



QUARTERLY MARKET REVIEW

JUNE 2014



**LIQUOR
DISTRIBUTION
BRANCH**



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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.

BEER- DOMESTIC	% Change
Breweries with Annual Production over 160,000HL - Draft	4.52%
Breweries with Annual Production over 160,000HL - Packaged	7.77%
Breweries with Annual Production over 15,000 and up to 160,000HL - Draft	7.06%
Breweries with Annual Production over 15,000 and up to 160,000HL - Packaged	6.79%
Breweries with Annual Production up to 15,000HL - Draft	53.98%
Breweries with Annual Production up to 15,000HL - Packaged	62.49%

BEER - IMPORTED	% Change
UNITED STATES OF AMERICA	7.13%
MEXICO	2.42%
NETHERLANDS	6.29%
BELGIUM	8.45%
GERMANY	7.38%
IRELAND	-0.94%

CIDER - DOMESTIC	% Change
CIDER	21.52%

CIDER - IMPORTED	% Change
CIDER	35.93%

COOLERS - DOMESTIC	% Change
WINE	52.05%
SPIRIT	4.31%
BEER	/0

COOLERS - IMPORTED	% Change
WINE	21.18%
SPIRIT	74.91%
BEER	274.19%

SPIRITS - DOMESTIC	% Change
CANADIAN WHISKY	4.63%
VODKA	6.99%
RUM	8.33%
LIQUEURS	16.46%
GIN	14.43%
BRANDY	-8.76%

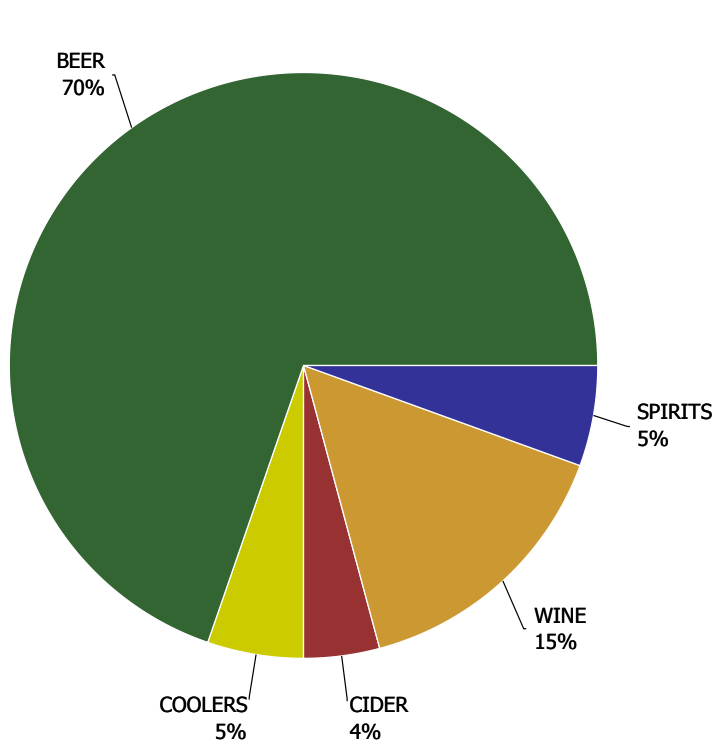
SPIRITS - IMPORTED	% Change
SCOTCH WHISKY	17.03%
VODKA	7.68%
RUM	8.83%
LIQUEURS	12.35%
GIN	16.98%
BRANDY	10.81%

WINE - DOMESTIC	% Change
TABLE WINE RED	17.31%
TABLE WINE ROSE	16.60%
TABLE WINE WHITE	14.72%
SPARKLING WINE	19.35%
APERITIF, DESSERT AND FORTIFIED WINE	5.41%

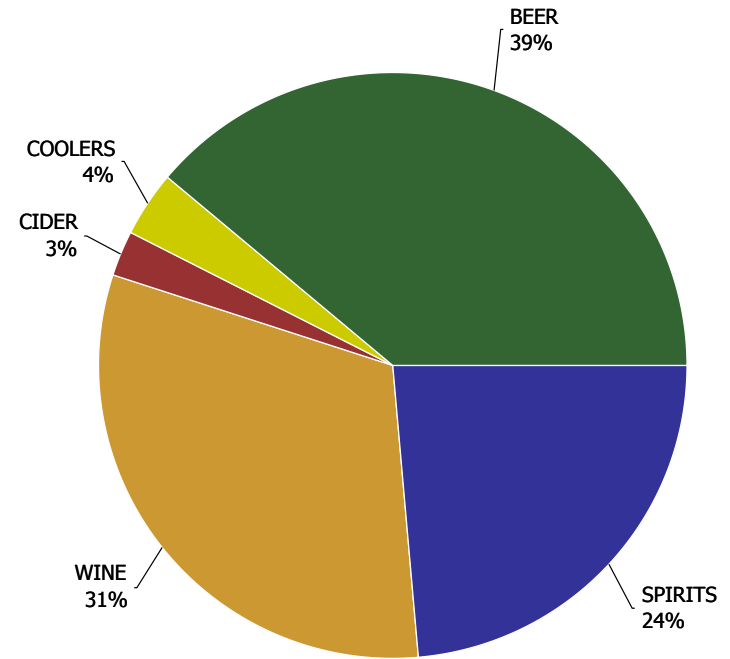
WINE - IMPORTED	% Change
TABLE WINE RED	11.66%
TABLE WINE ROSE	51.88%
TABLE WINE WHITE	14.26%
SPARKLING WINE	21.13%
APERITIF, DESSERT AND FORTIFIED WINE	15.33%

