\$370</b>	<b>\$392</b>	<b>\$546</b>	<b>\$687</b>	<b>\$302</b>	<b>102.88%</b>	<b>25.76%</b>	<b>19.90%</b>
OTHER NUT	IMPORT	\$1	\$1	\$11	\$11	\$3	\$1	-65.06%	-72.68%	0.00%
	<b>OTHER NUT - TOTAL</b>	<b>\$1</b>	<b>\$1</b>	<b>\$11</b>	<b>\$11</b>	<b>\$3</b>	<b>\$1</b>	<b>-65.06%</b>	<b>-72.68%</b>	<b>0.00%</b>
PEACH	DOMESTIC	\$1,089	\$1,090	\$1,157	\$1,178	\$1,291	\$314	9.02%	9.66%	52.66%
	IMPORT	\$61	\$40	\$31	\$20	\$72	\$24	666.83%	264.33%	24.69%
	<b>PEACH - TOTAL</b>	<b>\$1,150</b>	<b>\$1,129</b>	<b>\$1,188</b>	<b>\$1,197</b>	<b>\$1,363</b>	<b>\$338</b>	<b>16.08%</b>	<b>13.83%</b>	<b>51.20%</b>
PEAR	DOMESTIC	\$1	\$1	\$1	\$4	\$0	\$0	-100.00%	-100.00%	0.00%
	IMPORT	\$104	\$95	\$82	\$88	\$92	\$33	-11.20%	3.43%	20.01%
	<b>PEAR - TOTAL</b>	<b>\$105</b>	<b>\$96</b>	<b>\$83</b>	<b>\$93</b>	<b>\$92</b>	<b>\$33</b>	<b>-13.70%</b>	<b>-1.08%</b>	<b>20.01%</b>

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

		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
PINEAPPLE	DOMESTIC	\$158	\$64	\$53	\$13	\$0	\$0	-100.00%	-97.89%	0.00%
	IMPORT	\$0	\$14	\$9	\$7	\$3	\$1	0.13%	-60.96%	0.00%
	<b>PINEAPPLE - TOTAL</b>	<b>\$158</b>	<b>\$78</b>	<b>\$62</b>	<b>\$20</b>	<b>\$3</b>	<b>\$1</b>	<b>-19.39%</b>	<b>-85.17%</b>	<b>0.67%</b>
PLUM	DOMESTIC	\$0	\$0	\$0	\$0	\$0	\$0	n/a	-95.07%	0.00%
	IMPORT	\$23	\$20	\$24	\$22	\$19	\$6	-24.40%	-11.79%	1.57%
	<b>PLUM - TOTAL</b>	<b>\$23</b>	<b>\$20</b>	<b>\$24</b>	<b>\$22</b>	<b>\$19</b>	<b>\$6</b>	<b>-24.40%</b>	<b>-13.60%</b>	<b>1.70%</b>
RASPBERRY	DOMESTIC	\$93	\$98	\$145	\$124	\$134	\$40	5.66%	7.72%	29.89%
	IMPORT	\$2,678	\$2,629	\$2,493	\$2,195	\$2,048	\$555	-5.94%	-6.70%	44.57%
	<b>RASPBERRY - TOTAL</b>	<b>\$2,770</b>	<b>\$2,727</b>	<b>\$2,638</b>	<b>\$2,319</b>	<b>\$2,182</b>	<b>\$594</b>	<b>-5.25%</b>	<b>-5.93%</b>	<b>43.67%</b>
SPICE	DOMESTIC	\$9,675	\$10,387	\$10,669	\$11,467	\$12,254	\$3,775	1.57%	6.86%	5.65%
	IMPORT	\$425	\$363	\$396	\$361	\$369	\$141	18.83%	2.12%	32.77%
	<b>SPICE - TOTAL</b>	<b>\$10,100</b>	<b>\$10,751</b>	<b>\$11,065</b>	<b>\$11,828</b>	<b>\$12,622</b>	<b>\$3,917</b>	<b>2.10%</b>	<b>6.71%</b>	<b>6.44%</b>
STRAWBERRY	DOMESTIC	\$0	\$0	\$0	\$443	\$564	\$173	0.38%	27.42%	3.80%
	IMPORT	\$25	\$78	\$200	\$133	\$103	\$27	-35.29%	-22.26%	7.48%
	<b>STRAWBERRY - TOTAL</b>	<b>\$25</b>	<b>\$78</b>	<b>\$200</b>	<b>\$576</b>	<b>\$668</b>	<b>\$199</b>	<b>-6.50%</b>	<b>15.98%</b>	<b>4.37%</b>
TANGERINE	IMPORT	\$21	\$20	\$22	\$17	\$19	\$5	97.19%	14.78%	37.04%
	<b>TANGERINE - TOTAL</b>	<b>\$21</b>	<b>\$20</b>	<b>\$22</b>	<b>\$17</b>	<b>\$19</b>	<b>\$5</b>	<b>97.19%</b>	<b>14.78%</b>	<b>37.04%</b>
WALNUT	IMPORT	\$3	\$2	\$3	\$2	\$5	\$3	124.69%	175.97%	7.66%
	<b>WALNUT - TOTAL</b>	<b>\$3</b>	<b>\$2</b>	<b>\$3</b>	<b>\$2</b>	<b>\$5</b>	<b>\$3</b>	<b>124.69%</b>	<b>175.97%</b>	<b>7.66%</b>
WHISKY	DOMESTIC	\$393	\$323	\$330	\$379	\$424	\$163	14.55%	11.73%	3.38%
	IMPORT	\$4,361	\$4,673	\$5,354	\$5,702	\$6,014	\$2,167	4.86%	5.47%	11.51%
	<b>WHISKY - TOTAL</b>	<b>\$4,755</b>	<b>\$4,996</b>	<b>\$5,683</b>	<b>\$6,081</b>	<b>\$6,438</b>	<b>\$2,331</b>	<b>5.49%</b>	<b>5.86%</b>	<b>10.98%</b>
<b>LIQUEURS - TOTAL</b>		<b>\$105,377</b>	<b>\$103,805</b>	<b>\$101,431</b>	<b>\$101,029</b>	<b>\$106,284</b>	<b>\$40,094</b>	<b>5.94%</b>	<b>5.20%</b>	<b>16.74%</b>

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

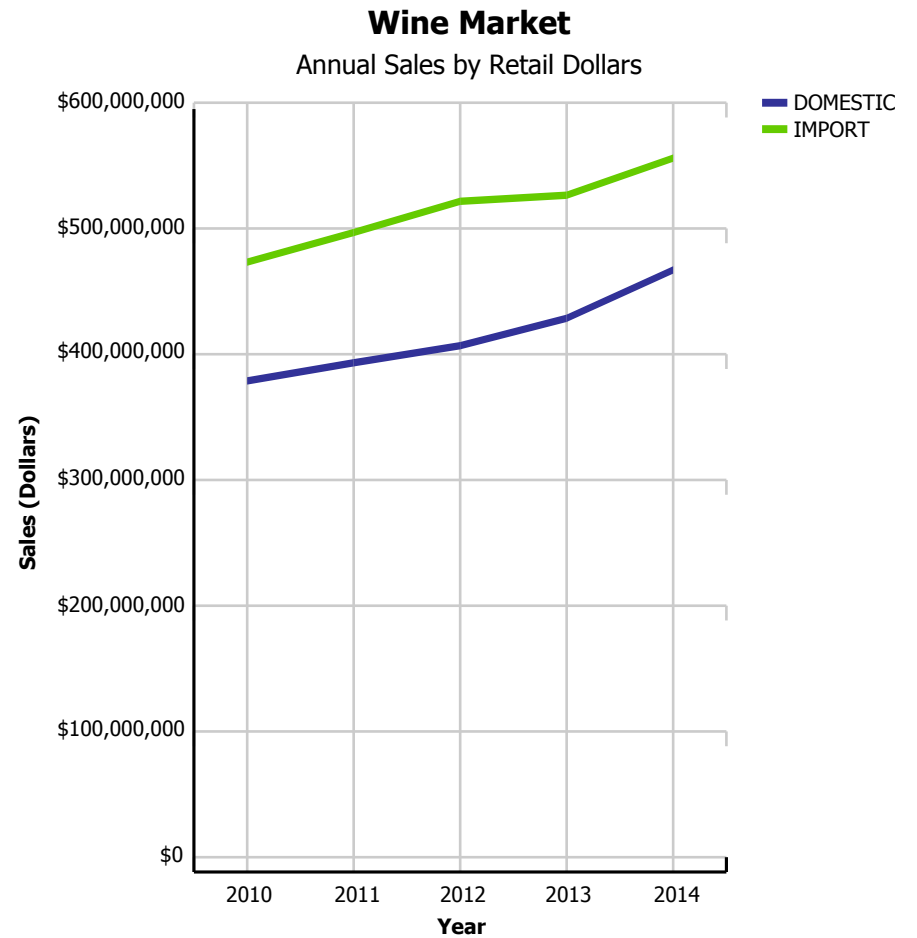
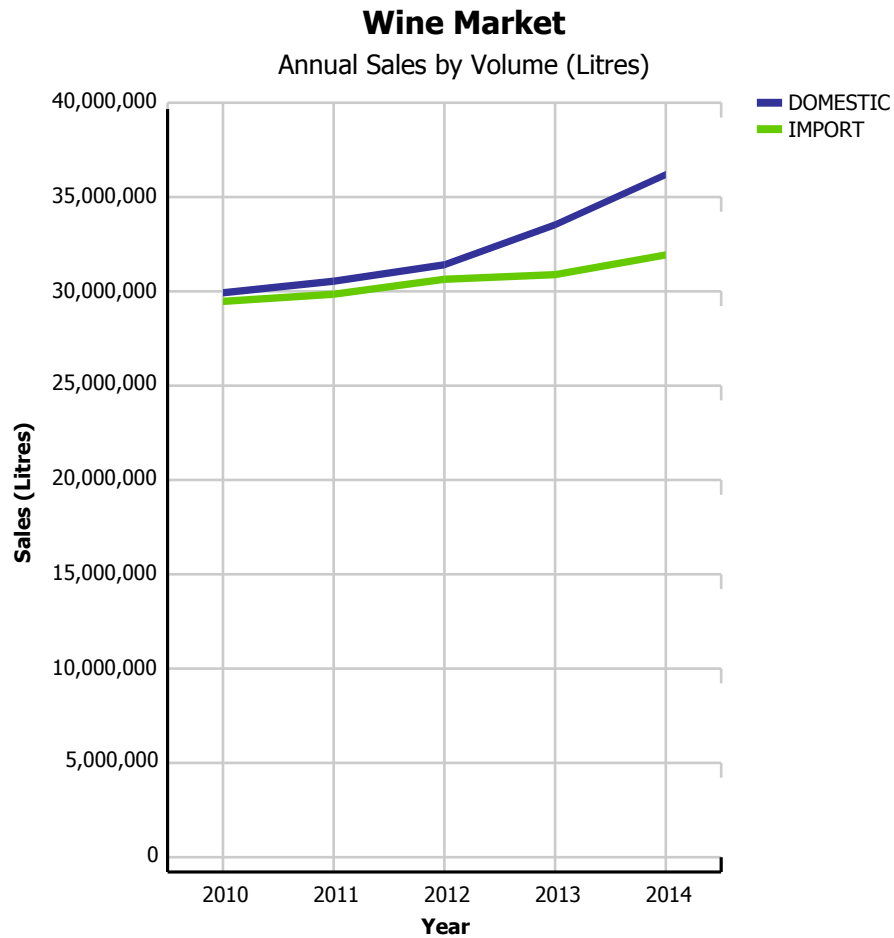
	2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
SPIRITS DOMESTIC	13,557,914	13,132,008	12,906,687	12,731,020	12,864,845	3,745,724	-1.09%	1.05%	10.82%
IMPORT	10,641,056	10,875,491	11,215,287	11,371,229	11,883,873	3,785,483	4.38%	4.51%	14.62%
<b>SPIRITS</b>	<b>24,198,970</b>	<b>24,007,499</b>	<b>24,121,974</b>	<b>24,102,249</b>	<b>24,748,718</b>	<b>7,531,207</b>	<b>1.59%</b>	<b>2.68%</b>	<b>12.64%</b>

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

	2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
SPIRITS DOMESTIC	\$391,607	\$386,795	\$376,781	\$363,476	\$366,523	\$107,637	-0.69%	0.84%	10.57%
IMPORT	\$364,019	\$380,600	\$390,046	\$389,543	\$413,088	\$134,711	6.49%	6.04%	15.13%
<b>SPIRITS</b>	<b>\$755,626</b>	<b>\$767,395</b>	<b>\$766,826</b>	<b>\$753,019</b>	<b>\$779,611</b>	<b>\$242,348</b>	<b>3.18%</b>	<b>3.53%</b>	<b>12.99%</b>



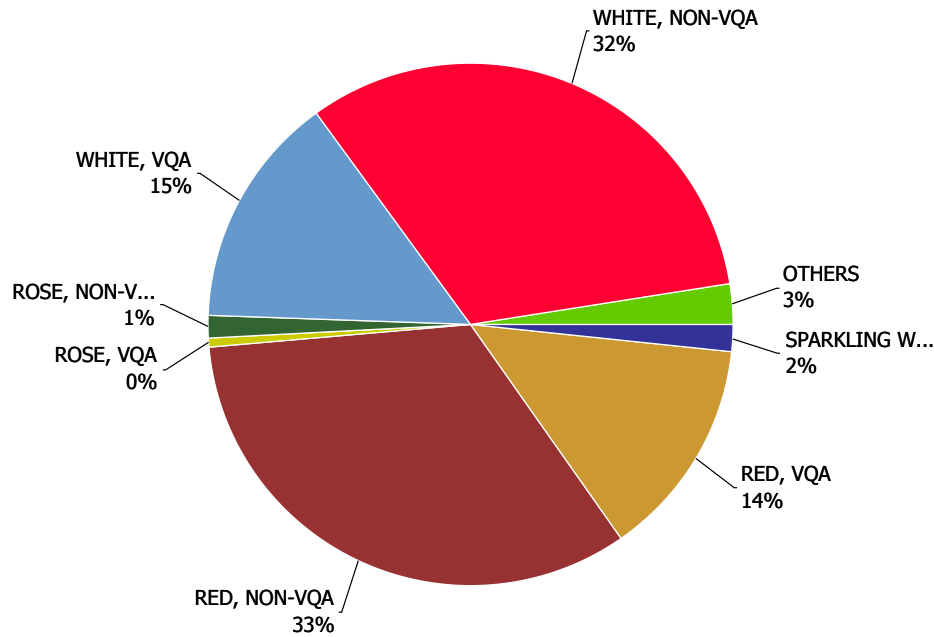
# Wine Market (Domestic & Imported)



# Wine Market - Domestic Wine

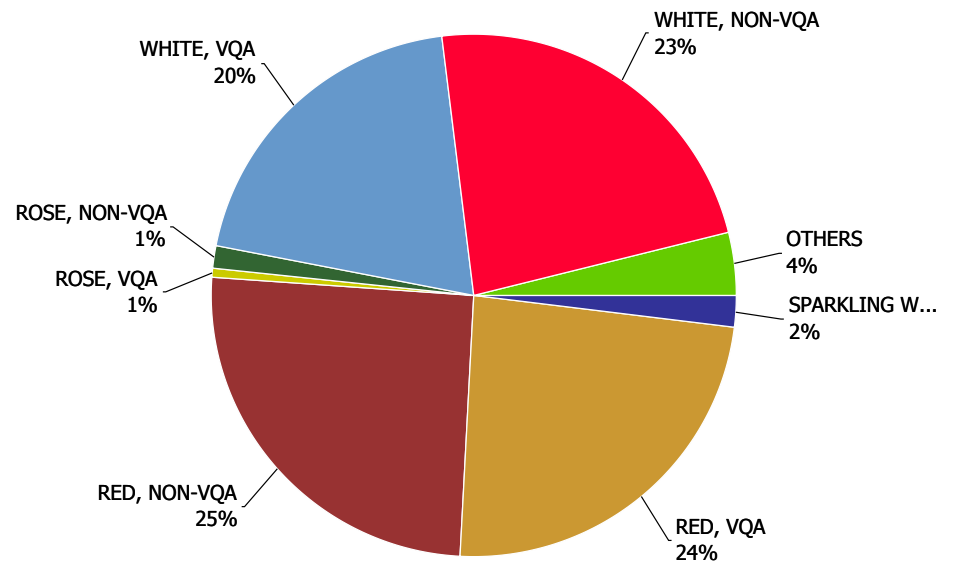
## Domestic Wine Market Share

Current Quarter by Volume (Litres)