Total Market Share

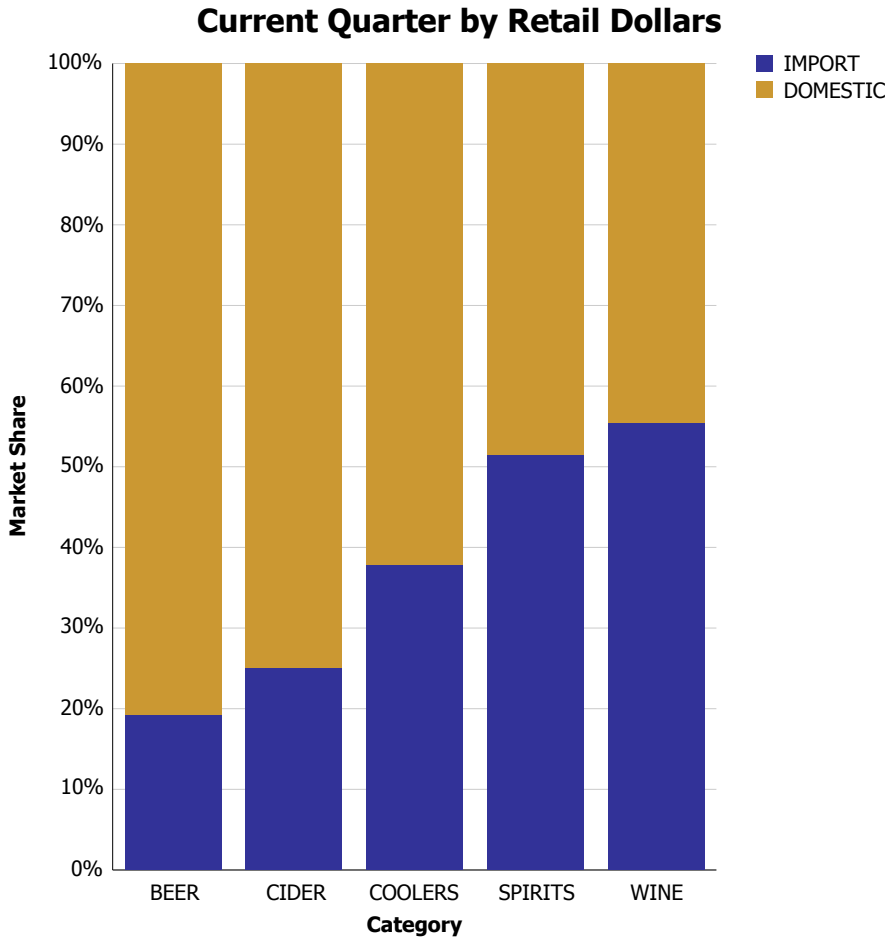
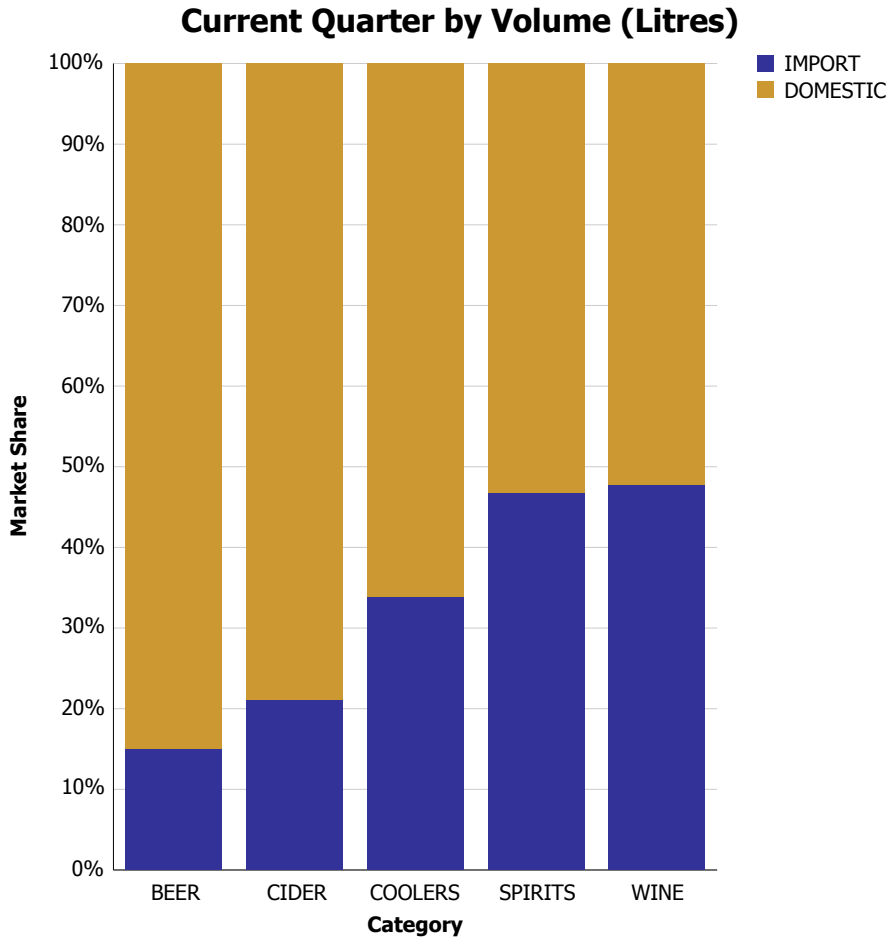
Total Market Share
Current Quarter by Volume (Litres)



Total Market Share
Current Quarter by Retail Dollars



Domestic-Import Share by Category



TOTAL MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE 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 2014
BEER	DOMESTIC	238,668,128	222,579,268	224,331,848	227,715,940	237,977,699	63,141,064	13.14%	4.51%	21.92%
	IMPORT	47,354,706	50,373,120	43,094,110	43,406,221	42,854,674	11,105,074	5.30%	-1.27%	22.47%
	BEER	286,022,834	272,952,388	267,425,958	271,122,161	280,832,373	74,246,138	11.89%	3.58%	22.00%
COOLERS AND CIDERS	DOMESTIC	22,120,061	21,950,354	22,436,190	24,026,225	25,420,266	7,098,764	8.62%	5.80%	6.19%
	IMPORT	3,688,866	3,639,847	3,669,682	4,600,737	8,047,306	2,774,588	98.80%	74.91%	13.11%
	COOLERS AND CIDERS	25,808,927	25,590,201	26,105,872	28,626,962	33,467,572	9,873,352	24.49%	16.91%	7.85%
SPIRITS	DOMESTIC	14,067,248	13,194,535	13,008,424	12,881,617	12,910,490	3,086,862	6.58%	0.22%	10.88%
	IMPORT	10,607,126	10,620,735	11,076,256	11,323,950	11,728,412	2,715,137	11.36%	3.57%	14.71%
	SPIRITS	24,674,374	23,815,270	24,084,680	24,205,567	24,638,902	5,801,999	8.76%	1.79%	12.70%
WINE	DOMESTIC	29,031,127	30,295,626	30,921,142	32,460,148	35,457,762	8,558,190	15.42%	9.23%	13.65%
	IMPORT	30,100,826	29,911,932	30,929,023	31,397,747	32,209,346	7,799,688	11.08%	2.59%	12.07%
	WINE	59,131,953	60,207,558	61,850,165	63,857,895	67,667,108	16,357,878	13.31%	5.96%	12.90%
TOTAL LIQUOR MARKET		395,638,088	382,565,417	379,466,675	387,812,585	406,605,955	106,279,367	13.00%	4.85%	18.76%