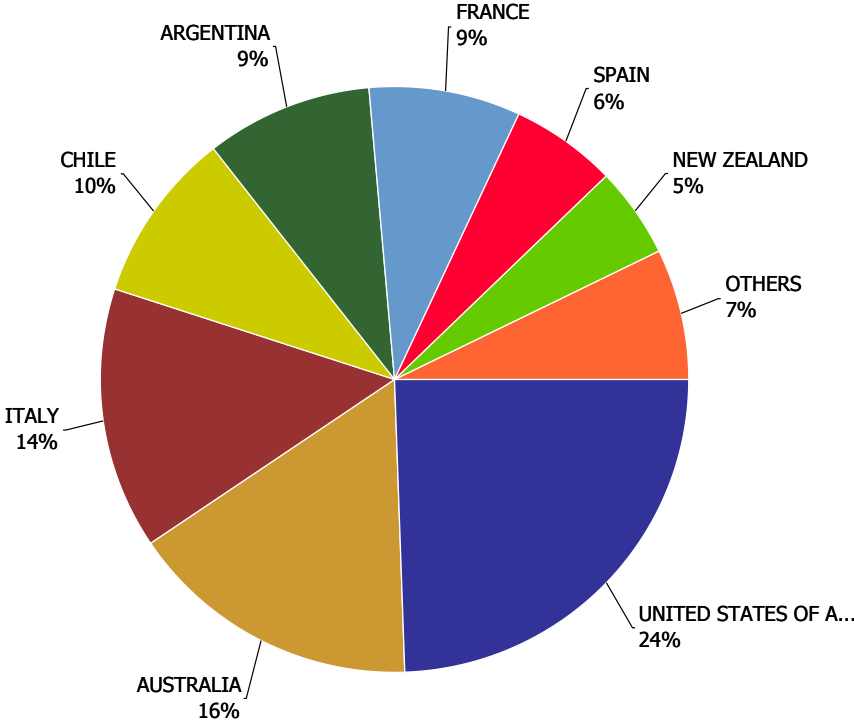
## Domestic Wine Market Share

Current Quarter by Retail Dollars

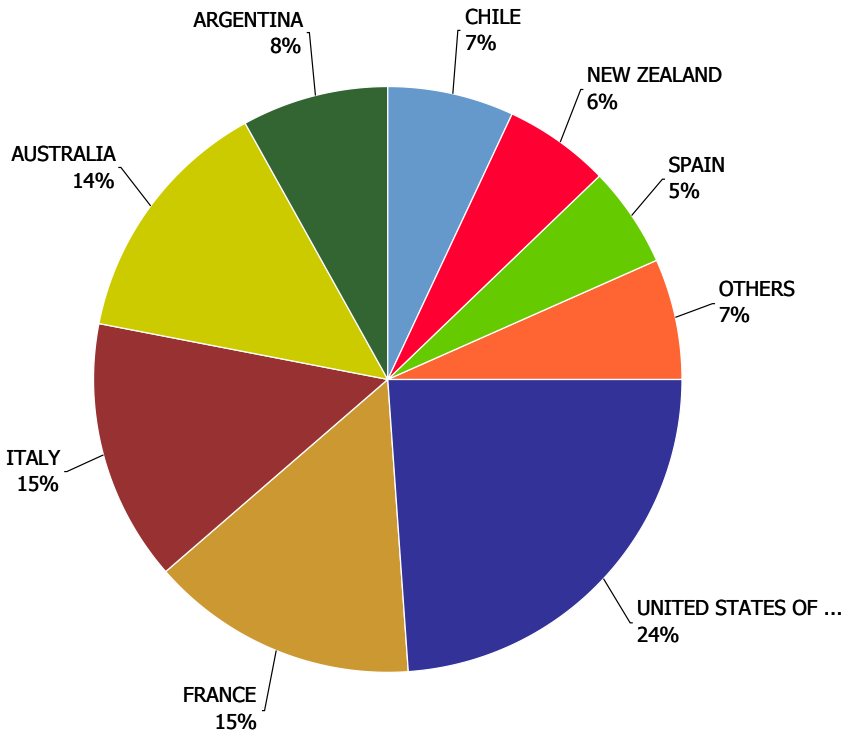


# Wine Market - Import Wine

**Import Wine Market Share**  
Current Quarter by Volume (Litres)



**Import Wine Market Share**  
Current Quarter by Retail Dollars



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

				2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
APERITIF, DESSERT AND FORTIFIED WINE	FLAVOURED	OTHER	NON-VQA	6,226	6,816	6,818	7,601	6,059	1,572	-48.07%	-20.35%	1.95%
		BC	NON-VQA	684	825	716	544	1,375	285	119.23%	148.74%	5.82%
	<b>FLAVOURED</b>			<b>6,910</b>	<b>7,641</b>	<b>7,534</b>	<b>8,145</b>	<b>7,434</b>	<b>1,857</b>	<b>-41.18%</b>	<b>-8.88%</b>	<b>2.66%</b>
FRUIT	OTHER	NON-VQA	2,390	3,926	2,266	2,940	2,145	903	-5.54%	-27.11%	3.73%	
		BC	NON-VQA	147,068	146,656	144,604	157,854	156,480	37,448	-14.77%	-0.93%	0.92%
	<b>FRUIT</b>			<b>149,458</b>	<b>150,582</b>	<b>146,870</b>	<b>160,794</b>	<b>158,625</b>	<b>38,351</b>	<b>-14.58%</b>	<b>-1.41%</b>	<b>0.96%</b>
OTHER	BC	NON-VQA	6,559	13,761	13,327	15,511	18,903	4,749	-10.35%	21.81%	1.99%	
		VQA	9	33	20	33	10	1	-66.67%	-72.73%	0.00%	
	<b>OTHER</b>			<b>6,568</b>	<b>13,794</b>	<b>13,347</b>	<b>15,544</b>	<b>18,913</b>	<b>4,750</b>	<b>-10.38%</b>	<b>21.61%</b>	<b>1.99%</b>
OTHER FORTIFIED	OTHER	NON-VQA	766	568	445	123	446	364	18,100.00%	265.57%	24.66%	
		VQA	0	0	0	9	54	0	n/a	500.00%	0.00%	
	BC	NON-VQA	797,095	810,005	752,431	728,620	693,356	185,812	-11.65%	-4.84%	1.60%	
		VQA	10,862	11,376	14,478	16,053	20,121	5,144	6.37%	25.36%	4.27%	
	<b>OTHER FORTIFIED</b>			<b>808,723</b>	<b>821,949</b>	<b>767,354</b>	<b>744,805</b>	<b>713,977</b>	<b>191,320</b>	<b>-11.07%</b>	<b>-4.14%</b>	<b>1.69%</b>
PORT	OTHER	NON-VQA	0	0	8	9	0	0	n/a	-100.00%	0.00%	
		BC	NON-VQA	1,877	1,365	1,760	1,589	1,186	367	-8.02%	-25.36%	0.51%
	<b>PORT</b>	VQA	134	207	112	139	658	118	n/a	370.71%	1.82%	
			<b>2,011</b>	<b>1,572</b>	<b>1,880</b>	<b>1,737</b>	<b>1,844</b>	<b>485</b>	<b>21.55%</b>	<b>6.08%</b>	<b>0.98%</b>	
SAKE	BC	NON-VQA	10,769	11,044	7,962	6,061	6,462	1,709	-5.74%	6.61%	17.02%	
	<b>SAKE</b>		<b>10,769</b>	<b>11,044</b>	<b>7,962</b>	<b>6,061</b>	<b>6,462</b>	<b>1,709</b>	<b>-5.74%</b>	<b>6.61%</b>	<b>17.02%</b>	
SHERRY	BC	NON-VQA	36,342	4,462	2,183	0	0	0	n/a	n/a	0.00%	
	<b>SHERRY</b>		<b>36,342</b>	<b>4,462</b>	<b>2,183</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>	
VERMOUTH	BC	NON-VQA	0	0	0	0	101	101	n/a	n/a	4.95%	
	<b>VERMOUTH</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>101</b>	<b>101</b>	<b>n/a</b>	<b>n/a</b>	<b>4.95%</b>	
<b>APERITIF, DESSERT AND FORTIFIED WINE</b>				<b>1,020,707</b>	<b>1,010,958</b>	<b>947,034</b>	<b>936,996</b>	<b>907,219</b>	<b>238,429</b>	<b>-11.86%</b>	<b>-3.18%</b>	<b>1.68%</b>
SPARKLING WINE	SPARKLING ICE WINE	OTHER	VQA	9	0	0	0	0	0	n/a	n/a	0.00%

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

				2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
SPARKLING WINE	SPARKLING ICE WINE	BC	VQA	32	12	183	4,780	6,199	2,175	105.38%	29.79%	14.15%
		<b>SPARKLING ICE WINE</b>		<b>41</b>	<b>12</b>	<b>183</b>	<b>4,780</b>	<b>6,199</b>	<b>2,175</b>	<b>105.38%</b>	<b>29.79%</b>	<b>14.15%</b>
SPARKLING ICE WINE RED	OTHER	VQA	0	0	0	0	79	14	n/a	n/a	0.00%	
		<b>SPARKLING ICE WINE RED</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>79</b>	<b>14</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>
RED	OTHER	NON-VQA	50,258	48,060	43,452	43,840	45,186	18,094	10.75%	3.07%	1.35%	
		BC	515	3,605	3,545	3,779	4,022	1,162	-11.84%	6.36%	0.60%	
		VQA	3	0	0	79	361	36	-53.85%	365.38%	0.00%	
	<b>SPARKLING WINE RED</b>		<b>50,776</b>	<b>51,665</b>	<b>46,997</b>	<b>47,698</b>	<b>49,569</b>	<b>19,292</b>	<b>8.79%</b>	<b>3.93%</b>	<b>1.28%</b>	
ROSE	OTHER	VQA	0	18	90	0	0	0	n/a	n/a	0.00%	
		BC	3,405	7,987	9,855	7,030	8,036	3,285	21.71%	14.37%	29.08%	
		VQA	6,244	5,953	7,864	8,191	12,676	3,562	57.61%	54.77%	10.10%	
	<b>SPARKLING WINE ROSE</b>		<b>9,649</b>	<b>13,958</b>	<b>17,809</b>	<b>15,221</b>	<b>20,712</b>	<b>6,847</b>	<b>38.07%</b>	<b>36.12%</b>	<b>17.46%</b>	
WHITE	OTHER	NON-VQA	265,104	259,808	214,931	218,171	236,297	95,426	16.70%	8.31%	19.91%	
		VQA	153	81	0	0	9	9	n/a	n/a	0.00%	
	BC	NON-VQA	42,619	42,768	45,284	51,609	60,956	18,730	16.02%	18.11%	34.49%	
		VQA	94,012	89,742	90,347	106,205	122,953	41,215	18.72%	15.72%	24.71%	
<b>SPARKLING WINE WHITE</b>		<b>401,888</b>	<b>392,399</b>	<b>350,562</b>	<b>375,985</b>	<b>420,215</b>	<b>155,380</b>	<b>17.15%</b>	<b>11.76%</b>	<b>23.43%</b>		
<b>SPARKLING WINE</b>				<b>462,338</b>	<b>458,009</b>	<b>415,521</b>	<b>443,656</b>	<b>496,724</b>	<b>183,661</b>	<b>17.47%</b>	<b>11.96%</b>	<b>20.85%</b>
TABLE WINE	ICE WINE RED	OTHER	NON-VQA	25	6	3,382	1,083	973	170	-17.87%	-10.06%	0.00%
			VQA	320	57	54	121	86	14	n/a	-32.79%	0.00%
	BC	NON-VQA	110	9	3	12	0	0	-100.00%	-100.00%	0.00%	
		VQA	4,742	7,790	7,949	6,343	8,234	2,058	-2.23%	29.77%	1.75%	
	<b>ICE WINE RED</b>		<b>5,197</b>	<b>7,862</b>	<b>11,388</b>	<b>7,559</b>	<b>9,293</b>	<b>2,242</b>	<b>-3.07%</b>	<b>22.86%</b>	<b>1.55%</b>	
ICE WINE ROSE	BC	VQA	0	2	0	0	0	0	n/a	n/a	0.00%	

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

			2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015	
TABLE WINE	ICE WINE ROSE	<b>ICE WINE ROSE</b>	<b>0</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>	
	ICE WINE WHITE	OTHER	NON-VQA	117	3	14,042	14,858	29,505	5,522	73.92%	98.57%	0.00%
			VQA	14,078	16,238	16,241	14,205	11,953	2,853	-36.23%	-15.99%	0.64%
		BC	NON-VQA	643	464	10	31	13	9	200.00%	-63.33%	0.00%
			VQA	29,666	27,872	20,632	27,129	24,363	7,189	-6.60%	-10.12%	4.27%
			<b>ICE WINE WHITE</b>	<b>44,504</b>	<b>44,577</b>	<b>50,925</b>	<b>56,223</b>	<b>65,834</b>	<b>15,573</b>	<b>1.46%</b>	<b>17.09%</b>	<b>1.70%</b>
	RED	OTHER	NON-VQA	2,211	2,802	5,692	4,963	5,223	1,584	12.58%	5.19%	18.11%
			VQA	18,534	12,099	8,623	7,803	5,469	1,270	-47.69%	-29.96%	3.20%
		BC	NON-VQA	9,421,600	9,790,086	9,923,596	10,590,815	11,481,604	3,452,286	2.78%	8.41%	10.17%
			VQA	3,551,466	3,573,230	3,677,740	3,969,151	4,456,849	1,409,913	10.35%	12.29%	21.92%
			<b>TABLE WINE RED</b>	<b>12,993,811</b>	<b>13,378,217</b>	<b>13,615,651</b>	<b>14,572,732</b>	<b>15,949,145</b>	<b>4,865,053</b>	<b>4.84%</b>	<b>9.45%</b>	<b>13.45%</b>
	ROSE	OTHER	VQA	0	0	0	0	18	0	n/a	n/a	0.00%
		BC	NON-VQA	528,428	546,190	556,398	552,039	587,783	151,966	4.29%	6.47%	4.91%
			VQA	200,307	209,886	224,148	285,781	317,515	47,991	-3.95%	11.10%	8.26%
			<b>TABLE WINE ROSE</b>	<b>728,735</b>	<b>756,076</b>	<b>780,546</b>	<b>837,820</b>	<b>905,316</b>	<b>199,957</b>	<b>2.19%</b>	<b>8.05%</b>	<b>6.08%</b>
	WHITE	OTHER	NON-VQA	2,037	2,643	4,405	4,357	4,375	1,210	-9.50%	0.44%	20.02%
			VQA	11,735	9,204	11,635	14,656	11,436	2,314	-39.42%	-21.92%	7.31%
		BC	NON-VQA	10,133,939	10,692,772	11,302,988	11,885,469	12,425,445	3,354,587	1.13%	4.54%	10.83%
			VQA	4,657,570	4,348,052	4,459,261	4,943,331	5,601,322	1,504,333	8.00%	13.31%	22.43%
			<b>TABLE WINE WHITE</b>	<b>14,805,281</b>	<b>15,052,671</b>	<b>15,778,289</b>	<b>16,847,813</b>	<b>18,042,578</b>	<b>4,862,444</b>	<b>3.13%</b>	<b>7.09%</b>	<b>14.43%</b>
	<b>TABLE WINE</b>			<b>28,577,528</b>	<b>29,239,405</b>	<b>30,236,799</b>	<b>32,322,147</b>	<b>34,972,166</b>	<b>9,945,269</b>	<b>3.93%</b>	<b>8.20%</b>	<b>13.74%</b>
WINE - GIFT PACKS	WINE - GIFT PACKS ALL	OTHER	NON-VQA	6,388	3,604	2,474	1,498	2,922	698	-21.57%	95.00%	0.07%
			VQA	5	1,008	0	0	0	0	n/a	n/a	0.00%
		BC	NON-VQA	0	0	0	0	2,855	2,855	n/a	n/a	0.07%
			VQA	54,070	21,369	3,048	20,823	4,210	74	-99.64%	-79.77%	0.57%

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

			2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
WINE - GIFT PACKS	WINE - GIFT PACKS ALL	<b>WINE - GIFT PACKS ALL</b>	<b>60,463</b>	<b>25,981</b>	<b>5,522</b>	<b>22,321</b>	<b>9,987</b>	<b>3,627</b>	<b>-83.30%</b>	<b>-55.24%</b>	<b>0.28%</b>
	<b>WINE - GIFT PACKS</b>		<b>60,463</b>	<b>25,981</b>	<b>5,522</b>	<b>22,321</b>	<b>9,987</b>	<b>3,627</b>	<b>-83.30%</b>	<b>-55.24%</b>	<b>0.28%</b>
<b>DOMESTIC WINE - TOTAL</b>			<b>30,121,036</b>	<b>30,733,966</b>	<b>31,589,134</b>	<b>33,705,101</b>	<b>36,356,336</b>	<b>10,357,348</b>	<b>3.44%</b>	<b>7.87%</b>	<b>13.50%</b>

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

				2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
APERITIF, DESSERT AND FORTIFIED WINE	FLAVOURED	OTHER	NON-VQA	\$95	\$105	\$105	\$115	\$91	\$24	-48.16%	-20.96%	1.93%
		BC	NON-VQA	\$21	\$26	\$22	\$16	\$59	\$11	194.11%	263.62%	6.24%
	<b>FLAVOURED</b>			<b>\$116</b>	<b>\$132</b>	<b>\$127</b>	<b>\$132</b>	<b>\$150</b>	<b>\$35</b>	<b>-29.49%</b>	<b>14.40%</b>	<b>3.63%</b>
FRUIT	OTHER	NON-VQA	\$89	\$231	\$79	\$119	\$93	\$33	\$33	-15.76%	-21.87%	4.50%
		BC	NON-VQA	\$3,957	\$4,073	\$3,963	\$4,210	\$4,106	\$999	-14.16%	-2.47%	1.21%
	<b>FRUIT</b>			<b>\$4,046</b>	<b>\$4,304</b>	<b>\$4,042</b>	<b>\$4,329</b>	<b>\$4,199</b>	<b>\$1,032</b>	<b>-14.21%</b>	<b>-3.00%</b>	<b>1.28%</b>
OTHER	BC	NON-VQA	\$196	\$406	\$385	\$441	\$534	\$136	\$136	-4.88%	21.03%	2.00%
		VQA	\$0	\$1	\$1	\$1	\$0	\$0	\$0	-56.10%	-70.31%	0.00%
	<b>OTHER</b>			<b>\$196</b>	<b>\$407</b>	<b>\$385</b>	<b>\$442</b>	<b>\$534</b>	<b>\$136</b>	<b>-4.91%</b>	<b>20.81%</b>	<b>2.00%</b>
OTHER FORTIFIED	OTHER	NON-VQA	\$36	\$27	\$21	\$4	\$18	\$16	\$16	20,474.36%	358.31%	14.51%
		VQA	\$0	\$0	\$0	\$0	\$1	\$0	\$0	n/a	541.88%	0.00%
	BC	NON-VQA	\$6,370	\$6,611	\$6,474	\$6,327	\$6,233	\$1,708	\$1,708	-6.49%	-1.48%	2.01%
		VQA	\$489	\$521	\$586	\$648	\$780	\$203	\$203	3.33%	20.32%	4.96%
<b>OTHER FORTIFIED</b>			<b>\$6,895</b>	<b>\$7,159</b>	<b>\$7,080</b>	<b>\$6,979</b>	<b>\$7,032</b>	<b>\$1,927</b>	<b>-4.75%</b>	<b>0.76%</b>	<b>2.36%</b>	
PORT	OTHER	NON-VQA	\$0	\$0	\$1	\$1	\$0	\$0	\$0	n/a	-100.00%	0.00%
		BC	NON-VQA	\$86	\$62	\$95	\$72	\$64	\$23	25.98%	-10.90%	0.45%
		VQA	\$2	\$3	\$2	\$2	\$57	\$11	\$11	n/a	2,630.75%	1.71%
	<b>PORT</b>			<b>\$88</b>	<b>\$65</b>	<b>\$97</b>	<b>\$75</b>	<b>\$122</b>	<b>\$34</b>	<b>88.49%</b>	<b>61.98%</b>	<b>1.05%</b>
SAKE	BC	NON-VQA	\$255	\$269	\$254	\$240	\$249	\$65	\$65	-9.20%	3.79%	15.00%
		<b>SAKE</b>			<b>\$255</b>	<b>\$269</b>	<b>\$254</b>	<b>\$240</b>	<b>\$249</b>	<b>\$65</b>	<b>-9.20%</b>	<b>3.79%</b>
SHERRY	BC	NON-VQA	\$321	\$40	\$20	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		<b>SHERRY</b>			<b>\$321</b>	<b>\$40</b>	<b>\$20</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>n/a</b>	<b>n/a</b>
VERMOUTH	BC	NON-VQA	\$0	\$0	\$0	\$0	\$5	\$5	\$5	n/a	n/a	4.84%
		<b>VERMOUTH</b>			<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$5</b>	<b>\$5</b>	<b>n/a</b>	<b>n/a</b>
<b>APERITIF, DESSERT AND FORTIFIED WINE</b>				<b>\$11,917</b>	<b>\$12,376</b>	<b>\$12,006</b>	<b>\$12,196</b>	<b>\$12,291</b>	<b>\$3,234</b>	<b>-7.81%</b>	<b>0.78%</b>	<b>2.24%</b>
SPARKLING WINE	SPARKLING ICE WINE	OTHER	VQA	\$1	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%



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

				2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
SPARKLING WINE	SPARKLING ICE WINE	BC	VQA	\$4	\$2	\$9	\$161	\$193	\$63	64.70%	20.27%	12.30%
		<b>SPARKLING ICE WINE</b>		<b>\$6</b>	<b>\$2</b>	<b>\$9</b>	<b>\$161</b>	<b>\$193</b>	<b>\$63</b>	<b>64.70%</b>	<b>20.27%</b>	<b>12.30%</b>
SPARKLING ICE WINE RED	OTHER	VQA	\$0	\$0	\$0	\$0	\$11	\$2	n/a	n/a	0.00%	
		<b>SPARKLING ICE WINE RED</b>		<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$11</b>	<b>\$2</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>
RED	OTHER	NON-VQA	\$388	\$384	\$347	\$343	\$351	\$141	10.66%	2.31%	1.35%	
		BC	\$20	\$86	\$84	\$87	\$91	\$26	-13.39%	3.78%	0.59%	
		VQA	\$0	\$0	\$0	\$2	\$10	\$1	-54.81%	362.40%	0.00%	
		<b>SPARKLING WINE RED</b>		<b>\$409</b>	<b>\$470</b>	<b>\$430</b>	<b>\$433</b>	<b>\$451</b>	<b>\$168</b>	<b>5.22%</b>	<b>4.34%</b>	<b>1.17%</b>
ROSE	OTHER	VQA	\$0	\$1	\$3	\$0	\$0	\$0	n/a	n/a	0.00%	
		BC	\$123	\$202	\$247	\$216	\$260	\$113	19.89%	20.40%	30.02%	
		VQA	\$196	\$175	\$217	\$217	\$339	\$95	58.73%	56.25%	10.13%	
		<b>SPARKLING WINE ROSE</b>		<b>\$319</b>	<b>\$378</b>	<b>\$467</b>	<b>\$433</b>	<b>\$599</b>	<b>\$208</b>	<b>35.03%</b>	<b>38.37%</b>	<b>18.76%</b>
WHITE	OTHER	NON-VQA	\$2,004	\$1,970	\$1,706	\$1,698	\$1,843	\$730	17.61%	8.57%	20.47%	
		VQA	\$5	\$3	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
	BC	NON-VQA	\$896	\$962	\$1,055	\$1,174	\$1,382	\$453	15.85%	17.74%	37.48%	
		VQA	\$2,813	\$2,599	\$2,542	\$2,940	\$3,328	\$1,098	17.95%	13.21%	22.36%	
	<b>SPARKLING WINE WHITE</b>		<b>\$5,719</b>	<b>\$5,533</b>	<b>\$5,303</b>	<b>\$5,811</b>	<b>\$6,554</b>	<b>\$2,281</b>	<b>17.43%</b>	<b>12.78%</b>	<b>25.02%</b>	
	<b>SPARKLING WINE</b>		<b>\$6,453</b>	<b>\$6,383</b>	<b>\$6,210</b>	<b>\$6,837</b>	<b>\$7,809</b>	<b>\$2,722</b>	<b>18.63%</b>	<b>14.20%</b>	<b>22.81%</b>	
TABLE WINE	ICE WINE RED	OTHER	\$4	\$1	\$251	\$101	\$92	\$16	-19.32%	-8.89%	0.00%	
		VQA	\$44	\$7	\$7	\$14	\$10	\$2	n/a	-30.78%	0.00%	
	BC	NON-VQA	\$15	\$2	\$1	\$1	\$0	\$0	-100.00%	-100.00%	0.00%	
		VQA	\$710	\$1,462	\$1,507	\$942	\$1,164	\$240	-13.65%	23.59%	1.67%	
	<b>ICE WINE RED</b>		<b>\$773</b>	<b>\$1,472</b>	<b>\$1,765</b>	<b>\$1,057</b>	<b>\$1,265</b>	<b>\$257</b>	<b>-13.54%</b>	<b>19.62%</b>	<b>1.54%</b>	
	ICE WINE ROSE	BC	VQA	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
<b>ICE WINE ROSE</b>		<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>		