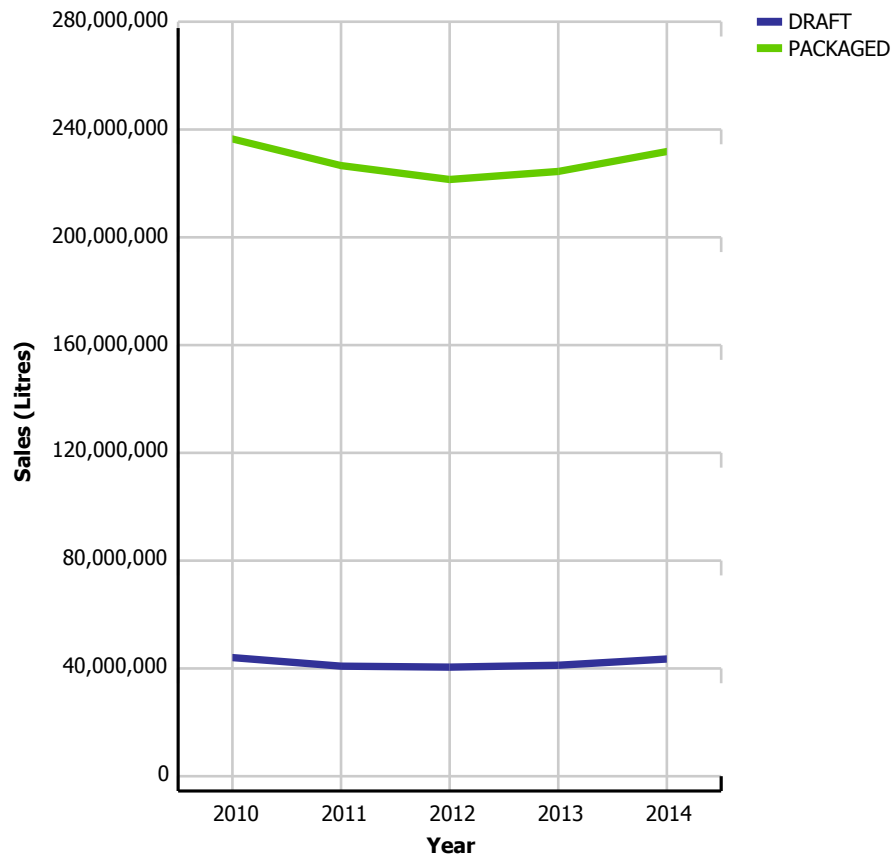
TOTAL MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE OF EACH LABELLED YEAR
SALES IN RETAIL DOLLARS (000's)

		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
BEER	DOMESTIC	\$918,456	\$887,281	\$893,006	\$901,112	\$907,344	\$238,010	10.28%	0.69%	20.09%
	IMPORT	\$225,976	\$238,265	\$214,285	\$218,179	\$217,584	\$56,839	7.64%	-0.27%	22.45%
	BEER	\$1,144,432	\$1,125,546	\$1,107,291	\$1,119,291	\$1,124,928	\$294,849	9.76%	0.50%	20.54%
COOLERS AND CIDERS	DOMESTIC	\$99,743	\$99,679	\$103,106	\$108,203	\$113,711	\$32,032	12.39%	5.09%	6.66%
	IMPORT	\$22,584	\$21,935	\$22,241	\$27,220	\$44,924	\$15,493	96.18%	65.04%	12.09%
	COOLERS AND CIDERS	\$122,326	\$121,614	\$125,347	\$135,422	\$158,634	\$47,524	30.57%	17.14%	8.19%
SPIRITS	DOMESTIC	\$394,552	\$388,529	\$381,777	\$373,685	\$367,017	\$87,482	7.08%	-1.78%	10.65%
	IMPORT	\$355,616	\$369,131	\$387,386	\$390,860	\$403,394	\$92,825	13.37%	3.21%	15.22%
	SPIRITS	\$750,168	\$757,660	\$769,162	\$764,545	\$770,411	\$180,307	10.23%	0.77%	13.04%
WINE	DOMESTIC	\$363,290	\$384,914	\$401,825	\$418,967	\$450,916	\$105,606	15.75%	7.63%	14.63%
	IMPORT	\$472,335	\$488,920	\$518,828	\$535,125	\$552,134	\$131,354	13.79%	3.18%	14.44%
	WINE	\$835,625	\$873,835	\$920,653	\$954,091	\$1,003,050	\$236,959	14.66%	5.13%	14.52%
TOTAL LIQUOR MARKET		\$2,852,552	\$2,878,654	\$2,922,453	\$2,973,350	\$3,057,023	\$759,639	12.50%	2.81%	16.04%

Beer Market - Packaged vs Draft (Domestic & Imported)

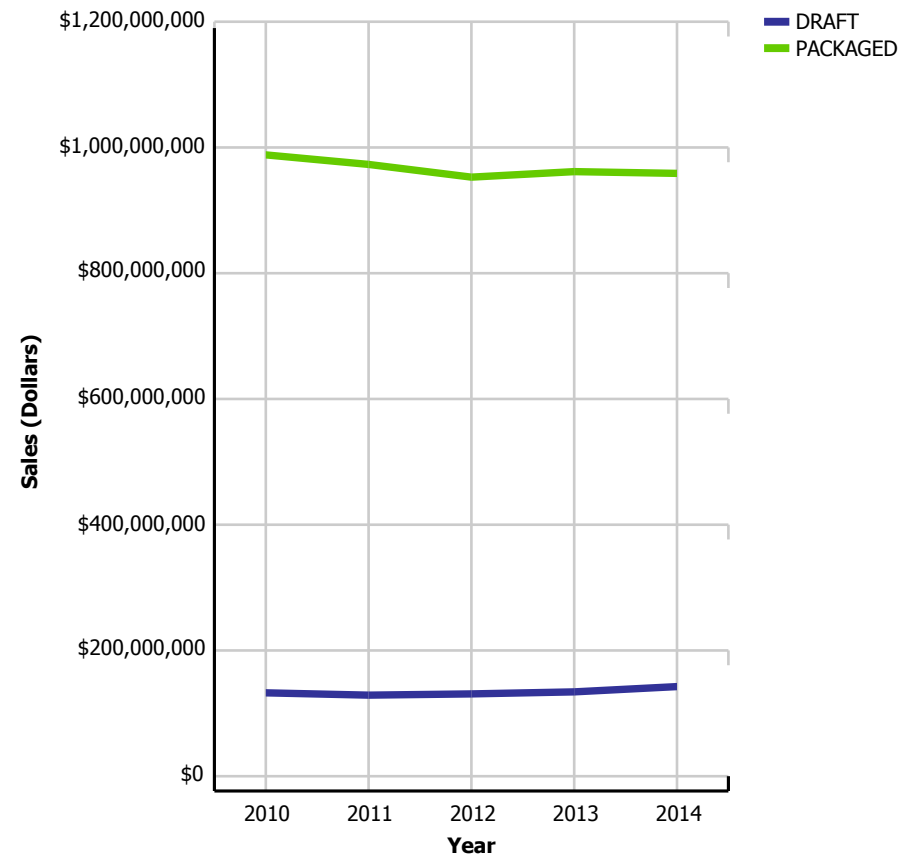
Beers (Domestic & Imported)

Annual Sales by Volume (Litres)

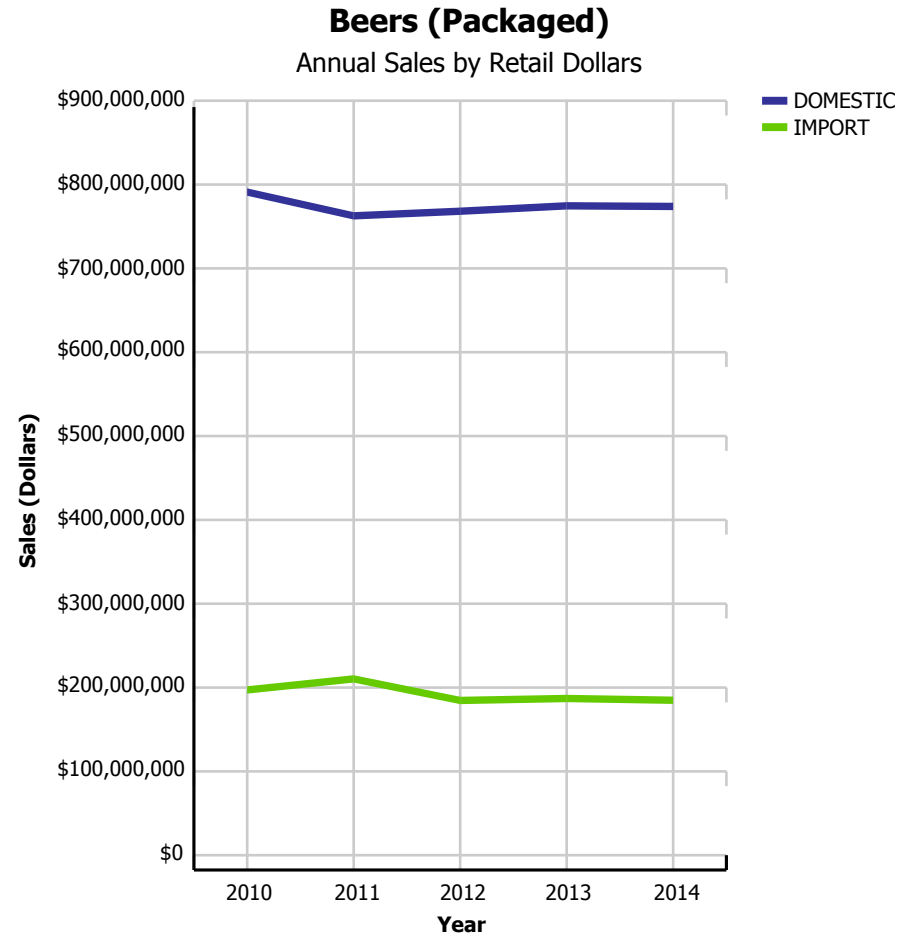
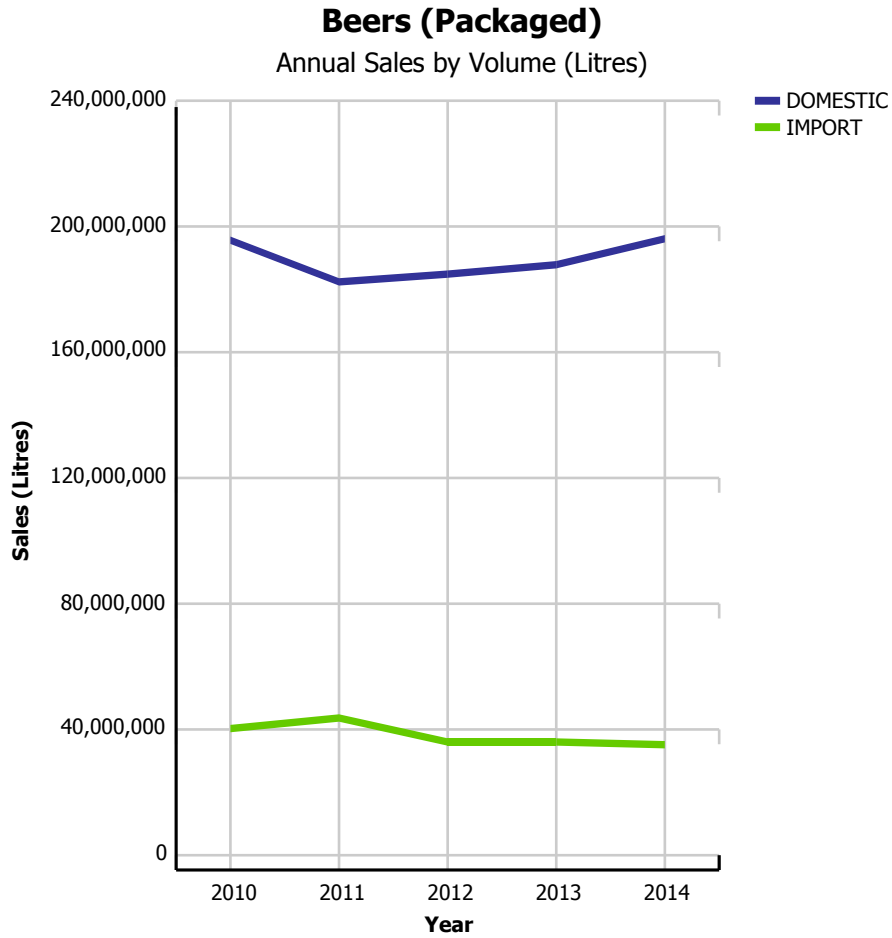