**DOMESTIC WINE MARKET**  
**ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER OF EACH LABELLED YEAR**  
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				2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
TABLE WINE	ICE WINE WHITE	OTHER	NON-VQA	\$10	\$0	\$994	\$1,059	\$2,128	\$397	74.47%	101.00%	0.00%
			VQA	\$1,421	\$1,694	\$1,333	\$1,195	\$1,028	\$275	-25.02%	-13.99%	0.77%
		BC	NON-VQA	\$89	\$67	\$4	\$4	\$1	\$1	227.76%	-63.28%	0.00%
			VQA	\$3,967	\$3,809	\$2,794	\$3,296	\$3,049	\$873	-0.55%	-7.51%	4.01%
	<b>ICE WINE WHITE</b>			<b>\$5,487</b>	<b>\$5,570</b>	<b>\$5,124</b>	<b>\$5,554</b>	<b>\$6,207</b>	<b>\$1,546</b>	<b>5.03%</b>	<b>11.74%</b>	<b>2.10%</b>
	RED	OTHER	NON-VQA	\$68	\$79	\$121	\$97	\$110	\$40	64.27%	13.21%	11.88%
			VQA	\$358	\$235	\$152	\$124	\$87	\$20	-44.91%	-30.34%	3.48%
		BC	NON-VQA	\$90,261	\$95,400	\$98,321	\$102,886	\$111,661	\$33,243	4.19%	8.53%	10.71%
			VQA	\$82,055	\$84,375	\$85,615	\$90,154	\$101,410	\$31,648	10.35%	12.49%	18.21%
	<b>TABLE WINE RED</b>			<b>\$172,741</b>	<b>\$180,089</b>	<b>\$184,209</b>	<b>\$193,261</b>	<b>\$213,267</b>	<b>\$64,951</b>	<b>7.10%</b>	<b>10.35%</b>	<b>14.27%</b>
	ROSE	OTHER	VQA	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
			NON-VQA	\$5,167	\$5,672	\$6,219	\$6,163	\$6,480	\$1,569	4.94%	5.14%	7.75%
		BC	VQA	\$3,668	\$4,009	\$4,485	\$5,700	\$6,523	\$1,005	-0.16%	14.44%	8.32%
	<b>TABLE WINE ROSE</b>			<b>\$8,835</b>	<b>\$9,681</b>	<b>\$10,704</b>	<b>\$11,863</b>	<b>\$13,004</b>	<b>\$2,574</b>	<b>2.89%</b>	<b>9.62%</b>	<b>8.04%</b>
WHITE	OTHER	NON-VQA	\$61	\$62	\$64	\$83	\$74	\$28	-30.38%	-10.97%	15.86%	
		VQA	\$286	\$433	\$570	\$538	\$377	\$72	-36.69%	-29.96%	4.42%	
	BC	NON-VQA	\$91,293	\$98,304	\$105,061	\$109,382	\$114,927	\$30,578	2.65%	5.07%	11.28%	
		VQA	\$82,077	\$80,736	\$83,795	\$90,117	\$100,121	\$26,605	7.68%	11.10%	20.51%	
<b>TABLE WINE WHITE</b>			<b>\$173,716</b>	<b>\$179,535</b>	<b>\$189,489</b>	<b>\$200,121</b>	<b>\$215,499</b>	<b>\$57,283</b>	<b>4.82%</b>	<b>7.68%</b>	<b>15.56%</b>	
<b>TABLE WINE</b>			<b>\$361,553</b>	<b>\$376,347</b>	<b>\$391,292</b>	<b>\$411,856</b>	<b>\$449,242</b>	<b>\$126,612</b>	<b>5.89%</b>	<b>9.08%</b>	<b>14.51%</b>	
WINE - GIFT PACKS	WINE - GIFT PACKS ALL	OTHER	NON-VQA	\$606	\$352	\$178	\$321	\$448	\$61	-57.80%	39.49%	0.04%
			VQA	\$1	\$162	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		BC	NON-VQA	\$0	\$0	\$0	\$0	\$80	\$80	n/a	n/a	0.08%
			VQA	\$1,203	\$519	\$49	\$329	\$109	\$5	-98.44%	-66.97%	0.38%
		<b>WINE - GIFT PACKS ALL</b>			<b>\$1,810</b>	<b>\$1,033</b>	<b>\$227</b>	<b>\$650</b>	<b>\$637</b>	<b>\$146</b>	<b>-69.15%</b>	<b>-2.07%</b>
<b>WINE - GIFT PACKS</b>			<b>\$1,810</b>	<b>\$1,033</b>	<b>\$227</b>	<b>\$650</b>	<b>\$637</b>	<b>\$146</b>	<b>-69.15%</b>	<b>-2.07%</b>	<b>0.10%</b>	

**DOMESTIC WINE MARKET**  
**ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN DECEMBER OF EACH LABELLED YEAR**  
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	2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
<b>DOMESTIC WINE - TOTAL</b>	<b>\$381,732</b>	<b>\$396,126</b>	<b>\$409,486</b>	<b>\$431,224</b>	<b>\$469,528</b>	<b>\$132,537</b>	<b>5.38%</b>	<b>8.88%</b>	<b>14.27%</b>

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

			2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
APERITIF, DESSERT AND FORTIFIED WINE	FLAVOURED	AUSTRALIA	2,669	2,350	1,924	1,682	1,440	552	-14.68%	-14.35%	2.57%
		FRANCE	0	0	509	92	37	20	100.00%	-58.33%	24.32%
		ITALY	2,490	15,936	16,328	11,307	13,691	3,987	5.70%	21.04%	21.70%
		SLOVAK REPUBLIC	0	0	58	0	0	0	n/a	n/a	0.00%
		SOUTH AFRICA	0	0	3,024	1,431	216	0	-100.00%	-84.91%	0.00%
		UNITED KINGDOM	0	0	0	826	6	0	-100.00%	-99.15%	0.00%
		UNITED STATES OF AMERICA	3,527	3,392	15,268	22,902	21,831	8,353	8.61%	-4.66%	0.46%
		<b>FLAVOURED</b>	<b>8,686</b>	<b>21,678</b>	<b>37,111</b>	<b>38,240</b>	<b>37,221</b>	<b>12,912</b>	<b>5.28%</b>	<b>-2.66%</b>	<b>8.42%</b>
FRUIT	DENMARK	0	0	0	0	-1	0	n/a	n/a	0.00%	
	JAPAN	10,601	10,410	10,725	10,478	10,241	3,013	4.62%	-2.19%	32.28%	
	KOREA - SOUTH	186	188	174	1,297	2,152	968	175.00%	65.82%	27.42%	
	TURKEY	3	0	0	0	0	0	n/a	n/a	0.00%	
	UNITED STATES OF AMERICA	3,227	3,802	5,633	8,320	5,821	1,094	-60.04%	-30.00%	36.04%	
	<b>FRUIT</b>	<b>14,017</b>	<b>14,400</b>	<b>16,532</b>	<b>20,095</b>	<b>18,213</b>	<b>5,075</b>	<b>-14.99%</b>	<b>-9.30%</b>	<b>32.91%</b>	
MADEIRA	PORTUGAL	5,396	5,126	4,982	4,798	4,970	1,957	0.41%	3.59%	30.50%	
	<b>MADEIRA</b>	<b>5,396</b>	<b>5,126</b>	<b>4,982</b>	<b>4,798</b>	<b>4,970</b>	<b>1,957</b>	<b>0.41%</b>	<b>3.59%</b>	<b>30.50%</b>	
MONTILLA	SPAIN	9,438	11,141	10,615	12,463	9,727	3,488	-17.23%	-21.91%	9.60%	
	<b>MONTILLA</b>	<b>9,438</b>	<b>11,141</b>	<b>10,615</b>	<b>12,463</b>	<b>9,727</b>	<b>3,488</b>	<b>-17.23%</b>	<b>-21.91%</b>	<b>9.60%</b>	
OTHER	AUSTRALIA	0	107	225	287	271	119	65.28%	-5.23%	5.17%	
	<b>OTHER</b>	<b>0</b>	<b>107</b>	<b>225</b>	<b>287</b>	<b>271</b>	<b>119</b>	<b>65.28%</b>	<b>-5.23%</b>	<b>5.17%</b>	
OTHER FORTIFIED	ARGENTINA	0	36	0	3	0	0	-100.00%	-100.00%	0.00%	
	AUSTRALIA	52,071	54,389	49,861	47,039	41,666	13,874	-9.16%	-11.43%	4.23%	
	CHINA	8,016	9,298	8,698	7,991	8,355	2,632	8.36%	4.51%	12.75%	
	FRANCE	32,923	32,913	34,945	33,420	34,445	10,631	-0.96%	3.04%	11.03%	
	GREECE	104	49	0	0	0	0	n/a	n/a	0.00%	
	ITALY	14,727	14,855	14,042	14,307	14,093	4,774	-2.61%	-1.46%	30.80%	

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

			2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
APERITIF, DESSERT AND FORTIFIED WINE	OTHER FORTIFIED	JAPAN	289	817	1,314	1,584	1,845	371	-7.25%	16.29%	84.01%
		KOREA - SOUTH	8,064	14,157	13,580	24,192	39,957	11,334	7.00%	65.20%	34.44%
		MOLDOVA, REPUBLIC OF	0	0	0	0	9	9	n/a	n/a	0.00%
		PORTUGAL	0	0	0	0	14	6	n/a	n/a	0.00%
		SOUTH AFRICA	44,208	41,648	40,308	23,966	33,303	11,331	3.25%	38.94%	3.73%
		SPAIN	5	0	0	0	0	0	n/a	n/a	0.00%
		TAIWAN	0	0	0	0	359	287	n/a	n/a	100.00%
		UNITED STATES OF AMERICA	1,742	1,617	1,519	1,286	951	293	-19.28%	-25.52%	27.66%
		URUGUAY	14	0	0	0	0	0	n/a	n/a	0.00%
		<b>OTHER FORTIFIED</b>		<b>162,163</b>	<b>169,779</b>	<b>164,267</b>	<b>153,788</b>	<b>174,997</b>	<b>55,542</b>	<b>-0.77%</b>	<b>13.53%</b>
PORT	AUSTRALIA	365	297	131	0	0	0	n/a	n/a	0.00%	
	PORTUGAL	85,711	81,544	80,602	80,997	84,845	37,117	5.34%	4.80%	9.82%	
	SOUTH AFRICA	12	0	0	0	0	0	n/a	n/a	0.00%	
	UNITED STATES OF AMERICA	37	0	0	0	0	0	n/a	n/a	0.00%	
	<b>PORT</b>	<b>86,125</b>	<b>81,841</b>	<b>80,733</b>	<b>80,997</b>	<b>84,845</b>	<b>37,117</b>	<b>5.34%</b>	<b>4.80%</b>	<b>9.82%</b>	
SAKE	JAPAN	71,969	73,035	78,713	91,764	101,394	29,396	13.29%	10.54%	44.96%	
	KOREA - SOUTH	1,982	2,063	1,854	1,572	1,304	446	16.75%	-16.96%	71.17%	
	UNITED STATES OF AMERICA	314,444	314,078	310,127	312,728	325,745	92,413	2.28%	4.16%	66.47%	
	<b>SAKE</b>	<b>388,395</b>	<b>389,176</b>	<b>390,694</b>	<b>406,064</b>	<b>428,443</b>	<b>122,255</b>	<b>4.77%</b>	<b>5.52%</b>	<b>61.39%</b>	
SHERRY	FRANCE	17	9	9	0	0	0	n/a	n/a	0.00%	
	NEW ZEALAND	8,780	7	-9	0	0	0	n/a	n/a	0.00%	
	SPAIN	66,307	63,830	59,882	59,604	60,606	25,268	0.74%	1.70%	3.32%	
	<b>SHERRY</b>	<b>75,104</b>	<b>63,846</b>	<b>59,882</b>	<b>59,604</b>	<b>60,606</b>	<b>25,268</b>	<b>0.74%</b>	<b>1.70%</b>	<b>3.32%</b>	
VERMOUTH	AUSTRALIA	0	0	0	0	207	38	n/a	n/a	15.94%	
	FRANCE	20,356	18,075	13,981	6,207	399	64	100.00%	-93.54%	0.00%	
	ITALY	202,117	191,951	186,636	190,141	202,443	60,964	1.78%	6.48%	8.32%	

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APERITIF, DESSERT AND FORTIFIED WINE	VERMOUTH	SLOVAK REPUBLIC	0	0	58	0	0	0	n/a	n/a	0.00%	
		UNITED KINGDOM	0	0	0	0	14	5	n/a	n/a	0.00%	
		UNITED STATES OF AMERICA	213	284	298	383	295	86	-28.33%	-23.56%	38.31%	
	<b>VERMOUTH</b>	<b>222,686</b>	<b>210,310</b>	<b>200,973</b>	<b>196,731</b>	<b>203,358</b>	<b>61,157</b>	<b>1.78%</b>	<b>3.26%</b>	<b>8.43%</b>		
<b>IMPORT APERITIF, DESSERT AND FORTIFIED WINE - TOTAL</b>			<b>971,918</b>	<b>967,319</b>	<b>965,907</b>	<b>972,962</b>	<b>1,022,521</b>	<b>324,706</b>	<b>2.42%</b>	<b>5.10%</b>	32.29%	
TABLE ARGENTINA WINE	RED	CANADA BOTTLED	0	0	0	0	1,034	917	n/a	n/a	98.07%	
		IMPORT BOTTLED	2,433,321	2,560,917	2,573,273	2,499,690	2,452,187	793,675	1.93%	-1.90%	14.35%	
		<b>RED - TOTAL</b>	<b>2,433,321</b>	<b>2,560,917</b>	<b>2,573,273</b>	<b>2,499,690</b>	<b>2,453,221</b>	<b>794,592</b>	<b>2.05%</b>	<b>-1.86%</b>	<b>14.38%</b>	
	ROSE	IMPORT BOTTLED	7,621	8,257	6,662	8,667	17,109	4,769	112.81%	97.48%	0.47%	
		<b>ROSE - TOTAL</b>	<b>7,621</b>	<b>8,257</b>	<b>6,662</b>	<b>8,667</b>	<b>17,109</b>	<b>4,769</b>	<b>112.81%</b>	<b>97.48%</b>	<b>0.47%</b>	
	WHITE	IMPORT BOTTLED	335,252	352,972	377,349	351,613	313,711	87,764	-7.22%	-10.78%	6.92%	
		<b>WHITE - TOTAL</b>	<b>335,252</b>	<b>352,972</b>	<b>377,349</b>	<b>351,613</b>	<b>313,711</b>	<b>87,764</b>	<b>-7.22%</b>	<b>-10.78%</b>	<b>6.92%</b>	
	<b>TOTAL</b>		<b>2,776,194</b>	<b>2,922,146</b>	<b>2,957,284</b>	<b>2,859,970</b>	<b>2,784,041</b>	<b>887,125</b>	<b>1.33%</b>	<b>-2.65%</b>	<b>13.46%</b>	
	ARMENIA	WHITE	IMPORT BOTTLED	0	14	0	5	0	0	-100.00%	-100.00%	0.00%
			<b>WHITE - TOTAL</b>	<b>0</b>	<b>14</b>	<b>0</b>	<b>5</b>	<b>0</b>	<b>0</b>	<b>-100.00%</b>	<b>-100.00%</b>	<b>0.00%</b>
<b>TOTAL</b>		<b>0</b>	<b>14</b>	<b>0</b>	<b>5</b>	<b>0</b>	<b>0</b>	<b>-100.00%</b>	<b>-100.00%</b>	<b>0.00%</b>		
AUSTRALIA	RED	CANADA BOTTLED	10,737	479	0	0	839	781	n/a	n/a	95.35%	
		IMPORT BOTTLED	4,287,229	4,110,884	3,846,451	3,352,077	3,173,646	990,637	-4.12%	-5.32%	8.88%	
		<b>RED - TOTAL</b>	<b>4,297,966</b>	<b>4,111,363</b>	<b>3,846,451</b>	<b>3,352,077</b>	<b>3,174,485</b>	<b>991,418</b>	<b>-4.04%</b>	<b>-5.30%</b>	<b>8.91%</b>	
	ROSE	IMPORT BOTTLED	17,086	12,760	13,067	15,648	21,991	2,988	-20.95%	40.51%	3.05%	
		<b>ROSE - TOTAL</b>	<b>17,086</b>	<b>12,760</b>	<b>13,067</b>	<b>15,648</b>	<b>21,991</b>	<b>2,988</b>	<b>-20.95%</b>	<b>40.51%</b>	<b>3.05%</b>	
	WHITE	CANADA BOTTLED	5,208	0	16	0	0	0	n/a	n/a	0.00%	
		IMPORT BOTTLED	1,978,582	1,911,342	1,978,410	1,922,750	1,858,148	530,527	-5.34%	-3.36%	6.04%	
		<b>WHITE - TOTAL</b>	<b>1,983,790</b>	<b>1,911,342</b>	<b>1,978,426</b>	<b>1,922,750</b>	<b>1,858,148</b>	<b>530,527</b>	<b>-5.34%</b>	<b>-3.36%</b>	<b>6.04%</b>	
<b>TOTAL</b>		<b>6,298,842</b>	<b>6,035,465</b>	<b>5,837,944</b>	<b>5,290,475</b>	<b>5,054,624</b>	<b>1,524,933</b>	<b>-4.54%</b>	<b>-4.46%</b>	<b>7.83%</b>		
AUSTRIA	RED	IMPORT BOTTLED	655	963	1,441	1,509	1,746	282	7.63%	16.02%	24.17%	

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

			2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015	
TABLE WINE	AUSTRIA	RED	<b>RED - TOTAL</b>	<b>655</b>	<b>963</b>	<b>1,441</b>	<b>1,509</b>	<b>1,746</b>	<b>282</b>	<b>7.63%</b>	<b>16.02%</b>	<b>24.17%</b>
		ROSE	IMPORT BOTTLED	126	0	0	9	0	0	n/a	-100.00%	0.00%
			<b>ROSE - TOTAL</b>	<b>126</b>	<b>0</b>	<b>0</b>	<b>9</b>	<b>0</b>	<b>0</b>	<b>n/a</b>	<b>-100.00%</b>	<b>0.00%</b>
		WHITE	IMPORT BOTTLED	12,602	8,966	8,417	7,223	10,508	2,592	30.45%	45.27%	23.77%
			<b>WHITE - TOTAL</b>	<b>12,602</b>	<b>8,966</b>	<b>8,417</b>	<b>7,223</b>	<b>10,508</b>	<b>2,592</b>	<b>30.45%</b>	<b>45.27%</b>	<b>23.77%</b>
			<b>TOTAL</b>	<b>13,383</b>	<b>9,929</b>	<b>9,858</b>	<b>8,741</b>	<b>12,254</b>	<b>2,874</b>	<b>27.79%</b>	<b>40.08%</b>	<b>23.83%</b>
BRAZIL	RED	IMPORT BOTTLED	0	0	0	0	1,499	0	n/a	n/a	0.00%	
		<b>RED - TOTAL</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1,499</b>	<b>0</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>	
	WHITE	IMPORT BOTTLED	0	0	0	0	77	0	n/a	n/a	0.00%	
		<b>WHITE - TOTAL</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>77</b>	<b>0</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>	
		<b>TOTAL</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1,576</b>	<b>0</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>	
BULGARIA	RED	IMPORT BOTTLED	-2	575	569	1,592	4,210	2,787	175.40%	163.95%	1.12%	
		<b>RED - TOTAL</b>	<b>-2</b>	<b>575</b>	<b>569</b>	<b>1,592</b>	<b>4,210</b>	<b>2,787</b>	<b>175.40%</b>	<b>163.95%</b>	<b>1.12%</b>	
	WHITE	IMPORT BOTTLED	0	900	450	36	0	0	n/a	-100.00%	0.00%	
		<b>WHITE - TOTAL</b>	<b>0</b>	<b>900</b>	<b>450</b>	<b>36</b>	<b>0</b>	<b>0</b>	<b>n/a</b>	<b>-100.00%</b>	<b>0.00%</b>	
		<b>TOTAL</b>	<b>-2</b>	<b>1,475</b>	<b>1,019</b>	<b>1,628</b>	<b>4,210</b>	<b>2,787</b>	<b>175.40%</b>	<b>158.14%</b>	<b>1.12%</b>	
CHILE	RED	CANADA BOTTLED	197,170	145,809	112,804	95,425	84,602	22,135	-4.36%	-11.34%	28.77%	
		IMPORT BOTTLED	2,218,582	2,181,714	2,134,923	2,103,570	2,113,572	643,232	-4.82%	0.47%	5.03%	
		<b>RED - TOTAL</b>	<b>2,415,752</b>	<b>2,327,523</b>	<b>2,247,727</b>	<b>2,198,995</b>	<b>2,198,174</b>	<b>665,367</b>	<b>-4.80%</b>	<b>-0.04%</b>	<b>5.94%</b>	
	ROSE	IMPORT BOTTLED	7,615	6,408	5,302	5,891	9,492	615	-51.46%	60.98%	2.24%	
		<b>ROSE - TOTAL</b>	<b>7,615</b>	<b>6,408</b>	<b>5,302</b>	<b>5,891</b>	<b>9,492</b>	<b>615</b>	<b>-51.46%</b>	<b>60.98%</b>	<b>2.24%</b>	
	WHITE	CANADA BOTTLED	150,239	107,004	83,776	77,455	65,235	13,675	-18.71%	-15.77%	34.84%	
		IMPORT BOTTLED	975,814	987,613	1,048,205	992,487	1,031,132	278,729	6.97%	3.89%	7.78%	
		<b>WHITE - TOTAL</b>	<b>1,126,053</b>	<b>1,094,617</b>	<b>1,131,981</b>	<b>1,069,942</b>	<b>1,096,367</b>	<b>292,404</b>	<b>5.41%</b>	<b>2.47%</b>	<b>9.39%</b>	
	<b>TOTAL</b>	<b>3,549,420</b>	<b>3,428,548</b>	<b>3,385,010</b>	<b>3,274,828</b>	<b>3,304,033</b>	<b>958,386</b>	<b>-1.97%</b>	<b>0.89%</b>	<b>7.08%</b>		
CHINA	RED	IMPORT BOTTLED	2,943	1,575	658	274	189	38	-28.30%	-30.91%	4.76%	

**IMPORT WINE MARKET**  
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**SALES IN LITRES**

			2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015	
TABLE WINE	CHINA	RED	<b>RED - TOTAL</b>	<b>2,943</b>	<b>1,575</b>	<b>658</b>	<b>274</b>	<b>189</b>	<b>38</b>	<b>-28.30%</b>	<b>-30.91%</b>	<b>4.76%</b>
		WHITE	IMPORT BOTTLED	188	610	1,355	470	5	0	-100.00%	-98.73%	0.00%
			<b>WHITE - TOTAL</b>	<b>188</b>	<b>610</b>	<b>1,355</b>	<b>470</b>	<b>5</b>	<b>0</b>	<b>-100.00%</b>	<b>-98.73%</b>	<b>0.00%</b>
			<b>TOTAL</b>	<b>3,131</b>	<b>2,185</b>	<b>2,013</b>	<b>744</b>	<b>194</b>	<b>38</b>	<b>-38.71%</b>	<b>-73.80%</b>	<b>4.76%</b>
CROATIA	RED	IMPORT BOTTLED	2,868	2,025	140	27	214	108	n/a	700.00%	2.34%	
		<b>RED - TOTAL</b>	<b>2,868</b>	<b>2,025</b>	<b>140</b>	<b>27</b>	<b>214</b>	<b>108</b>	<b>n/a</b>	<b>700.00%</b>	<b>2.34%</b>	
	WHITE	IMPORT BOTTLED	198	45	0	0	431	134	n/a	n/a	42.46%	
		<b>WHITE - TOTAL</b>	<b>198</b>	<b>45</b>	<b>0</b>	<b>0</b>	<b>431</b>	<b>134</b>	<b>n/a</b>	<b>n/a</b>	<b>42.46%</b>	
	<b>TOTAL</b>	<b>3,066</b>	<b>2,070</b>	<b>140</b>	<b>27</b>	<b>645</b>	<b>242</b>	<b>n/a</b>	<b>700.00%</b>	<b>29.15%</b>		
CZECH REPUBLIC	RED	IMPORT BOTTLED	28	1	0	0	0	0	n/a	n/a	0.00%	
		<b>RED - TOTAL</b>	<b>28</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>	
	WHITE	IMPORT BOTTLED	6	9	0	0	0	0	n/a	n/a	0.00%	
		<b>WHITE - TOTAL</b>	<b>6</b>	<b>9</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>	
	<b>TOTAL</b>	<b>34</b>	<b>10</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>		
FRANCE	RED	CANADA BOTTLED	162,248	160,799	204,647	235,830	237,966	60,493	-10.38%	0.91%	1.76%	
		IMPORT BOTTLED	1,410,057	1,404,458	1,416,844	1,400,234	1,434,508	474,748	-1.41%	2.45%	9.92%	
		<b>RED - TOTAL</b>	<b>1,572,305</b>	<b>1,565,257</b>	<b>1,621,491</b>	<b>1,636,064</b>	<b>1,672,474</b>	<b>535,241</b>	<b>-2.52%</b>	<b>2.23%</b>	<b>8.76%</b>	
	ROSE	IMPORT BOTTLED	64,171	64,458	75,609	93,836	135,667	17,246	25.81%	44.56%	9.04%	
		<b>ROSE - TOTAL</b>	<b>64,171</b>	<b>64,458</b>	<b>75,609</b>	<b>93,836</b>	<b>135,667</b>	<b>17,246</b>	<b>25.81%</b>	<b>44.56%</b>	<b>9.04%</b>	
	WHITE	CANADA BOTTLED	56,816	53,600	72,648	80,716	82,996	20,376	1.07%	2.82%	1.87%	
		IMPORT BOTTLED	616,016	560,981	576,910	565,287	583,965	161,030	1.97%	3.31%	17.26%	
<b>WHITE - TOTAL</b>		<b>672,832</b>	<b>614,581</b>	<b>649,558</b>	<b>646,003</b>	<b>666,961</b>	<b>181,406</b>	<b>1.87%</b>	<b>3.25%</b>	<b>15.34%</b>		
	<b>TOTAL</b>	<b>2,309,308</b>	<b>2,244,296</b>	<b>2,346,658</b>	<b>2,375,903</b>	<b>2,475,102</b>	<b>733,893</b>	<b>-0.94%</b>	<b>4.18%</b>	<b>10.55%</b>		
GEORGIA	RED	IMPORT BOTTLED	4,241	9,217	9,572	11,046	6,328	1,368	-54.84%	-42.67%	0.51%	
		<b>RED - TOTAL</b>	<b>4,241</b>	<b>9,217</b>	<b>9,572</b>	<b>11,046</b>	<b>6,328</b>	<b>1,368</b>	<b>-54.84%</b>	<b>-42.67%</b>	<b>0.51%</b>	
	WHITE	IMPORT BOTTLED	126	432	2,187	2,466	1,924	244	-65.39%	-22.06%	0.47%	



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TABLE WINE	GEORGIA	WHITE	<b>WHITE - TOTAL</b>	<b>126</b>	<b>432</b>	<b>2,187</b>	<b>2,466</b>	<b>1,924</b>	<b>244</b>	<b>-65.39%</b>	<b>-22.06%</b>	<b>0.47%</b>
		<b>TOTAL</b>	<b>4,367</b>	<b>9,649</b>	<b>11,759</b>	<b>13,512</b>	<b>8,252</b>	<b>1,612</b>	<b>-56.83%</b>	<b>-38.91%</b>	<b>0.50%</b>	
	GERMANY	ICE WINE WHITE	IMPORT BOTTLED	0	0	11	3	2	1	-50.00%	-33.33%	0.00%
			<b>ICE WINE WHITE - TOTAL</b>	<b>0</b>	<b>0</b>	<b>11</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>-50.00%</b>	<b>-33.33%</b>	<b>0.00%</b>
		RED	IMPORT BOTTLED	17,727	13,582	10,502	11,784	9,908	3,051	-22.47%	-15.93%	2.17%
			<b>RED - TOTAL</b>	<b>17,727</b>	<b>13,582</b>	<b>10,502</b>	<b>11,784</b>	<b>9,908</b>	<b>3,051</b>	<b>-22.47%</b>	<b>-15.93%</b>	<b>2.17%</b>
		ROSE	IMPORT BOTTLED	0	0	0	0	5,279	1,762	n/a	n/a	0.49%
			<b>ROSE - TOTAL</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>5,279</b>	<b>1,762</b>	<b>n/a</b>	<b>n/a</b>	<b>0.49%</b>
		WHITE	IMPORT BOTTLED	478,339	473,446	469,657	453,172	445,320	134,663	-4.26%	-1.73%	6.50%
			<b>WHITE - TOTAL</b>	<b>478,339</b>	<b>473,446</b>	<b>469,657</b>	<b>453,172</b>	<b>445,320</b>	<b>134,663</b>	<b>-4.26%</b>	<b>-1.73%</b>	<b>6.50%</b>
<b>TOTAL</b>			<b>496,066</b>	<b>487,028</b>	<b>480,170</b>	<b>464,959</b>	<b>460,509</b>	<b>139,477</b>	<b>-4.76%</b>	<b>-2.09%</b>	<b>6.33%</b>	
	GREECE	RED	IMPORT BOTTLED	58,040	50,986	46,907	44,805	41,218	11,697	-9.83%	-8.00%	67.95%
			<b>RED - TOTAL</b>	<b>58,040</b>	<b>50,986</b>	<b>46,907</b>	<b>44,805</b>	<b>41,218</b>	<b>11,697</b>	<b>-9.83%</b>	<b>-8.00%</b>	<b>67.95%</b>
		WHITE	IMPORT BOTTLED	55,773	51,248	46,658	46,837	43,070	10,390	-9.11%	-8.05%	58.59%
			<b>WHITE - TOTAL</b>	<b>55,773</b>	<b>51,248</b>	<b>46,658</b>	<b>46,837</b>	<b>43,070</b>	<b>10,390</b>	<b>-9.11%</b>	<b>-8.05%</b>	<b>58.59%</b>
<b>TOTAL</b>			<b>113,813</b>	<b>102,234</b>	<b>93,565</b>	<b>91,642</b>	<b>84,288</b>	<b>22,087</b>	<b>-9.49%</b>	<b>-8.02%</b>	<b>63.17%</b>	
	HUNGARY	RED	IMPORT BOTTLED	24,177	21,882	27,216	24,489	19,468	4,495	-42.08%	-20.50%	2.68%
			<b>RED - TOTAL</b>	<b>24,177</b>	<b>21,882</b>	<b>27,216</b>	<b>24,489</b>	<b>19,468</b>	<b>4,495</b>	<b>-42.08%</b>	<b>-20.50%</b>	<b>2.68%</b>
		WHITE	IMPORT BOTTLED	86,019	89,003	79,572	66,968	68,439	17,452	0.74%	2.20%	7.94%
			<b>WHITE - TOTAL</b>	<b>86,019</b>	<b>89,003</b>	<b>79,572</b>	<b>66,968</b>	<b>68,439</b>	<b>17,452</b>	<b>0.74%</b>	<b>2.20%</b>	<b>7.94%</b>
<b>TOTAL</b>			<b>110,196</b>	<b>110,885</b>	<b>106,788</b>	<b>91,457</b>	<b>87,907</b>	<b>21,947</b>	<b>-12.51%</b>	<b>-3.87%</b>	<b>6.78%</b>	
	INDIA	WHITE	IMPORT BOTTLED	0	0	545	1,415	804	177	-25.94%	-42.92%	46.02%
			<b>WHITE - TOTAL</b>	<b>0</b>	<b>0</b>	<b>545</b>	<b>1,415</b>	<b>804</b>	<b>177</b>	<b>-25.94%</b>	<b>-42.92%</b>	<b>46.02%</b>
<b>TOTAL</b>			<b>0</b>	<b>0</b>	<b>545</b>	<b>1,415</b>	<b>804</b>	<b>177</b>	<b>-25.94%</b>	<b>-42.92%</b>	<b>46.02%</b>	
	ISRAEL	RED	IMPORT BOTTLED	6,764	6,616	6,394	6,213	6,766	1,767	22.62%	8.99%	1.77%
			<b>RED - TOTAL</b>	<b>6,764</b>	<b>6,616</b>	<b>6,394</b>	<b>6,213</b>	<b>6,766</b>	<b>1,767</b>	<b>22.62%</b>	<b>8.99%</b>	<b>1.77%</b>

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TABLE WINE	ISRAEL	ROSE	IMPORT BOTTLED	45	592	714	554	557	99	-8.33%	0.36%	0.90%
		<b>ROSE - TOTAL</b>	<b>45</b>	<b>592</b>	<b>714</b>	<b>554</b>	<b>557</b>	<b>99</b>	<b>-8.33%</b>	<b>0.36%</b>	<b>0.90%</b>	
		WHITE	IMPORT BOTTLED	3,588	3,498	3,074	3,096	2,998	651	-2.84%	-3.07%	2.10%
		<b>WHITE - TOTAL</b>	<b>3,588</b>	<b>3,498</b>	<b>3,074</b>	<b>3,096</b>	<b>2,998</b>	<b>651</b>	<b>-2.84%</b>	<b>-3.07%</b>	<b>2.10%</b>	
	<b>TOTAL</b>		<b>10,397</b>	<b>10,706</b>	<b>10,182</b>	<b>9,863</b>	<b>10,321</b>	<b>2,517</b>	<b>13.43%</b>	<b>4.72%</b>	<b>1.82%</b>	
	ITALY	RED	CANADA BOTTLED	0	0	0	800	1,853	703	99.72%	131.42%	92.61%
IMPORT BOTTLED			2,148,356	2,151,771	2,152,075	2,222,345	2,299,357	724,313	4.93%	3.47%	16.91%	
<b>RED - TOTAL</b>		<b>2,148,356</b>	<b>2,151,771</b>	<b>2,152,075</b>	<b>2,223,145</b>	<b>2,301,210</b>	<b>725,016</b>	<b>4.98%</b>	<b>3.52%</b>	<b>16.97%</b>		
ROSE		IMPORT BOTTLED	27,288	41,919	41,938	41,727	40,823	9,641	0.16%	-2.14%	6.42%	
		<b>ROSE - TOTAL</b>	<b>27,288</b>	<b>41,919</b>	<b>41,938</b>	<b>41,727</b>	<b>40,823</b>	<b>9,641</b>	<b>0.16%</b>	<b>-2.14%</b>	<b>6.42%</b>	
WHITE		CANADA BOTTLED	0	0	0	1,190	1,638	0	-100.00%	37.58%	0.00%	
		IMPORT BOTTLED	1,165,326	1,213,088	1,324,965	1,405,638	1,491,468	440,762	12.79%	6.10%	21.34%	
<b>WHITE - TOTAL</b>		<b>1,165,326</b>	<b>1,213,088</b>	<b>1,324,965</b>	<b>1,406,828</b>	<b>1,493,106</b>	<b>440,762</b>	<b>12.66%</b>	<b>6.13%</b>	<b>21.43%</b>		
<b>TOTAL</b>		<b>3,340,970</b>	<b>3,406,778</b>	<b>3,518,978</b>	<b>3,671,700</b>	<b>3,835,139</b>	<b>1,175,419</b>	<b>7.69%</b>	<b>4.45%</b>	<b>18.59%</b>		
LEBANON		RED	IMPORT BOTTLED	363	441	361	506	620	161	-18.69%	22.31%	41.45%
	<b>RED - TOTAL</b>		<b>363</b>	<b>441</b>	<b>361</b>	<b>506</b>	<b>620</b>	<b>161</b>	<b>-18.69%</b>	<b>22.31%</b>	<b>41.45%</b>	
	ROSE	IMPORT BOTTLED	92	146	111	197	139	42	75.00%	-30.46%	87.05%	
		<b>ROSE - TOTAL</b>	<b>92</b>	<b>146</b>	<b>111</b>	<b>197</b>	<b>139</b>	<b>42</b>	<b>75.00%</b>	<b>-30.46%</b>	<b>87.05%</b>	
	WHITE	IMPORT BOTTLED	183	161	53	39	106	56	180.00%	176.92%	78.30%	
		<b>WHITE - TOTAL</b>	<b>183</b>	<b>161</b>	<b>53</b>	<b>39</b>	<b>106</b>	<b>56</b>	<b>180.00%</b>	<b>176.92%</b>	<b>78.30%</b>	
<b>TOTAL</b>		<b>638</b>	<b>748</b>	<b>525</b>	<b>742</b>	<b>865</b>	<b>259</b>	<b>7.02%</b>	<b>16.47%</b>	<b>53.29%</b>		
MEXICO	RED	IMPORT BOTTLED	1,083	797	621	518	696	145	28.32%	34.36%	22.70%	
		<b>RED - TOTAL</b>	<b>1,083</b>	<b>797</b>	<b>621</b>	<b>518</b>	<b>696</b>	<b>145</b>	<b>28.32%</b>	<b>34.36%</b>	<b>22.70%</b>	
	WHITE	IMPORT BOTTLED	351	135	99	36	108	18	n/a	200.00%	0.00%	
		<b>WHITE - TOTAL</b>	<b>351</b>	<b>135</b>	<b>99</b>	<b>36</b>	<b>108</b>	<b>18</b>	<b>n/a</b>	<b>200.00%</b>	<b>0.00%</b>	
<b>TOTAL</b>		<b>1,434</b>	<b>932</b>	<b>720</b>	<b>554</b>	<b>804</b>	<b>163</b>	<b>28.32%</b>	<b>45.06%</b>	<b>28.61%</b>		