Beers (Domestic & Imported)

Annual Sales by Retail Dollars



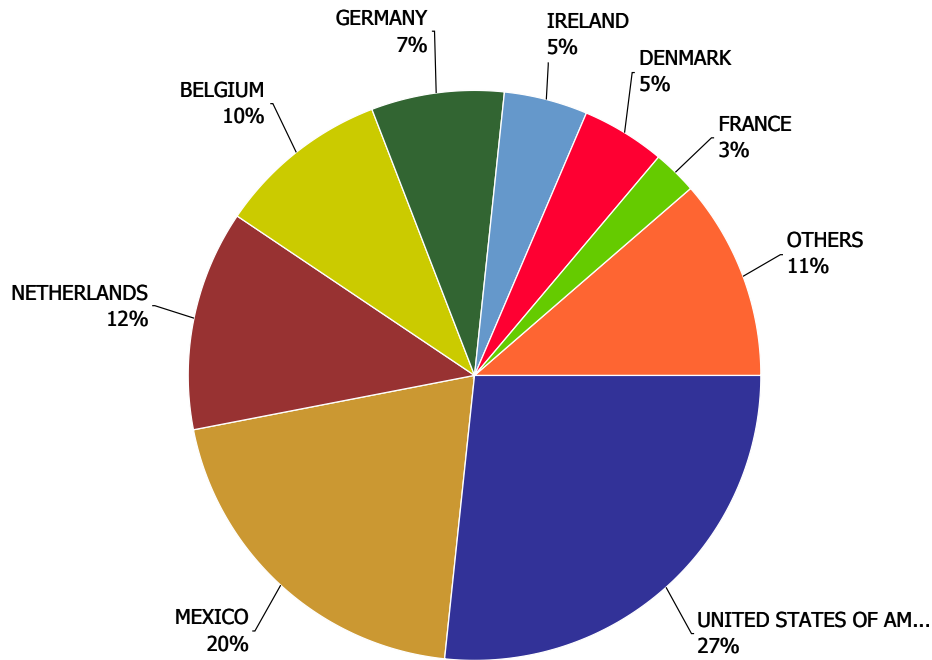
Beer Market - Domestic vs Import (Packaged)