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

			2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015	
TABLE WINE	MOLDOVA, REPUBLIC OF	RED	IMPORT BOTTLED	0	0	0	0	9	9	n/a	n/a	0.00%
		<b>RED - TOTAL</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>9</b>	<b>9</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>
		<b>TOTAL</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>9</b>	<b>9</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>
MONTENEGRO	RED	IMPORT BOTTLED	4,186	3,836	4,614	3,534	4,265	1,610	44.01%	20.75%	1.50%	
		<b>RED - TOTAL</b>		<b>4,186</b>	<b>3,836</b>	<b>4,614</b>	<b>3,534</b>	<b>4,265</b>	<b>1,610</b>	<b>44.01%</b>	<b>20.75%</b>	<b>1.50%</b>
		<b>TOTAL</b>		<b>4,186</b>	<b>3,836</b>	<b>4,614</b>	<b>3,534</b>	<b>4,265</b>	<b>1,610</b>	<b>44.01%</b>	<b>20.75%</b>	<b>1.50%</b>
MOROCCO	RED	IMPORT BOTTLED	3	0	0	0	0	0	n/a	n/a	0.00%	
		<b>RED - TOTAL</b>		<b>3</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>
		<b>TOTAL</b>		<b>3</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>
NEW ZEALAND	RED	IMPORT BOTTLED	85,850	93,424	117,127	103,607	106,994	36,835	5.60%	3.28%	13.44%	
		<b>RED - TOTAL</b>		<b>85,850</b>	<b>93,424</b>	<b>117,127</b>	<b>103,607</b>	<b>106,994</b>	<b>36,835</b>	<b>5.60%</b>	<b>3.28%</b>	<b>13.44%</b>
	ROSE	IMPORT BOTTLED	1,431	922	0	0	4,152	324	n/a	n/a	0.31%	
		<b>ROSE - TOTAL</b>		<b>1,431</b>	<b>922</b>	<b>0</b>	<b>0</b>	<b>4,152</b>	<b>324</b>	<b>n/a</b>	<b>n/a</b>	<b>0.31%</b>
	WHITE	CANADA BOTTLED	0	0	5,294	14,229	3,424	828	-72.68%	-75.93%	48.16%	
		IMPORT BOTTLED	764,192	922,134	1,118,999	1,308,862	1,582,196	456,218	18.50%	20.88%	16.80%	
<b>WHITE - TOTAL</b>		<b>764,192</b>	<b>922,134</b>	<b>1,124,293</b>	<b>1,323,091</b>	<b>1,585,620</b>	<b>457,046</b>	<b>17.79%</b>	<b>19.84%</b>	<b>16.87%</b>		
<b>TOTAL</b>		<b>851,473</b>	<b>1,016,480</b>	<b>1,241,420</b>	<b>1,426,698</b>	<b>1,696,766</b>	<b>494,205</b>	<b>16.79%</b>	<b>18.63%</b>	<b>16.61%</b>		
PORTUGAL	RED	CANADA BOTTLED	0	0	18	0	0	0	n/a	n/a	0.00%	
		IMPORT BOTTLED	118,192	139,518	109,883	128,083	128,034	38,688	-13.13%	-0.03%	4.36%	
	<b>RED - TOTAL</b>		<b>118,192</b>	<b>139,518</b>	<b>109,901</b>	<b>128,083</b>	<b>128,034</b>	<b>38,688</b>	<b>-13.13%</b>	<b>-0.03%</b>	<b>4.36%</b>	
	ROSE	IMPORT BOTTLED	75,580	69,967	72,011	65,204	69,620	20,264	8.18%	6.78%	1.54%	
		<b>ROSE - TOTAL</b>		<b>75,580</b>	<b>69,967</b>	<b>72,011</b>	<b>65,204</b>	<b>69,620</b>	<b>20,264</b>	<b>8.18%</b>	<b>6.78%</b>	<b>1.54%</b>
	WHITE	IMPORT BOTTLED	103,322	106,400	118,530	112,905	124,122	24,944	1.83%	9.92%	4.46%	
<b>WHITE - TOTAL</b>		<b>103,322</b>	<b>106,400</b>	<b>118,530</b>	<b>112,905</b>	<b>124,122</b>	<b>24,944</b>	<b>1.83%</b>	<b>9.92%</b>	<b>4.46%</b>		
<b>TOTAL</b>		<b>297,094</b>	<b>315,885</b>	<b>300,442</b>	<b>306,192</b>	<b>321,776</b>	<b>83,896</b>	<b>-4.40%</b>	<b>5.09%</b>	<b>3.79%</b>		
ROMANIA	WHITE	IMPORT BOTTLED	0	1	18	0	0	0	n/a	n/a	0.00%	

**IMPORT WINE MARKET**  
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			2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
TABLE WINE	ROMANIA	WHITE	<b>WHITE - TOTAL</b>	0	1	18	0	0	n/a	n/a	0.00%
		<b>TOTAL</b>	0	1	18	0	0	n/a	n/a	0.00%	
SERBIA	RED	IMPORT BOTTLED	0	0	0	18	135	63	600.00%	650.00%	0.00%
		<b>RED - TOTAL</b>	0	0	0	18	135	63	600.00%	650.00%	0.00%
	WHITE	IMPORT BOTTLED	0	0	0	0	45	9	n/a	n/a	0.00%
		<b>WHITE - TOTAL</b>	0	0	0	0	45	9	n/a	n/a	0.00%
	<b>TOTAL</b>	0	0	0	18	180	72	600.00%	650.00%	0.00%	
SLOVENIA	RED	IMPORT BOTTLED	18	41	0	0	0	0	n/a	n/a	0.00%
		<b>RED - TOTAL</b>	18	41	0	0	0	0	n/a	n/a	0.00%
	WHITE	IMPORT BOTTLED	27	37	17	171	541	199	121.11%	216.96%	87.62%
		<b>WHITE - TOTAL</b>	27	37	17	171	541	199	121.11%	216.96%	87.62%
	<b>TOTAL</b>	45	78	17	171	541	199	121.11%	216.96%	87.62%	
SOUTH AFRICA	RED	CANADA BOTTLED	336	0	0	0	0	0	n/a	n/a	0.00%
		IMPORT BOTTLED	608,055	582,872	536,661	512,095	499,438	154,671	-3.48%	-2.47%	3.98%
		<b>RED - TOTAL</b>	608,391	582,872	536,661	512,095	499,438	154,671	-3.48%	-2.47%	3.98%
	ROSE	IMPORT BOTTLED	1,205	1,548	154	490	2,608	490	49,100.00%	433.06%	0.65%
		<b>ROSE - TOTAL</b>	1,205	1,548	154	490	2,608	490	49,100.00%	433.06%	0.65%
	WHITE	CANADA BOTTLED	228	0	0	0	0	0	n/a	n/a	0.00%
		IMPORT BOTTLED	380,896	424,602	412,653	404,628	393,813	100,407	-4.66%	-2.67%	5.58%
<b>WHITE - TOTAL</b>	381,124	424,602	412,653	404,628	393,813	100,407	-4.66%	-2.67%	5.58%		
<b>TOTAL</b>	990,720	1,009,022	949,468	917,213	895,859	255,568	-3.77%	-2.32%	4.67%		
SPAIN	RED	IMPORT BOTTLED	784,847	968,804	1,071,663	1,263,142	1,284,153	393,593	-7.20%	1.66%	6.27%
		<b>RED - TOTAL</b>	784,847	968,804	1,071,663	1,263,142	1,284,153	393,593	-7.20%	1.66%	6.27%
	ROSE	IMPORT BOTTLED	14,119	10,979	11,396	13,717	18,649	2,268	23.13%	35.94%	15.43%
		<b>ROSE - TOTAL</b>	14,119	10,979	11,396	13,717	18,649	2,268	23.13%	35.94%	15.43%
	WHITE	IMPORT BOTTLED	54,182	73,884	73,287	115,886	114,523	29,242	-21.32%	-1.16%	17.20%

**IMPORT WINE MARKET**  
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**SALES IN LITRES**

			2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015	
TABLE WINE	SPAIN	WHITE	<b>WHITE - TOTAL</b>	<b>54,182</b>	<b>73,884</b>	<b>73,287</b>	<b>115,886</b>	<b>114,523</b>	<b>29,242</b>	<b>-21.32%</b>	<b>-1.16%</b>	<b>17.20%</b>
		<b>TOTAL</b>		<b>853,148</b>	<b>1,053,667</b>	<b>1,156,346</b>	<b>1,392,745</b>	<b>1,417,325</b>	<b>425,103</b>	<b>-8.21%</b>	<b>1.76%</b>	<b>7.27%</b>
SWITZERLAND	WHITE	IMPORT BOTTLED		240	78	1	0	0	0	n/a	n/a	0.00%
		<b>WHITE - TOTAL</b>		<b>240</b>	<b>78</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>
		<b>TOTAL</b>		<b>240</b>	<b>78</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>
TURKEY	RED	IMPORT BOTTLED		0	514	296	458	485	207	4.55%	5.90%	0.00%
		<b>RED - TOTAL</b>		<b>0</b>	<b>514</b>	<b>296</b>	<b>458</b>	<b>485</b>	<b>207</b>	<b>4.55%</b>	<b>5.90%</b>	<b>0.00%</b>
	WHITE	IMPORT BOTTLED		0	0	0	0	135	63	n/a	n/a	0.00%
		<b>WHITE - TOTAL</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>135</b>	<b>63</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>
	<b>TOTAL</b>		<b>0</b>	<b>514</b>	<b>296</b>	<b>458</b>	<b>620</b>	<b>270</b>	<b>4.55%</b>	<b>5.90%</b>	<b>0.00%</b>	
UNITED STATES OF AMERICA	ICE WINE WHITE	IMPORT BOTTLED		0	0	14	0	0	0	n/a	n/a	0.00%
		<b>ICE WINE WHITE - TOTAL</b>		<b>0</b>	<b>0</b>	<b>14</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>
	RED	CANADA BOTTLED		469,363	388,285	333,902	298,838	311,283	86,588	0.80%	4.08%	3.40%
		IMPORT BOTTLED		2,881,299	3,180,685	3,755,209	4,086,474	4,470,785	1,491,535	9.31%	9.40%	12.57%
		<b>RED - TOTAL</b>		<b>3,350,662</b>	<b>3,568,970</b>	<b>4,089,111</b>	<b>4,385,312</b>	<b>4,782,068</b>	<b>1,578,123</b>	<b>8.83%</b>	<b>9.05%</b>	<b>11.98%</b>
	ROSE	CANADA BOTTLED		6,080	1,127	682	2	0	0	n/a	-100.00%	0.00%
		IMPORT BOTTLED		484,686	464,174	462,030	465,124	489,402	126,603	-0.15%	5.22%	5.23%
	<b>ROSE - TOTAL</b>		<b>490,766</b>	<b>465,301</b>	<b>462,712</b>	<b>465,126</b>	<b>489,402</b>	<b>126,603</b>	<b>-0.15%</b>	<b>5.22%</b>	<b>5.23%</b>	
	WHITE	CANADA BOTTLED		233,757	199,105	141,358	112,766	153,995	49,286	54.96%	36.56%	11.47%
		IMPORT BOTTLED		1,696,160	1,784,752	1,875,143	1,897,978	1,977,333	535,757	2.40%	4.18%	9.78%
<b>WHITE - TOTAL</b>		<b>1,929,917</b>	<b>1,983,857</b>	<b>2,016,501</b>	<b>2,010,744</b>	<b>2,131,328</b>	<b>585,043</b>	<b>5.41%</b>	<b>5.99%</b>	<b>9.90%</b>		
<b>TOTAL</b>		<b>5,771,345</b>	<b>6,018,128</b>	<b>6,568,338</b>	<b>6,861,182</b>	<b>7,402,798</b>	<b>2,289,769</b>	<b>7.40%</b>	<b>7.89%</b>	<b>10.93%</b>		
URUGUAY	RED	IMPORT BOTTLED		2,913	1,149	944	263	0	0	n/a	-100.00%	0.00%
		<b>RED - TOTAL</b>		<b>2,913</b>	<b>1,149</b>	<b>944</b>	<b>263</b>	<b>0</b>	<b>0</b>	<b>n/a</b>	<b>-100.00%</b>	<b>0.00%</b>
	WHITE	IMPORT BOTTLED		36	52	-1	0	0	0	n/a	n/a	0.00%
<b>WHITE - TOTAL</b>		<b>36</b>	<b>52</b>	<b>-1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>		

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			2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
TABLE URUGUAY WINE	<b>TOTAL</b>		<b>2,949</b>	<b>1,201</b>	<b>943</b>	<b>263</b>	<b>0</b>	<b>0</b>	<b>n/a</b>	<b>-100.00%</b>	<b>0.00%</b>
IMPORT TABLE WINE - SUMMARY	CANADA BOTTLED		1,292,182	1,056,208	955,145	917,251	944,865	255,782	2.76%	3.01%	9.30%
	IMPORT BOTTLED		26,510,278	27,137,780	28,029,916	28,149,388	28,920,842	8,768,855	1.84%	2.74%	11.18%
<b>IMPORT TABLE WINE - TOTAL</b>			<b>27,802,460</b>	<b>28,193,988</b>	<b>28,985,061</b>	<b>29,066,639</b>	<b>29,865,707</b>	<b>9,024,637</b>	<b>1.86%</b>	<b>2.75%</b>	<b>11.12%</b>
SPARKLING WINE	ARGENTINA	RED	36	54	36	0	0	0	n/a	n/a	0.00%
		ROSE	126	204	101	451	282	122	335.71%	-37.50%	0.00%
		WHITE	2,876	2,544	4,913	5,651	5,052	1,775	-21.01%	-10.53%	5.68%
		<b>TOTAL</b>	<b>3,038</b>	<b>2,802</b>	<b>5,050</b>	<b>6,102</b>	<b>5,334</b>	<b>1,897</b>	<b>-16.62%</b>	<b>-12.54%</b>	<b>5.68%</b>
	AUSTRALIA	RED	10,622	10,057	7,783	7,693	4,262	874	-62.23%	-44.57%	0.80%
		ROSE	79,487	72,555	74,806	84,012	84,240	28,104	6.96%	0.28%	4.65%
		WHITE	98,991	91,965	95,731	99,538	106,832	40,207	9.69%	7.33%	5.37%
		<b>TOTAL</b>	<b>189,100</b>	<b>174,577</b>	<b>178,320</b>	<b>191,243</b>	<b>195,334</b>	<b>69,185</b>	<b>6.04%</b>	<b>2.14%</b>	<b>4.96%</b>
	AUSTRIA	ROSE	0	0	9	9	18	9	n/a	100.00%	0.00%
		WHITE	0	0	0	0	72	0	n/a	n/a	0.00%
		<b>TOTAL</b>	<b>0</b>	<b>0</b>	<b>9</b>	<b>9</b>	<b>90</b>	<b>9</b>	<b>n/a</b>	<b>100.00%</b>	<b>0.00%</b>
	BRAZIL	WHITE	0	0	0	387	1,836	456	22.91%	373.52%	2.45%
		<b>TOTAL</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>387</b>	<b>1,836</b>	<b>456</b>	<b>22.91%</b>	<b>373.52%</b>	<b>2.45%</b>
	CHILE	ROSE	15,108	19,538	17,130	12,008	12,671	3,115	-7.15%	5.57%	1.74%
		WHITE	92	122	25	82	823	338	n/a	909.76%	1.09%
		<b>TOTAL</b>	<b>15,200</b>	<b>19,660</b>	<b>17,155</b>	<b>12,090</b>	<b>13,494</b>	<b>3,453</b>	<b>-7.15%</b>	<b>11.69%</b>	<b>1.70%</b>
	CHINA	WHITE	0	115	183	15	0	0	-100.00%	-100.00%	0.00%
		<b>TOTAL</b>	<b>0</b>	<b>115</b>	<b>183</b>	<b>15</b>	<b>0</b>	<b>0</b>	<b>-100.00%</b>	<b>-100.00%</b>	<b>0.00%</b>
	CZECH REPUBLIC	WHITE	4	0	0	0	0	0	n/a	n/a	0.00%
		<b>TOTAL</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>
	FRANCE	RED	0	1,979	0	0	27	27	n/a	n/a	0.00%
		ROSE	36,918	45,409	50,713	49,149	52,324	20,437	32.27%	6.49%	8.96%

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

			2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
SPARKLING WINE	FRANCE	WHITE	179,468	175,200	179,107	199,376	221,568	88,720	11.93%	11.14%	24.92%
		<b>TOTAL</b>	<b>216,386</b>	<b>222,588</b>	<b>229,820</b>	<b>248,525</b>	<b>273,919</b>	<b>109,184</b>	<b>15.25%</b>	<b>10.22%</b>	<b>21.87%</b>
GERMANY	ROSE	16,600	17,497	19,553	18,718	19,070	7,793	7.36%	1.89%	2.23%	
	WHITE	164,924	159,711	146,932	154,946	167,101	66,824	1.49%	7.84%	12.74%	
	<b>TOTAL</b>	<b>181,524</b>	<b>177,208</b>	<b>166,485</b>	<b>173,664</b>	<b>186,171</b>	<b>74,617</b>	<b>2.07%</b>	<b>7.20%</b>	<b>11.66%</b>	
HUNGARY	ROSE	0	0	0	120	177	23	155.56%	44.72%	0.00%	
	WHITE	19,926	17,343	12,479	13,816	11,813	4,404	-22.74%	-14.48%	3.65%	
	<b>TOTAL</b>	<b>19,926</b>	<b>17,343</b>	<b>12,479</b>	<b>13,936</b>	<b>11,990</b>	<b>4,427</b>	<b>-22.46%</b>	<b>-13.95%</b>	<b>3.65%</b>	
ITALY	RED	5	0	115	24	315	222	4,340.00%	1,176.00%	7.30%	
	ROSE	12,464	11,763	12,167	14,572	21,576	9,432	54.22%	47.97%	7.01%	
	WHITE	199,712	224,534	260,496	346,871	477,990	173,744	41.38%	37.79%	20.54%	
	<b>TOTAL</b>	<b>212,181</b>	<b>236,297</b>	<b>272,778</b>	<b>361,467</b>	<b>499,881</b>	<b>183,398</b>	<b>42.15%</b>	<b>38.28%</b>	<b>19.95%</b>	
NEW ZEALAND	ROSE	54	1,877	4,854	4,977	5,721	2,058	29.43%	15.02%	5.05%	
	WHITE	4,460	13,138	13,115	11,855	13,229	5,324	30.11%	11.62%	4.26%	
	<b>TOTAL</b>	<b>4,514</b>	<b>15,015</b>	<b>17,969</b>	<b>16,832</b>	<b>18,950</b>	<b>7,382</b>	<b>29.92%</b>	<b>12.62%</b>	<b>4.50%</b>	
PORTUGAL	ROSE	589	35	0	0	0	0	n/a	n/a	0.00%	
	WHITE	501	110	236	671	464	0	-100.00%	-30.91%	0.00%	
	<b>TOTAL</b>	<b>1,090</b>	<b>145</b>	<b>236</b>	<b>671</b>	<b>464</b>	<b>0</b>	<b>-100.00%</b>	<b>-30.91%</b>	<b>0.00%</b>	
SLOVENIA	ROSE	0	0	0	41	14	0	-100.00%	-66.67%	0.00%	
	<b>TOTAL</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>41</b>	<b>14</b>	<b>0</b>	<b>-100.00%</b>	<b>-66.67%</b>	<b>0.00%</b>	
SOUTH AFRICA	ROSE	0	135	90	252	341	36	-73.33%	35.71%	5.28%	
	WHITE	19,240	17,194	14,815	15,490	18,657	7,166	65.31%	20.45%	5.97%	
	<b>TOTAL</b>	<b>19,240</b>	<b>17,329</b>	<b>14,905</b>	<b>15,742</b>	<b>18,998</b>	<b>7,202</b>	<b>61.12%</b>	<b>20.70%</b>	<b>5.95%</b>	
SPAIN	RED	18	32	50	0	0	0	n/a	n/a	0.00%	
	ROSE	20,437	16,830	12,254	12,016	9,599	3,002	-17.89%	-20.02%	8.87%	
	WHITE	268,667	256,494	246,086	263,722	271,899	107,767	11.23%	3.10%	17.60%	

**IMPORT WINE MARKET**  
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**SALES IN LITRES**

		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
SPARKLING WINE	SPAIN	<b>289,122</b>	<b>273,356</b>	<b>258,390</b>	<b>275,738</b>	<b>281,498</b>	<b>110,769</b>	<b>10.17%</b>	<b>2.09%</b>	<b>17.30%</b>
	UNITED STATES OF AMERICA	13,185	4,586	2,015	1,827	2,285	879	88.22%	24.81%	1.53%
	ROSE	109,028	105,427	94,263	104,210	114,600	40,529	11.81%	9.98%	11.47%
	WHITE	<b>122,213</b>	<b>110,013</b>	<b>96,278</b>	<b>106,037</b>	<b>116,885</b>	<b>41,408</b>	<b>12.78%</b>	<b>10.23%</b>	<b>11.28%</b>
<b>IMPORT SPARKLING WINE - TOTAL</b>		<b>1,273,538</b>	<b>1,266,448</b>	<b>1,270,057</b>	<b>1,422,499</b>	<b>1,624,858</b>	<b>613,387</b>	<b>17.60%</b>	<b>14.23%</b>	<b>15.75%</b>
WINE - GIFT PACKS	ARGENTINA	0	0	0	0	360	360	n/a	n/a	0.00%
	AUSTRALIA	4,878	139	0	0	0	0	n/a	n/a	0.00%
	CHILE	0	801	229	177	0	0	n/a	-100.00%	0.00%
	FRANCE	1,669	1,939	2,108	1,539	348	27	-96.56%	-77.04%	0.29%
	ITALY	0	1,463	338	0	1,514	1,515	n/a	n/a	0.40%
	PORTUGAL	1	0	0	540	350	352	-34.81%	-34.81%	0.00%
	SOUTH AFRICA	589	0	1,641	1,246	0	0	-100.00%	-100.00%	0.00%
	SPAIN	1,024	2	1,539	843	7	2	-80.00%	-99.17%	0.00%
	UNITED STATES OF AMERICA	0	2,686	230	6,061	2,310	0	-100.00%	-61.83%	0.00%
<b>IMPORT WINE - GIFT PACKS - TOTAL</b>		<b>8,161</b>	<b>7,030</b>	<b>6,085</b>	<b>10,406</b>	<b>4,889</b>	<b>2,256</b>	<b>-69.41%</b>	<b>-52.94%</b>	<b>1.29%</b>
<b>IMPORT WINE - TOTAL</b>		<b>30,056,077</b>	<b>30,434,785</b>	<b>31,227,110</b>	<b>31,472,506</b>	<b>32,517,975</b>	<b>9,964,986</b>	<b>2.67%</b>	<b>3.32%</b>	<b>12.01%</b>



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

			2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
APERITIF, DESSERT AND FORTIFIED WINE	FLAVOURED	AUSTRALIA	\$69	\$61	\$50	\$44	\$38	\$15	-14.65%	-13.81%	2.50%
		FRANCE	\$0	\$0	\$29	\$5	\$2	\$1	68.42%	-67.56%	25.01%
		ITALY	\$52	\$341	\$362	\$259	\$327	\$94	11.19%	26.17%	23.84%
		SLOVAK REPUBLIC	\$0	\$0	\$1	\$0	\$0	\$0	n/a	n/a	0.00%
		SOUTH AFRICA	\$0	\$0	\$34	\$16	\$2	\$0	-100.00%	-86.18%	0.00%
		UNITED KINGDOM	\$0	\$0	\$0	\$13	\$0	\$0	-100.00%	-99.33%	0.00%
		UNITED STATES OF AMERICA	\$25	\$26	\$245	\$408	\$334	\$132	3.72%	-18.08%	0.48%
		<b>FLAVOURED</b>	<b>\$146</b>	<b>\$429</b>	<b>\$722</b>	<b>\$746</b>	<b>\$704</b>	<b>\$241</b>	<b>4.27%</b>	<b>-5.69%</b>	<b>11.55%</b>
FRUIT	DENMARK	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
	JAPAN	\$284	\$293	\$303	\$294	\$298	\$85	7.94%	1.13%	39.09%	
	KOREA - SOUTH	\$4	\$4	\$4	\$34	\$56	\$25	180.41%	67.20%	27.92%	
	TURKEY	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
	UNITED STATES OF AMERICA	\$54	\$66	\$105	\$165	\$118	\$23	-55.68%	-28.22%	37.04%	
	<b>FRUIT</b>	<b>\$342</b>	<b>\$363</b>	<b>\$412</b>	<b>\$492</b>	<b>\$472</b>	<b>\$134</b>	<b>-4.71%</b>	<b>-4.18%</b>	<b>37.25%</b>	
MADEIRA	PORTUGAL	\$181	\$175	\$165	\$164	\$169	\$65	1.09%	2.76%	30.13%	
	<b>MADEIRA</b>	<b>\$181</b>	<b>\$175</b>	<b>\$165</b>	<b>\$164</b>	<b>\$169</b>	<b>\$65</b>	<b>1.09%</b>	<b>2.76%</b>	<b>30.13%</b>	
MONTILLA	SPAIN	\$174	\$205	\$205	\$229	\$207	\$73	-5.37%	-9.72%	10.55%	
	<b>MONTILLA</b>	<b>\$174</b>	<b>\$205</b>	<b>\$205</b>	<b>\$229</b>	<b>\$207</b>	<b>\$73</b>	<b>-5.37%</b>	<b>-9.72%</b>	<b>10.55%</b>	
OTHER	AUSTRALIA	\$0	\$3	\$6	\$7	\$7	\$3	65.10%	-6.32%	5.26%	
	<b>OTHER</b>	<b>\$0</b>	<b>\$3</b>	<b>\$6</b>	<b>\$7</b>	<b>\$7</b>	<b>\$3</b>	<b>65.10%</b>	<b>-6.32%</b>	<b>5.26%</b>	
OTHER FORTIFIED	ARGENTINA	\$0	\$2	\$0	\$0	\$0	\$0	-100.00%	-100.00%	0.00%	
	AUSTRALIA	\$821	\$838	\$774	\$721	\$640	\$225	-6.92%	-11.26%	6.10%	
	CHINA	\$169	\$194	\$179	\$175	\$212	\$73	19.96%	21.00%	11.20%	
	FRANCE	\$550	\$560	\$594	\$563	\$599	\$188	2.63%	6.48%	14.00%	
	GREECE	\$2	\$1	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
	ITALY	\$318	\$325	\$308	\$323	\$319	\$110	-2.19%	-1.15%	30.70%	

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

			2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
APERITIF, DESSERT AND FORTIFIED WINE	OTHER FORTIFIED	JAPAN	\$17	\$49	\$78	\$95	\$120	\$24	-7.85%	25.64%	83.91%
		KOREA - SOUTH	\$177	\$215	\$219	\$318	\$440	\$120	0.02%	38.45%	34.30%
		MOLDOVA, REPUBLIC OF	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		PORTUGAL	\$0	\$0	\$0	\$0	\$1	\$1	n/a	n/a	0.00%
		SOUTH AFRICA	\$612	\$589	\$575	\$333	\$463	\$159	6.48%	39.10%	3.96%
		SPAIN	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		TAIWAN	\$0	\$0	\$0	\$0	\$8	\$7	n/a	n/a	100.00%
		UNITED STATES OF AMERICA	\$66	\$62	\$62	\$49	\$37	\$12	-12.88%	-23.51%	28.45%
		URUGUAY	\$1	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		<b>OTHER FORTIFIED</b>		<b>\$2,734</b>	<b>\$2,834</b>	<b>\$2,789</b>	<b>\$2,578</b>	<b>\$2,841</b>	<b>\$918</b>	<b>0.39%</b>	<b>9.85%</b>
PORT	AUSTRALIA	\$11	\$9	\$4	\$0	\$0	\$0	n/a	n/a	0.00%	
	PORTUGAL	\$3,350	\$3,126	\$2,989	\$2,970	\$3,271	\$1,429	8.92%	10.14%	11.50%	
	SOUTH AFRICA	\$1	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
	UNITED STATES OF AMERICA	\$1	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
	<b>PORT</b>	<b>\$3,363</b>	<b>\$3,135</b>	<b>\$2,993</b>	<b>\$2,970</b>	<b>\$3,271</b>	<b>\$1,429</b>	<b>8.92%</b>	<b>10.14%</b>	<b>11.50%</b>	
SAKE	JAPAN	\$1,852	\$1,966	\$2,150	\$2,511	\$2,902	\$830	19.45%	15.56%	56.35%	
	KOREA - SOUTH	\$34	\$36	\$36	\$30	\$23	\$8	7.14%	-23.40%	71.19%	
	UNITED STATES OF AMERICA	\$3,173	\$3,192	\$3,179	\$3,214	\$3,323	\$953	2.77%	3.39%	57.83%	
	<b>SAKE</b>	<b>\$5,059</b>	<b>\$5,194</b>	<b>\$5,365</b>	<b>\$5,755</b>	<b>\$6,247</b>	<b>\$1,790</b>	<b>9.90%</b>	<b>8.56%</b>	<b>57.19%</b>	
SHERRY	FRANCE	\$1	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
	NEW ZEALAND	\$137	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
	SPAIN	\$1,437	\$1,395	\$1,309	\$1,298	\$1,321	\$551	1.96%	1.79%	4.35%	
	<b>SHERRY</b>	<b>\$1,575</b>	<b>\$1,396</b>	<b>\$1,309</b>	<b>\$1,298</b>	<b>\$1,321</b>	<b>\$551</b>	<b>1.96%</b>	<b>1.79%</b>	<b>4.35%</b>	
VERMOUTH	AUSTRALIA	\$0	\$0	\$0	\$0	\$13	\$2	n/a	n/a	15.55%	
	FRANCE	\$227	\$221	\$191	\$100	\$14	\$3	426.19%	-85.81%	0.00%	
	ITALY	\$2,290	\$2,234	\$2,203	\$2,208	\$2,354	\$698	2.72%	6.58%	9.68%	

**IMPORT WINE MARKET**  
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			2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015	
APERITIF, DESSERT AND FORTIFIED WINE	VERMOUTH	SLOVAK REPUBLIC	\$0	\$0	\$1	\$0	\$0	\$0	n/a	n/a	0.00%	
		UNITED KINGDOM	\$0	\$0	\$0	\$0	\$1	\$0	n/a	n/a	0.00%	
		UNITED STATES OF AMERICA	\$7	\$10	\$10	\$14	\$11	\$3	-17.64%	-17.80%	38.09%	
	<b>VERMOUTH</b>	<b>\$2,525</b>	<b>\$2,465</b>	<b>\$2,405</b>	<b>\$2,323</b>	<b>\$2,393</b>	<b>\$707</b>	<b>2.91%</b>	<b>2.44%</b>	<b>10.01%</b>		
<b>IMPORT APERITIF, DESSERT AND FORTIFIED WINE - TOTAL</b>			<b>\$16,099</b>	<b>\$16,199</b>	<b>\$16,371</b>	<b>\$16,562</b>	<b>\$17,632</b>	<b>\$5,911</b>	<b>5.79%</b>	<b>6.46%</b>	28.98%	
TABLE ARGENTINA WINE	RED	CANADA BOTTLED	\$0	\$0	\$0	\$0	\$20	\$18	n/a	n/a	97.91%	
		IMPORT BOTTLED	\$36,858	\$40,572	\$41,409	\$40,490	\$40,505	\$13,107	3.16%	0.04%	15.33%	
		<b>RED - TOTAL</b>	<b>\$36,858</b>	<b>\$40,572</b>	<b>\$41,409</b>	<b>\$40,490</b>	<b>\$40,526</b>	<b>\$13,126</b>	<b>3.30%</b>	<b>0.09%</b>	<b>15.37%</b>	
	ROSE	IMPORT BOTTLED	\$125	\$122	\$94	\$108	\$230	\$65	123.56%	112.77%	0.45%	
		<b>ROSE - TOTAL</b>	<b>\$125</b>	<b>\$122</b>	<b>\$94</b>	<b>\$108</b>	<b>\$230</b>	<b>\$65</b>	<b>123.56%</b>	<b>112.77%</b>	<b>0.45%</b>	
	WHITE	IMPORT BOTTLED	\$4,256	\$4,676	\$5,012	\$4,605	\$4,188	\$1,148	-7.32%	-9.05%	7.93%	
		<b>WHITE - TOTAL</b>	<b>\$4,256</b>	<b>\$4,676</b>	<b>\$5,012</b>	<b>\$4,605</b>	<b>\$4,188</b>	<b>\$1,148</b>	<b>-7.32%</b>	<b>-9.05%</b>	<b>7.93%</b>	
	<b>TOTAL</b>		<b>\$41,239</b>	<b>\$45,370</b>	<b>\$46,515</b>	<b>\$45,203</b>	<b>\$44,943</b>	<b>\$14,339</b>	<b>2.61%</b>	<b>-0.57%</b>	<b>14.60%</b>	
	ARMENIA	WHITE	IMPORT BOTTLED	\$0	\$0	\$0	\$0	\$0	\$0	-100.00%	-100.00%	0.00%
			<b>WHITE - TOTAL</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>-100.00%</b>	<b>-100.00%</b>	<b>0.00%</b>
<b>TOTAL</b>		<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>-100.00%</b>	<b>-100.00%</b>	<b>0.00%</b>		
AUSTRALIA	RED	CANADA BOTTLED	\$110	\$6	\$0	\$0	\$17	\$16	n/a	n/a	95.59%	
		IMPORT BOTTLED	\$73,077	\$70,887	\$66,417	\$57,257	\$53,417	\$16,606	-5.01%	-6.71%	9.88%	
		<b>RED - TOTAL</b>	<b>\$73,187</b>	<b>\$70,893</b>	<b>\$66,417</b>	<b>\$57,257</b>	<b>\$53,435</b>	<b>\$16,623</b>	<b>-4.91%</b>	<b>-6.68%</b>	<b>9.91%</b>	
	ROSE	IMPORT BOTTLED	\$272	\$206	\$204	\$235	\$277	\$45	-17.74%	18.05%	3.87%	
		<b>ROSE - TOTAL</b>	<b>\$272</b>	<b>\$206</b>	<b>\$204</b>	<b>\$235</b>	<b>\$277</b>	<b>\$45</b>	<b>-17.74%</b>	<b>18.05%</b>	<b>3.87%</b>	
	WHITE	CANADA BOTTLED	\$53	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
		IMPORT BOTTLED	\$27,494	\$26,598	\$27,013	\$25,619	\$24,742	\$6,988	-4.42%	-3.42%	6.42%	
		<b>WHITE - TOTAL</b>	<b>\$27,548</b>	<b>\$26,598</b>	<b>\$27,013</b>	<b>\$25,619</b>	<b>\$24,742</b>	<b>\$6,988</b>	<b>-4.42%</b>	<b>-3.42%</b>	<b>6.42%</b>	
<b>TOTAL</b>		<b>\$101,006</b>	<b>\$97,697</b>	<b>\$93,635</b>	<b>\$83,111</b>	<b>\$78,454</b>	<b>\$23,655</b>	<b>-4.80%</b>	<b>-5.60%</b>	<b>8.79%</b>		
AUSTRIA	RED	IMPORT BOTTLED	\$18	\$23	\$30	\$32	\$45	\$6	14.54%	43.90%	28.40%	

**IMPORT WINE MARKET**  
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TABLE WINE	AUSTRIA	RED	<b>RED - TOTAL</b>	<b>\$18</b>	<b>\$23</b>	<b>\$30</b>	<b>\$32</b>	<b>\$45</b>	<b>\$6</b>	<b>14.54%</b>	<b>43.90%</b>	<b>28.40%</b>
		ROSE	IMPORT BOTTLED	\$2	\$0	\$0	\$0	\$0	\$0	n/a	-100.00%	0.00%
			<b>ROSE - TOTAL</b>	<b>\$2</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>n/a</b>	<b>-100.00%</b>	<b>0.00%</b>
		WHITE	IMPORT BOTTLED	\$299	\$231	\$202	\$175	\$269	\$71	48.50%	53.69%	27.08%
			<b>WHITE - TOTAL</b>	<b>\$299</b>	<b>\$231</b>	<b>\$202</b>	<b>\$175</b>	<b>\$269</b>	<b>\$71</b>	<b>48.50%</b>	<b>53.69%</b>	<b>27.08%</b>
		<b>TOTAL</b>	<b>\$319</b>	<b>\$254</b>	<b>\$233</b>	<b>\$207</b>	<b>\$314</b>	<b>\$77</b>	<b>44.97%</b>	<b>52.05%</b>	<b>27.27%</b>	
BRAZIL	RED	IMPORT BOTTLED	\$0	\$0	\$0	\$0	\$24	\$0	n/a	n/a	0.00%	
			<b>RED - TOTAL</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$24</b>	<b>\$0</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>
		WHITE	IMPORT BOTTLED	\$0	\$0	\$0	\$0	\$1	\$0	n/a	n/a	0.00%
			<b>WHITE - TOTAL</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$1</b>	<b>\$0</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>
			<b>TOTAL</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$25</b>	<b>\$0</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>
BULGARIA	RED	IMPORT BOTTLED	\$0	\$11	\$12	\$33	\$71	\$42	113.98%	118.34%	1.27%	
			<b>RED - TOTAL</b>	<b>\$0</b>	<b>\$11</b>	<b>\$12</b>	<b>\$33</b>	<b>\$71</b>	<b>\$42</b>	<b>113.98%</b>	<b>118.34%</b>	<b>1.27%</b>
		WHITE	IMPORT BOTTLED	\$0	\$15	\$7	\$1	\$0	\$0	n/a	-100.00%	0.00%
			<b>WHITE - TOTAL</b>	<b>\$0</b>	<b>\$15</b>	<b>\$7</b>	<b>\$1</b>	<b>\$0</b>	<b>\$0</b>	<b>n/a</b>	<b>-100.00%</b>	<b>0.00%</b>
			<b>TOTAL</b>	<b>\$0</b>	<b>\$26</b>	<b>\$19</b>	<b>\$33</b>	<b>\$71</b>	<b>\$42</b>	<b>113.98%</b>	<b>115.01%</b>	<b>1.27%</b>
CHILE	RED	CANADA BOTTLED	\$1,779	\$1,319	\$990	\$794	\$727	\$198	2.04%	-8.44%	26.03%	
		IMPORT BOTTLED	\$28,906	\$28,763	\$28,912	\$27,830	\$28,669	\$8,805	-1.16%	3.02%	5.59%	
			<b>RED - TOTAL</b>	<b>\$30,684</b>	<b>\$30,082</b>	<b>\$29,903</b>	<b>\$28,624</b>	<b>\$29,396</b>	<b>\$9,003</b>	<b>-1.09%</b>	<b>2.70%</b>	<b>6.10%</b>
	ROSE	IMPORT BOTTLED	\$122	\$102	\$80	\$88	\$124	\$8	-56.32%	40.78%	2.58%	
			<b>ROSE - TOTAL</b>	<b>\$122</b>	<b>\$102</b>	<b>\$80</b>	<b>\$88</b>	<b>\$124</b>	<b>\$8</b>	<b>-56.32%</b>	<b>40.78%</b>	<b>2.58%</b>
	WHITE	CANADA BOTTLED	\$1,349	\$968	\$739	\$644	\$581	\$120	-15.27%	-9.75%	34.63%	
		IMPORT BOTTLED	\$12,177	\$12,428	\$13,356	\$12,148	\$12,427	\$3,365	6.92%	2.30%	8.34%	
			<b>WHITE - TOTAL</b>	<b>\$13,526</b>	<b>\$13,395</b>	<b>\$14,094</b>	<b>\$12,792</b>	<b>\$13,008</b>	<b>\$3,485</b>	<b>5.97%</b>	<b>1.69%</b>	<b>9.51%</b>
			<b>TOTAL</b>	<b>\$44,332</b>	<b>\$43,579</b>	<b>\$44,077</b>	<b>\$41,503</b>	<b>\$42,527</b>	<b>\$12,497</b>	<b>0.69%</b>	<b>2.47%</b>	<b>7.13%</b>
	CHINA	RED	IMPORT BOTTLED	\$51	\$29	\$14	\$6	\$5	\$1	-28.31%	-26.54%	4.60%