Beer Market - Import Beer

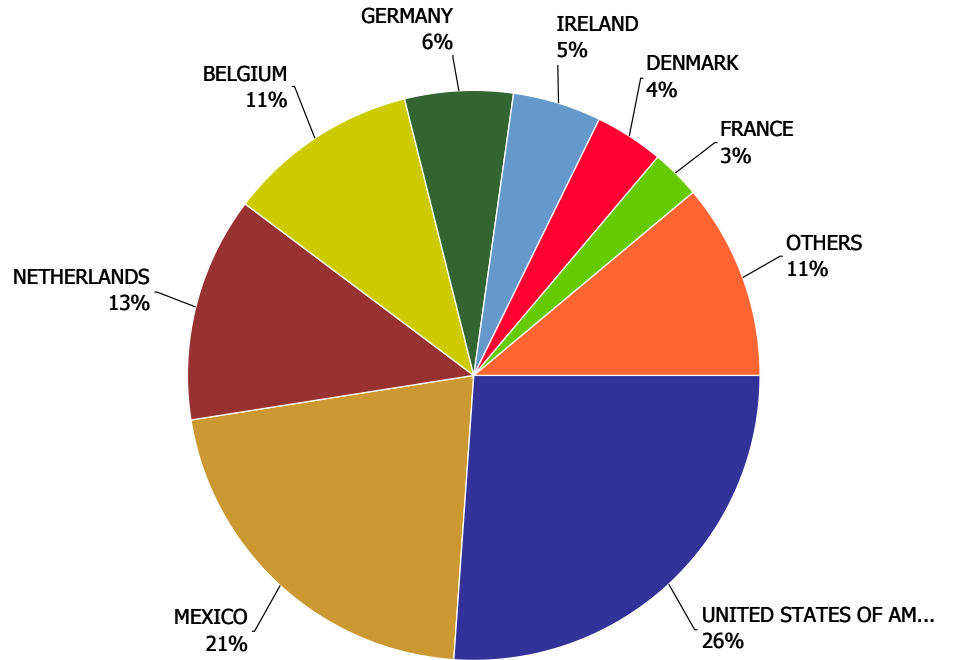
Import Beer Market Share

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 JUNE 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 2014
Breweries with Annual Production over 160,000HL	DRAFT	33,847,207	30,290,204	28,254,888	26,774,749	26,374,895	6,379,700	2.90%	-1.49%	98.55%
	PACKAGED	178,032,839	158,997,509	157,787,200	156,830,631	162,966,003	43,810,464	13.71%	3.91%	7.17%
	TOTAL	211,880,046	189,287,713	186,042,088	183,605,380	189,340,898	50,190,164	12.21%	3.12%	19.90%
Breweries with Annual Production over 15,000 and up to 160,000HL	DRAFT	3,783,645	4,381,755	5,295,135	6,075,197	6,576,950	1,625,414	5.93%	8.26%	95.04%
	PACKAGED	16,135,898	21,608,476	24,886,554	27,002,778	26,897,842	6,910,197	3.81%	-0.39%	2.51%
	TOTAL	19,919,543	25,990,231	30,181,689	33,077,975	33,474,792	8,535,611	4.20%	1.20%	20.69%
Breweries with Annual Production up to 15,000HL	DRAFT	4,232,729	4,352,033	4,761,769	5,852,126	7,750,851	2,193,938	49.20%	32.44%	93.31%
	PACKAGED	2,635,808	2,949,282	3,346,304	5,180,464	7,411,170	2,221,356	56.69%	43.06%	4.30%
	TOTAL	6,868,537	7,301,315	8,108,073	11,032,590	15,162,021	4,415,294	52.88%	37.43%	49.80%
DOMESTIC DRAFT - TOTAL		41,863,581	39,023,992	38,311,792	38,702,072	40,702,696	10,199,052	10.80%	5.17%	96.98%
DOMESTIC PACKAGED - TOTAL		196,804,545	183,555,267	186,020,058	189,013,873	197,275,015	52,942,017	13.60%	4.37%	6.43%
DOMESTIC BEER - TOTAL		238,668,126	222,579,259	224,331,850	227,715,945	237,977,711	63,141,069	13.14%	4.51%	21.92%