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TABLE WINE	CHINA	RED	<b>RED - TOTAL</b>	<b>\$51</b>	<b>\$29</b>	<b>\$14</b>	<b>\$6</b>	<b>\$5</b>	<b>\$1</b>	<b>-28.31%</b>	<b>-26.54%</b>	<b>4.60%</b>
		WHITE	IMPORT BOTTLED	\$3	\$10	\$19	\$5	\$0	\$0	-100.00%	-98.94%	0.00%
			<b>WHITE - TOTAL</b>	<b>\$3</b>	<b>\$10</b>	<b>\$19</b>	<b>\$5</b>	<b>\$0</b>	<b>\$0</b>	<b>-100.00%</b>	<b>-98.94%</b>	<b>0.00%</b>
			<b>TOTAL</b>	<b>\$55</b>	<b>\$38</b>	<b>\$33</b>	<b>\$11</b>	<b>\$5</b>	<b>\$1</b>	<b>-32.91%</b>	<b>-59.61%</b>	<b>4.60%</b>
CROATIA	RED	IMPORT BOTTLED	\$38	\$27	\$4	\$1	\$8	\$4	n/a	805.03%	3.87%	
		<b>RED - TOTAL</b>	<b>\$38</b>	<b>\$27</b>	<b>\$4</b>	<b>\$1</b>	<b>\$8</b>	<b>\$4</b>	<b>n/a</b>	<b>805.03%</b>	<b>3.87%</b>	
	WHITE	IMPORT BOTTLED	\$3	\$1	\$0	\$0	\$14	\$3	n/a	n/a	50.52%	
		<b>WHITE - TOTAL</b>	<b>\$3</b>	<b>\$1</b>	<b>\$0</b>	<b>\$0</b>	<b>\$14</b>	<b>\$3</b>	<b>n/a</b>	<b>n/a</b>	<b>50.52%</b>	
	<b>TOTAL</b>	<b>\$41</b>	<b>\$27</b>	<b>\$4</b>	<b>\$1</b>	<b>\$22</b>	<b>\$7</b>	<b>n/a</b>	<b>805.03%</b>	<b>33.11%</b>		
CZECH REPUBLIC	RED	IMPORT BOTTLED	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
		<b>RED - TOTAL</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>	
	WHITE	IMPORT BOTTLED	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
		<b>WHITE - TOTAL</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>	
	<b>TOTAL</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>		
FRANCE	RED	CANADA BOTTLED	\$1,235	\$1,257	\$1,557	\$1,760	\$1,804	\$463	-7.02%	2.51%	2.06%	
		IMPORT BOTTLED	\$31,140	\$35,844	\$39,565	\$38,932	\$40,987	\$15,634	-6.28%	5.28%	10.33%	
		<b>RED - TOTAL</b>	<b>\$32,375</b>	<b>\$37,101</b>	<b>\$41,122</b>	<b>\$40,692</b>	<b>\$42,791</b>	<b>\$16,097</b>	<b>-6.30%</b>	<b>5.16%</b>	<b>9.98%</b>	
	ROSE	IMPORT BOTTLED	\$1,113	\$1,154	\$1,393	\$1,738	\$2,595	\$317	29.77%	49.35%	9.90%	
		<b>ROSE - TOTAL</b>	<b>\$1,113</b>	<b>\$1,154</b>	<b>\$1,393</b>	<b>\$1,738</b>	<b>\$2,595</b>	<b>\$317</b>	<b>29.77%</b>	<b>49.35%</b>	<b>9.90%</b>	
	WHITE	CANADA BOTTLED	\$429	\$419	\$550	\$600	\$626	\$155	4.31%	4.32%	1.87%	
		IMPORT BOTTLED	\$11,819	\$11,417	\$12,301	\$12,365	\$13,453	\$3,839	5.66%	8.80%	20.17%	
		<b>WHITE - TOTAL</b>	<b>\$12,247</b>	<b>\$11,836</b>	<b>\$12,851</b>	<b>\$12,966</b>	<b>\$14,079</b>	<b>\$3,994</b>	<b>5.61%</b>	<b>8.59%</b>	<b>19.35%</b>	
	<b>TOTAL</b>	<b>\$45,735</b>	<b>\$50,090</b>	<b>\$55,366</b>	<b>\$55,396</b>	<b>\$59,466</b>	<b>\$20,408</b>	<b>-3.76%</b>	<b>7.35%</b>	<b>12.20%</b>		
GEORGIA	RED	IMPORT BOTTLED	\$100	\$202	\$197	\$225	\$129	\$28	-54.25%	-42.74%	0.45%	
		<b>RED - TOTAL</b>	<b>\$100</b>	<b>\$202</b>	<b>\$197</b>	<b>\$225</b>	<b>\$129</b>	<b>\$28</b>	<b>-54.25%</b>	<b>-42.74%</b>	<b>0.45%</b>	
	WHITE	IMPORT BOTTLED	\$2	\$8	\$32	\$36	\$25	\$3	-69.28%	-31.05%	0.49%	

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TABLE WINE	GEORGIA	WHITE	<b>WHITE - TOTAL</b>	\$2	\$8	\$32	\$36	\$25	\$3	-69.28%	-31.05%	0.49%
		<b>TOTAL</b>	\$102	\$210	\$229	\$262	\$154	\$31	-56.37%	-41.12%	0.45%	
	GERMANY	ICE WINE WHITE	IMPORT BOTTLED	\$0	\$0	\$3	\$1	\$1	\$0	-50.00%	-24.97%	0.00%
			<b>ICE WINE WHITE - TOTAL</b>	\$0	\$0	\$3	\$1	\$1	\$0	-50.00%	-24.97%	0.00%
		RED	IMPORT BOTTLED	\$240	\$205	\$184	\$196	\$164	\$52	-18.51%	-16.23%	2.39%
			<b>RED - TOTAL</b>	\$240	\$205	\$184	\$196	\$164	\$52	-18.51%	-16.23%	2.39%
		ROSE	IMPORT BOTTLED	\$0	\$0	\$0	\$0	\$76	\$25	n/a	n/a	0.49%
			<b>ROSE - TOTAL</b>	\$0	\$0	\$0	\$0	\$76	\$25	n/a	n/a	0.49%
		WHITE	IMPORT BOTTLED	\$7,118	\$7,255	\$7,195	\$7,034	\$6,997	\$2,134	-1.66%	-0.53%	8.32%
			<b>WHITE - TOTAL</b>	\$7,118	\$7,255	\$7,195	\$7,034	\$6,997	\$2,134	-1.66%	-0.53%	8.32%
<b>TOTAL</b>			\$7,358	\$7,461	\$7,382	\$7,231	\$7,238	\$2,211	-2.15%	-0.96%	8.10%	
	GREECE	RED	IMPORT BOTTLED	\$748	\$675	\$628	\$603	\$555	\$159	-8.16%	-8.04%	65.16%
			<b>RED - TOTAL</b>	\$748	\$675	\$628	\$603	\$555	\$159	-8.16%	-8.04%	65.16%
		WHITE	IMPORT BOTTLED	\$677	\$620	\$570	\$576	\$528	\$131	-4.27%	-8.40%	57.15%
			<b>WHITE - TOTAL</b>	\$677	\$620	\$570	\$576	\$528	\$131	-4.27%	-8.40%	57.15%
<b>TOTAL</b>			\$1,425	\$1,296	\$1,198	\$1,180	\$1,083	\$290	-6.44%	-8.22%	61.25%	
	HUNGARY	RED	IMPORT BOTTLED	\$267	\$246	\$364	\$310	\$263	\$65	-33.47%	-15.19%	3.05%
			<b>RED - TOTAL</b>	\$267	\$246	\$364	\$310	\$263	\$65	-33.47%	-15.19%	3.05%
		WHITE	IMPORT BOTTLED	\$1,077	\$1,121	\$1,096	\$927	\$948	\$253	0.39%	2.31%	8.25%
			<b>WHITE - TOTAL</b>	\$1,077	\$1,121	\$1,096	\$927	\$948	\$253	0.39%	2.31%	8.25%
<b>TOTAL</b>			\$1,344	\$1,367	\$1,460	\$1,236	\$1,211	\$318	-9.10%	-2.07%	7.12%	
	INDIA	WHITE	IMPORT BOTTLED	\$0	\$0	\$11	\$30	\$18	\$4	-20.17%	-40.17%	46.02%
			<b>WHITE - TOTAL</b>	\$0	\$0	\$11	\$30	\$18	\$4	-20.17%	-40.17%	46.02%
<b>TOTAL</b>			\$0	\$0	\$11	\$30	\$18	\$4	-20.17%	-40.17%	46.02%	
	ISRAEL	RED	IMPORT BOTTLED	\$157	\$158	\$158	\$151	\$160	\$42	20.74%	5.91%	1.81%
			<b>RED - TOTAL</b>	\$157	\$158	\$158	\$151	\$160	\$42	20.74%	5.91%	1.81%

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TABLE WINE	ISRAEL	ROSE	IMPORT BOTTLED	\$1	\$12	\$15	\$12	\$12	\$2	-9.07%	-0.78%	0.81%
		<b>ROSE - TOTAL</b>	<b>\$1</b>	<b>\$12</b>	<b>\$15</b>	<b>\$12</b>	<b>\$12</b>	<b>\$2</b>	<b>-9.07%</b>	<b>-0.78%</b>	<b>0.81%</b>	
		WHITE	IMPORT BOTTLED	\$75	\$74	\$69	\$69	\$65	\$14	-2.42%	-5.81%	2.08%
		<b>WHITE - TOTAL</b>	<b>\$75</b>	<b>\$74</b>	<b>\$69</b>	<b>\$69</b>	<b>\$65</b>	<b>\$14</b>	<b>-2.42%</b>	<b>-5.81%</b>	<b>2.08%</b>	
	<b>TOTAL</b>			<b>\$233</b>	<b>\$244</b>	<b>\$241</b>	<b>\$232</b>	<b>\$237</b>	<b>\$58</b>	<b>12.84%</b>	<b>2.08%</b>	<b>1.84%</b>
	ITALY	RED	CANADA BOTTLED	\$0	\$0	\$0	\$15	\$36	\$14	111.91%	138.23%	92.41%
IMPORT BOTTLED			\$36,797	\$37,932	\$38,641	\$39,910	\$43,385	\$14,375	9.90%	8.71%	22.11%	
<b>RED - TOTAL</b>		<b>\$36,797</b>	<b>\$37,932</b>	<b>\$38,641</b>	<b>\$39,925</b>	<b>\$43,420</b>	<b>\$14,389</b>	<b>9.95%</b>	<b>8.75%</b>	<b>22.17%</b>		
ROSE		IMPORT BOTTLED	\$506	\$803	\$816	\$800	\$782	\$189	1.68%	-2.26%	6.32%	
		<b>ROSE - TOTAL</b>	<b>\$506</b>	<b>\$803</b>	<b>\$816</b>	<b>\$800</b>	<b>\$782</b>	<b>\$189</b>	<b>1.68%</b>	<b>-2.26%</b>	<b>6.32%</b>	
WHITE		CANADA BOTTLED	\$0	\$0	\$0	\$21	\$29	\$0	-100.00%	37.71%	0.00%	
		IMPORT BOTTLED	\$17,167	\$18,656	\$20,569	\$21,648	\$23,344	\$6,988	14.59%	7.83%	22.71%	
<b>WHITE - TOTAL</b>		<b>\$17,167</b>	<b>\$18,656</b>	<b>\$20,569</b>	<b>\$21,669</b>	<b>\$23,373</b>	<b>\$6,988</b>	<b>14.45%</b>	<b>7.86%</b>	<b>22.80%</b>		
<b>TOTAL</b>			<b>\$54,470</b>	<b>\$57,392</b>	<b>\$60,026</b>	<b>\$62,394</b>	<b>\$67,575</b>	<b>\$21,566</b>	<b>11.29%</b>	<b>8.30%</b>	<b>22.21%</b>	
LEBANON		RED	IMPORT BOTTLED	\$25	\$27	\$20	\$28	\$32	\$8	-29.58%	11.93%	30.94%
	<b>RED - TOTAL</b>		<b>\$25</b>	<b>\$27</b>	<b>\$20</b>	<b>\$28</b>	<b>\$32</b>	<b>\$8</b>	<b>-29.58%</b>	<b>11.93%</b>	<b>30.94%</b>	
	ROSE	IMPORT BOTTLED	\$3	\$4	\$3	\$6	\$4	\$1	72.94%	-29.47%	87.02%	
		<b>ROSE - TOTAL</b>	<b>\$3</b>	<b>\$4</b>	<b>\$3</b>	<b>\$6</b>	<b>\$4</b>	<b>\$1</b>	<b>72.94%</b>	<b>-29.47%</b>	<b>87.02%</b>	
	WHITE	IMPORT BOTTLED	\$8	\$6	\$2	\$1	\$4	\$2	238.96%	204.41%	70.89%	
		<b>WHITE - TOTAL</b>	<b>\$8</b>	<b>\$6</b>	<b>\$2</b>	<b>\$1</b>	<b>\$4</b>	<b>\$2</b>	<b>238.96%</b>	<b>204.41%</b>	<b>70.89%</b>	
<b>TOTAL</b>			<b>\$35</b>	<b>\$37</b>	<b>\$25</b>	<b>\$35</b>	<b>\$39</b>	<b>\$11</b>	<b>-10.22%</b>	<b>11.67%</b>	<b>40.32%</b>	
MEXICO	RED	IMPORT BOTTLED	\$23	\$16	\$12	\$9	\$13	\$3	45.89%	53.91%	19.63%	
		<b>RED - TOTAL</b>	<b>\$23</b>	<b>\$16</b>	<b>\$12</b>	<b>\$9</b>	<b>\$13</b>	<b>\$3</b>	<b>45.89%</b>	<b>53.91%</b>	<b>19.63%</b>	
	WHITE	IMPORT BOTTLED	\$8	\$3	\$2	\$0	\$2	\$0	n/a	250.50%	0.00%	
		<b>WHITE - TOTAL</b>	<b>\$8</b>	<b>\$3</b>	<b>\$2</b>	<b>\$0</b>	<b>\$2</b>	<b>\$0</b>	<b>n/a</b>	<b>250.50%</b>	<b>0.00%</b>	
<b>TOTAL</b>			<b>\$31</b>	<b>\$19</b>	<b>\$14</b>	<b>\$9</b>	<b>\$15</b>	<b>\$3</b>	<b>45.89%</b>	<b>64.62%</b>	<b>25.08%</b>	

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

			2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015	
TABLE WINE	MOLDOVA, REPUBLIC OF	RED	IMPORT BOTTLED	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
			<b>RED - TOTAL</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>	
			<b>TOTAL</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>	
MONTENEGRO	RED	IMPORT BOTTLED	\$61	\$57	\$67	\$55	\$65	\$24	37.54%	18.29%	1.51%	
			<b>RED - TOTAL</b>	<b>\$61</b>	<b>\$57</b>	<b>\$67</b>	<b>\$55</b>	<b>\$65</b>	<b>\$24</b>	<b>37.54%</b>	<b>18.29%</b>	<b>1.51%</b>
			<b>TOTAL</b>	<b>\$61</b>	<b>\$57</b>	<b>\$67</b>	<b>\$55</b>	<b>\$65</b>	<b>\$24</b>	<b>37.54%</b>	<b>18.29%</b>	<b>1.51%</b>
MOROCCO	RED	IMPORT BOTTLED	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
			<b>RED - TOTAL</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>	
			<b>TOTAL</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>	
NEW ZEALAND	RED	IMPORT BOTTLED	\$2,250	\$2,410	\$2,845	\$2,536	\$2,657	\$890	4.55%	4.81%	14.24%	
			<b>RED - TOTAL</b>	<b>\$2,250</b>	<b>\$2,410</b>	<b>\$2,845</b>	<b>\$2,536</b>	<b>\$2,657</b>	<b>\$890</b>	<b>4.55%</b>	<b>4.81%</b>	<b>14.24%</b>
	ROSE	IMPORT BOTTLED	\$26	\$16	\$0	\$0	\$86	\$7	n/a	n/a	0.31%	
			<b>ROSE - TOTAL</b>	<b>\$26</b>	<b>\$16</b>	<b>\$0</b>	<b>\$0</b>	<b>\$86</b>	<b>\$7</b>	<b>n/a</b>	<b>n/a</b>	<b>0.31%</b>
	WHITE	CANADA BOTTLED	\$0	\$0	\$89	\$224	\$56	\$15	-67.81%	-74.86%	45.94%	
IMPORT BOTTLED		\$16,758	\$20,160	\$24,094	\$27,604	\$32,812	\$9,394	16.95%	18.87%	17.51%		
	<b>WHITE - TOTAL</b>	<b>\$16,758</b>	<b>\$20,160</b>	<b>\$24,183</b>	<b>\$27,828</b>	<b>\$32,869</b>	<b>\$9,408</b>	<b>16.47%</b>	<b>18.12%</b>	<b>17.56%</b>		
	<b>TOTAL</b>	<b>\$19,034</b>	<b>\$22,586</b>	<b>\$27,028</b>	<b>\$30,363</b>	<b>\$35,613</b>	<b>\$10,305</b>	<b>15.33%</b>	<b>17.00%</b>	<b>17.27%</b>		
PORTUGAL	RED	CANADA BOTTLED	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
		IMPORT BOTTLED	\$1,836	\$2,092	\$1,714	\$1,935	\$2,025	\$618	-8.93%	4.65%	5.57%	
			<b>RED - TOTAL</b>	<b>\$1,836</b>	<b>\$2,092</b>	<b>\$1,715</b>	<b>\$1,935</b>	<b>\$2,025</b>	<b>\$618</b>	<b>-8.93%</b>	<b>4.65%</b>	<b>5.57%</b>
	ROSE	IMPORT BOTTLED	\$862	\$798	\$822	\$739	\$799	\$230	10.77%	8.04%	1.55%	
			<b>ROSE - TOTAL</b>	<b>\$862</b>	<b>\$798</b>	<b>\$822</b>	<b>\$739</b>	<b>\$799</b>	<b>\$230</b>	<b>10.77%</b>	<b>8.04%</b>	<b>1.55%</b>
WHITE	IMPORT BOTTLED	\$1,342	\$1,415	\$1,606	\$1,517	\$1,643	\$336	2.27%	8.26%	4.87%		
		<b>WHITE - TOTAL</b>	<b>\$1,342</b>	<b>\$1,415</b>	<b>\$1,606</b>	<b>\$1,517</b>	<b>\$1,643</b>	<b>\$336</b>	<b>2.27%</b>	<b>8.26%</b>	<b>4.87%</b>	
	<b>TOTAL</b>	<b>\$4,040</b>	<b>\$4,305</b>	<b>\$4,142</b>	<b>\$4,191</b>	<b>\$4,466</b>	<b>\$1,184</b>	<b>-2.53%</b>	<b>6.56%</b>	<b>4.59%</b>		
ROMANIA	WHITE	IMPORT BOTTLED	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	



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TABLE WINE	ROMANIA	WHITE	<b>WHITE - TOTAL</b>	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		<b>TOTAL</b>		\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
SERBIA	RED	IMPORT BOTTLED		\$0	\$0	\$0	\$0	\$2	\$1	613.29%	686.36%	0.00%
		<b>RED - TOTAL</b>		\$0	\$0	\$0	\$0	\$2	\$1	613.29%	686.36%	0.00%
	WHITE	IMPORT BOTTLED		\$0	\$0	\$0	\$0	\$1	\$0	n/a	n/a	0.00%
		<b>WHITE - TOTAL</b>		\$0	\$0	\$0	\$0	\$1	\$0	n/a	n/a	0.00%
	<b>TOTAL</b>			\$0	\$0	\$0	\$0	\$3	\$1	613.29%	686.36%	0.00%
				\$0	\$0	\$0	\$0	\$3	\$1	613.29%	686.36%	0.00%
SLOVENIA	RED	IMPORT BOTTLED		\$0	\$1	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		<b>RED - TOTAL</b>		\$0	\$1	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	WHITE	IMPORT BOTTLED		\$1	\$1	\$1	\$6	\$20	\$7	130.96%	232.03%	86.92%
		<b>WHITE - TOTAL</b>		\$1	\$1	\$1	\$6	\$20	\$7	130.96%	232.03%	86.92%
	<b>TOTAL</b>			\$2	\$1	\$1	\$6	\$20	\$7	130.96%	232.03%	86.92%
				\$2	\$1	\$1	\$6	\$20	\$7	130.96%	232.03%	86.92%
SOUTH AFRICA	RED	CANADA BOTTLED		\$5	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		IMPORT BOTTLED		\$8,587	\$8,308	\$7,958	\$7,405	\$7,319	\$2,250	1.68%	-1.16%	4.34%
		<b>RED - TOTAL</b>		\$8,591	\$8,308	\$7,958	\$7,405	\$7,319	\$2,250	1.68%	-1.16%	4.34%
	ROSE	IMPORT BOTTLED		\$19	\$15	\$3	\$7	\$40	\$8	56,957.14%	441.84%	0.62%
		<b>ROSE - TOTAL</b>		\$19	\$15	\$3	\$7	\$40	\$8	56,957.14%	441.84%	0.62%
	WHITE	CANADA BOTTLED		\$3	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		IMPORT BOTTLED		\$4,665	\$5,239	\$5,228	\$5,084	\$4,947	\$1,261	-2.95%	-2.70%	6.51%
		<b>WHITE - TOTAL</b>		\$4,668	\$5,239	\$5,228	\$5,084	\$4,947	\$1,261	-2.95%	-2.70%	6.51%
	<b>TOTAL</b>			\$13,279	\$13,562	\$13,188	\$12,496	\$12,306	\$3,519	0.19%	-1.52%	5.20%
	SPAIN	RED	IMPORT BOTTLED		\$12,942	\$15,986	\$17,212	\$19,734	\$20,649	\$6,493	-0.07%	4.64%
<b>RED - TOTAL</b>				\$12,942	\$15,986	\$17,212	\$19,734	\$20,649	\$6,493	-0.07%	4.64%	7.91%
ROSE		IMPORT BOTTLED		\$233	\$188	\$206	\$245	\$325	\$43	28.71%	32.31%	15.98%
		<b>ROSE - TOTAL</b>		\$233	\$188	\$206	\$245	\$325	\$43	28.71%	32.31%	15.98%
WHITE		IMPORT BOTTLED		\$832	\$1,109	\$1,118	\$1,532	\$1,630	\$426	-4.17%	6.44%	21.34%
			\$832	\$1,109	\$1,118	\$1,532	\$1,630	\$426	-4.17%	6.44%	21.34%	

**IMPORT WINE MARKET**  
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TABLE WINE	SPAIN	WHITE	<b>WHITE - TOTAL</b>	<b>\$832</b>	<b>\$1,109</b>	<b>\$1,118</b>	<b>\$1,532</b>	<b>\$1,630</b>	<b>\$426</b>	<b>-4.17%</b>	<b>6.44%</b>	<b>21.34%</b>
		<b>TOTAL</b>		<b>\$14,007</b>	<b>\$17,283</b>	<b>\$18,536</b>	<b>\$21,511</b>	<b>\$22,604</b>	<b>\$6,962</b>	<b>-0.19%</b>	<b>5.08%</b>	<b>9.00%</b>
SWITZERLAND	WHITE	IMPORT BOTTLED		\$7	\$2	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		<b>WHITE - TOTAL</b>		<b>\$7</b>	<b>\$2</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>
		<b>TOTAL</b>		<b>\$7</b>	<b>\$2</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>
TURKEY	RED	IMPORT BOTTLED		\$0	\$7	\$5	\$6	\$7	\$3	13.94%	15.18%	0.00%
		<b>RED - TOTAL</b>		<b>\$0</b>	<b>\$7</b>	<b>\$5</b>	<b>\$6</b>	<b>\$7</b>	<b>\$3</b>	<b>13.94%</b>	<b>15.18%</b>	<b>0.00%</b>
	WHITE	IMPORT BOTTLED		\$0	\$0	\$0	\$0	\$2	\$1	n/a	n/a	0.00%
		<b>WHITE - TOTAL</b>		<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$2</b>	<b>\$1</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>
<b>TOTAL</b>		<b>\$0</b>	<b>\$7</b>	<b>\$5</b>	<b>\$6</b>	<b>\$9</b>	<b>\$4</b>	<b>13.94%</b>	<b>15.18%</b>	<b>0.00%</b>		
UNITED STATES OF AMERICA	ICE WINE WHITE	IMPORT BOTTLED		\$0	\$0	\$2	\$0	\$0	\$0	n/a	n/a	0.00%
		<b>ICE WINE WHITE - TOTAL</b>		<b>\$0</b>	<b>\$0</b>	<b>\$2</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>
	RED	CANADA BOTTLED		\$3,566	\$3,008	\$2,623	\$2,323	\$2,478	\$723	10.49%	6.52%	6.93%
		IMPORT BOTTLED		\$53,682	\$61,041	\$73,424	\$81,477	\$90,256	\$30,415	9.52%	10.77%	16.91%
		<b>RED - TOTAL</b>		<b>\$57,248</b>	<b>\$64,050</b>	<b>\$76,046</b>	<b>\$83,800</b>	<b>\$92,734</b>	<b>\$31,138</b>	<b>9.56%</b>	<b>10.66%</b>	<b>16.65%</b>
	ROSE	CANADA BOTTLED		\$46	\$9	\$5	\$0	\$0	\$0	n/a	-100.00%	0.00%
		IMPORT BOTTLED		\$4,334	\$4,191	\$4,124	\$4,187	\$4,739	\$1,202	5.97%	13.16%	5.84%
		<b>ROSE - TOTAL</b>		<b>\$4,380</b>	<b>\$4,200</b>	<b>\$4,129</b>	<b>\$4,187</b>	<b>\$4,739</b>	<b>\$1,202</b>	<b>5.97%</b>	<b>13.16%</b>	<b>5.84%</b>
	WHITE	CANADA BOTTLED		\$1,768	\$1,535	\$1,111	\$872	\$1,313	\$443	88.10%	50.54%	18.46%
		IMPORT BOTTLED		\$23,539	\$25,442	\$27,737	\$28,494	\$29,965	\$8,174	4.56%	5.16%	13.52%
<b>WHITE - TOTAL</b>		<b>\$25,307</b>	<b>\$26,977</b>	<b>\$28,848</b>	<b>\$29,366</b>	<b>\$31,278</b>	<b>\$8,618</b>	<b>7.01%</b>	<b>6.51%</b>	<b>13.73%</b>		
<b>TOTAL</b>		<b>\$86,935</b>	<b>\$95,226</b>	<b>\$109,025</b>	<b>\$117,353</b>	<b>\$128,751</b>	<b>\$40,959</b>	<b>8.90%</b>	<b>9.71%</b>	<b>15.54%</b>		
URUGUAY	RED	IMPORT BOTTLED		\$58	\$24	\$19	\$5	\$0	\$0	n/a	-100.00%	0.00%
		<b>RED - TOTAL</b>		<b>\$58</b>	<b>\$24</b>	<b>\$19</b>	<b>\$5</b>	<b>\$0</b>	<b>\$0</b>	<b>n/a</b>	<b>-100.00%</b>	<b>0.00%</b>
	WHITE	IMPORT BOTTLED		\$1	\$1	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		<b>WHITE - TOTAL</b>		<b>\$1</b>	<b>\$1</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>

**IMPORT WINE MARKET**  
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TABLE URUGUAY WINE	<b>TOTAL</b>		<b>\$59</b>	<b>\$25</b>	<b>\$19</b>	<b>\$5</b>	<b>\$0</b>	<b>\$0</b>	<b>n/a</b>	<b>-100.00%</b>	<b>0.00%</b>
IMPORT TABLE WINE - SUMMARY	CANADA BOTTLED		\$10,342	\$8,520	\$7,664	\$7,253	\$7,688	\$2,166	12.27%	6.00%	12.72%
	IMPORT BOTTLED		\$424,807	\$449,644	\$474,814	\$476,808	\$499,545	\$156,316	3.34%	4.77%	13.67%
<b>IMPORT TABLE WINE - TOTAL</b>			<b>\$435,149</b>	<b>\$458,164</b>	<b>\$482,478</b>	<b>\$484,062</b>	<b>\$507,234</b>	<b>\$158,482</b>	<b>3.46%</b>	<b>4.79%</b>	<b>13.66%</b>
SPARKLING WINE	ARGENTINA	RED	\$1	\$1	\$1	\$0	\$0	\$0	n/a	n/a	0.00%
		ROSE	\$2	\$4	\$2	\$11	\$5	\$2	184.13%	-52.82%	0.00%
		WHITE	\$56	\$47	\$105	\$123	\$119	\$41	-12.60%	-4.03%	5.42%
		<b>TOTAL</b>	<b>\$60</b>	<b>\$52</b>	<b>\$108</b>	<b>\$134</b>	<b>\$124</b>	<b>\$43</b>	<b>-9.73%</b>	<b>-7.88%</b>	<b>5.42%</b>
	AUSTRALIA	RED	\$193	\$177	\$140	\$142	\$88	\$21	-46.23%	-38.02%	1.27%
		ROSE	\$1,280	\$1,169	\$1,194	\$1,321	\$1,290	\$420	6.28%	-2.34%	4.73%
		WHITE	\$1,696	\$1,526	\$1,523	\$1,573	\$1,674	\$626	10.60%	6.44%	5.52%
		<b>TOTAL</b>	<b>\$3,169</b>	<b>\$2,872</b>	<b>\$2,858</b>	<b>\$3,036</b>	<b>\$3,053</b>	<b>\$1,067</b>	<b>6.65%</b>	<b>0.54%</b>	<b>5.06%</b>
	AUSTRIA	ROSE	\$0	\$0	\$0	\$0	\$1	\$0	n/a	94.41%	0.00%
		WHITE	\$0	\$0	\$0	\$0	\$3	\$0	n/a	n/a	0.00%
		<b>TOTAL</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$3</b>	<b>\$0</b>	<b>n/a</b>	<b>94.41%</b>	<b>0.00%</b>
	BRAZIL	WHITE	\$0	\$0	\$0	\$7	\$33	\$8	22.94%	365.51%	2.35%
		<b>TOTAL</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$7</b>	<b>\$33</b>	<b>\$8</b>	<b>22.94%</b>	<b>365.51%</b>	<b>2.35%</b>
	CHILE	ROSE	\$280	\$373	\$326	\$221	\$236	\$61	-1.58%	6.95%	1.78%
		WHITE	\$2	\$2	\$1	\$1	\$16	\$7	n/a	1,245.31%	1.18%
		<b>TOTAL</b>	<b>\$282</b>	<b>\$375</b>	<b>\$327</b>	<b>\$222</b>	<b>\$252</b>	<b>\$68</b>	<b>-1.58%</b>	<b>13.54%</b>	<b>1.75%</b>
	CHINA	WHITE	\$0	\$3	\$4	\$0	\$0	\$0	-100.00%	-100.00%	0.00%
		<b>TOTAL</b>	<b>\$0</b>	<b>\$3</b>	<b>\$4</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>-100.00%</b>	<b>-100.00%</b>	<b>0.00%</b>
	CZECH REPUBLIC	WHITE	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		<b>TOTAL</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>n/a</b>	<b>n/a</b>	<b>0.00%</b>
	FRANCE	RED	\$0	\$21	\$0	\$0	\$2	\$2	n/a	n/a	0.00%
		ROSE	\$1,380	\$1,599	\$1,812	\$1,877	\$2,113	\$817	30.30%	12.57%	16.57%

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

			2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
SPARKLING WINE	FRANCE	WHITE	\$10,089	\$10,160	\$10,214	\$11,055	\$12,800	\$5,084	17.64%	15.78%	26.53%
		<b>TOTAL</b>	<b>\$11,469</b>	<b>\$11,780</b>	<b>\$12,026</b>	<b>\$12,933</b>	<b>\$14,915</b>	<b>\$5,903</b>	<b>19.24%</b>	<b>15.31%</b>	<b>25.12%</b>
GERMANY	ROSE	\$274	\$302	\$351	\$331	\$347	\$143	\$143	15.20%	4.88%	2.27%
	WHITE	\$2,859	\$2,842	\$2,642	\$2,715	\$2,974	\$1,218	\$1,218	8.27%	9.51%	13.11%
	<b>TOTAL</b>	<b>\$3,133</b>	<b>\$3,144</b>	<b>\$2,993</b>	<b>\$3,046</b>	<b>\$3,321</b>	<b>\$1,361</b>	<b>\$1,361</b>	<b>8.96%</b>	<b>9.01%</b>	<b>11.97%</b>
HUNGARY	ROSE	\$0	\$0	\$0	\$3	\$3	\$0	\$0	149.36%	8.43%	0.00%
	WHITE	\$317	\$288	\$219	\$229	\$197	\$71	\$71	-19.52%	-14.12%	3.70%
	<b>TOTAL</b>	<b>\$317</b>	<b>\$288</b>	<b>\$219</b>	<b>\$232</b>	<b>\$200</b>	<b>\$72</b>	<b>\$72</b>	<b>-19.23%</b>	<b>-13.84%</b>	<b>3.70%</b>
ITALY	RED	\$0	\$0	\$4	\$1	\$8	\$6	\$6	2,193.87%	874.10%	11.19%
	ROSE	\$246	\$230	\$252	\$306	\$468	\$207	\$207	57.06%	53.03%	7.29%
	WHITE	\$4,204	\$4,664	\$5,343	\$6,964	\$9,511	\$3,430	\$3,430	39.85%	36.56%	20.30%
	<b>TOTAL</b>	<b>\$4,450</b>	<b>\$4,894</b>	<b>\$5,599</b>	<b>\$7,271</b>	<b>\$9,987</b>	<b>\$3,643</b>	<b>\$3,643</b>	<b>40.94%</b>	<b>37.35%</b>	<b>19.68%</b>
NEW ZEALAND	ROSE	\$1	\$49	\$138	\$137	\$154	\$54	\$54	24.85%	12.80%	5.20%
	WHITE	\$114	\$354	\$335	\$309	\$357	\$139	\$139	29.79%	15.67%	3.83%
	<b>TOTAL</b>	<b>\$115</b>	<b>\$403</b>	<b>\$473</b>	<b>\$446</b>	<b>\$512</b>	<b>\$193</b>	<b>\$193</b>	<b>28.37%</b>	<b>14.79%</b>	<b>4.24%</b>
PORTUGAL	ROSE	\$12	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	WHITE	\$8	\$2	\$5	\$8	\$6	\$0	\$0	-100.00%	-33.44%	0.00%
	<b>TOTAL</b>	<b>\$20</b>	<b>\$3</b>	<b>\$5</b>	<b>\$8</b>	<b>\$6</b>	<b>\$0</b>	<b>\$0</b>	<b>-100.00%</b>	<b>-33.44%</b>	<b>0.00%</b>
SLOVENIA	ROSE	\$0	\$0	\$0	\$2	\$1	\$0	\$0	-100.00%	-65.16%	0.00%
	<b>TOTAL</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$2</b>	<b>\$1</b>	<b>\$0</b>	<b>\$0</b>	<b>-100.00%</b>	<b>-65.16%</b>	<b>0.00%</b>
SOUTH AFRICA	ROSE	\$0	\$4	\$3	\$6	\$8	\$1	\$1	-64.12%	38.10%	6.84%
	WHITE	\$306	\$271	\$231	\$235	\$297	\$112	\$112	69.66%	26.28%	6.02%
	<b>TOTAL</b>	<b>\$306</b>	<b>\$275</b>	<b>\$234</b>	<b>\$241</b>	<b>\$305</b>	<b>\$113</b>	<b>\$113</b>	<b>64.01%</b>	<b>26.55%</b>	<b>6.04%</b>
SPAIN	RED	\$1	\$1	\$1	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	ROSE	\$359	\$311	\$235	\$227	\$186	\$56	\$56	-15.99%	-17.89%	9.32%
	WHITE	\$4,802	\$4,705	\$4,523	\$4,725	\$4,887	\$1,903	\$1,903	13.17%	3.42%	17.66%

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

			2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2015
SPARKLING WINE	SPAIN	<b>TOTAL</b>	<b>\$5,161</b>	<b>\$5,017</b>	<b>\$4,759</b>	<b>\$4,952</b>	<b>\$5,073</b>	<b>\$1,959</b>	<b>12.06%</b>	<b>2.45%</b>	<b>17.35%</b>
	UNITED STATES OF AMERICA	ROSE	\$162	\$54	\$28	\$28	\$43	\$17	195.03%	53.24%	2.37%
		WHITE	\$1,905	\$1,823	\$1,685	\$1,778	\$1,888	\$671	10.02%	6.17%	11.61%
		<b>TOTAL</b>	<b>\$2,067</b>	<b>\$1,877</b>	<b>\$1,713</b>	<b>\$1,806</b>	<b>\$1,930</b>	<b>\$687</b>	<b>11.70%</b>	<b>6.90%</b>	<b>11.40%</b>
<b>IMPORT SPARKLING WINE - TOTAL</b>			<b>\$30,549</b>	<b>\$30,983</b>	<b>\$31,318</b>	<b>\$34,336</b>	<b>\$39,714</b>	<b>\$15,119</b>	<b>20.21%</b>	<b>15.66%</b>	<b>18.69%</b>
WINE - GIFT PACKS	ARGENTINA		\$0	\$0	\$0	\$0	\$10	\$10	n/a	n/a	0.00%
	AUSTRALIA		\$78	\$2	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	CHILE		\$0	\$16	\$4	\$3	\$0	\$0	n/a	-100.00%	0.00%
	FRANCE		\$155	\$162	\$183	\$130	\$34	\$3	-95.64%	-73.96%	0.18%
	ITALY		\$0	\$26	\$5	\$0	\$70	\$70	n/a	n/a	0.40%
	PORTUGAL		\$0	\$0	\$0	\$25	\$33	\$33	32.76%	32.76%	0.00%
	SOUTH AFRICA		\$7	\$0	\$39	\$22	\$0	\$0	-100.00%	-100.00%	0.00%
	SPAIN		\$24	\$0	\$37	\$17	\$0	\$0	-81.28%	-99.17%	0.00%
	UNITED STATES OF AMERICA		\$0	\$40	\$3	\$93	\$43	\$0	-100.00%	-53.14%	0.00%
<b>IMPORT WINE - GIFT PACKS - TOTAL</b>			<b>\$263</b>	<b>\$245</b>	<b>\$271</b>	<b>\$290</b>	<b>\$191</b>	<b>\$116</b>	<b>-35.15%</b>	<b>-34.25%</b>	<b>3.24%</b>
<b>IMPORT WINE - TOTAL</b>			<b>\$482,060</b>	<b>\$505,591</b>	<b>\$530,439</b>	<b>\$535,250</b>	<b>\$564,770</b>	<b>\$179,628</b>	<b>4.72%</b>	<b>5.51%</b>	<b>14.48%</b>

# GLOSSARY AND EXPLANATORY NOTES

<b>"CANADA BOTTLED"</b>	This is used in the imported wine market section to show wines that were imported in bulk and bottled in Canada.
<b>"IMPORT BOTTLED"</b>	This is used in the imported wine market section to indicate imported wine bottled outside of Canada.
<b>Domestic Beer</b>	<p>The Domestic Beer Market section was revised in September 2012 to reflect sales as follows:</p> <ul style="list-style-type: none"><li>a) Breweries with Annual Production over 160,000HL</li><li>b) Breweries with Annual Production over 15,000HL and up to 160,000HL</li><li>c) Breweries with Annual Production up to 15,000HL</li></ul>
<b>Negative Sales</b>	Occasionally, negative sales are reported. This is usually due to adjustments or product returns.
<b>Periods</b>	Refers to the LDB's financial periods which correspond approximately to calendar months.
<b>Retail Dollar Sales</b>	Value of sales before any applicable discounts are applied and without GST, PST, or HST.
<b>Vintners Quality Alliance (VQA)</b>	This is a quality designation for wine. British Columbia VQA wines are made entirely from grapes grown in the province and are certified by a panel of experts.

# Contact Information

For more information about the Quarterly Market Review, please contact the LDB's Information and Privacy Department:

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