DOMESTIC BEER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE 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 2014
Breweries with Annual Production over 160,000HL	DRAFT	\$98,709	\$92,740	\$88,702	\$83,925	\$82,302	\$20,103	4.52%	-1.93%	98.49%
	PACKAGED	\$724,134	\$671,630	\$661,639	\$650,150	\$635,626	\$166,971	7.77%	-2.23%	8.24%
	TOTAL	\$822,842	\$764,370	\$750,341	\$734,075	\$717,928	\$187,074	7.41%	-2.20%	18.58%
Breweries with Annual Production over 15,000 and up to 160,000HL	DRAFT	\$10,901	\$13,148	\$16,091	\$18,773	\$20,130	\$5,004	7.06%	7.23%	94.95%
	PACKAGED	\$58,013	\$79,674	\$92,847	\$101,267	\$101,913	\$26,350	6.79%	0.64%	3.13%
	TOTAL	\$68,913	\$92,822	\$108,938	\$120,040	\$122,043	\$31,353	6.83%	1.67%	18.28%
Breweries with Annual Production up to 15,000HL	DRAFT	\$13,340	\$14,268	\$15,617	\$19,353	\$26,567	\$7,486	53.68%	37.28%	93.12%
	PACKAGED	\$13,361	\$15,821	\$18,110	\$27,644	\$40,806	\$12,097	62.69%	47.61%	4.43%
	TOTAL	\$26,700	\$30,089	\$33,727	\$46,997	\$67,373	\$19,583	59.12%	43.36%	39.40%
DOMESTIC DRAFT - TOTAL		\$122,949	\$120,156	\$120,409	\$122,051	\$128,999	\$32,593	13.25%	5.69%	96.83%
DOMESTIC PACKAGED - TOTAL		\$795,507	\$767,125	\$772,597	\$779,061	\$778,345	\$205,417	9.83%	-0.09%	7.37%
DOMESTIC BEER - TOTAL		\$918,456	\$887,281	\$893,006	\$901,112	\$907,344	\$238,010	10.28%	0.69%	20.09%

IMPORT BEER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE 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 2014
ARGENTINA	PACKAGED	143	1,811	1,646	1,176	1,195	179	-44.92%	1.53%	36.40%
	ARGENTINA - Total	143	1,811	1,646	1,176	1,195	179	-44.92%	1.53%	36.40%
AUSTRALIA	PACKAGED	43,054	31,228	25,737	31,574	19,019	3,835	-23.62%	-39.76%	20.74%
	AUSTRALIA - Total	43,054	31,228	25,737	31,574	19,019	3,835	-23.62%	-39.76%	20.74%
AUSTRIA	DRAFT	3,675	9,125	11,650	14,925	21,725	5,925	68.09%	45.56%	98.62%
	PACKAGED	58,488	56,290	68,369	78,219	161,498	51,554	111.43%	106.47%	12.94%
	AUSTRIA - Total	62,163	65,415	80,019	93,144	183,223	57,479	105.96%	96.71%	23.10%
BELGIUM	DRAFT	1,117,260	906,465	787,170	750,430	863,420	237,285	31.69%	15.06%	99.29%
	PACKAGED	3,817,004	3,371,372	3,396,530	3,479,869	3,295,710	842,586	4.07%	-5.29%	17.63%
	BELGIUM - Total	4,934,264	4,277,837	4,183,700	4,230,299	4,159,130	1,079,871	9.10%	-1.68%	34.58%
BRAZIL	PACKAGED	298,488	93,876	-64	-25	0	0	n/a	100.00%	0.00%
	BRAZIL - Total	298,488	93,876	-64	-25	0	0	n/a	100.00%	0.00%
CHILE	PACKAGED	1,116	605	85	0	0	0	n/a	n/a	0.00%
	CHILE - Total	1,116	605	85	0	0	0	n/a	n/a	0.00%
CHINA	PACKAGED	356,355	306,637	301,495	297,404	296,012	74,938	5.07%	-0.47%	43.90%
	CHINA - Total	356,355	306,637	301,495	297,404	296,012	74,938	5.07%	-0.47%	43.90%
CROATIA	PACKAGED	79,752	54,769	40,619	15,451	5	0	-100.00%	-99.97%	0.00%
	CROATIA - Total	79,752	54,769	40,619	15,451	5	0	-100.00%	-99.97%	0.00%
CUBA	PACKAGED	0	0	0	0	193	193	n/a	n/a	34.72%
	CUBA - Total	0	0	0	0	193	193	n/a	n/a	34.72%
CZECH REPUBLIC	DRAFT	30,912	36,684	43,628	38,529	30,912	8,409	3.99%	-19.77%	94.41%
	PACKAGED	767,314	765,356	828,183	819,813	955,365	278,981	37.61%	16.53%	4.00%
	CZECH REPUBLIC - Total	798,226	802,040	871,811	858,342	986,277	287,390	36.32%	14.90%	6.84%
DENMARK	DRAFT	51,750	57,250	109,750	127,150	159,950	57,050	86.74%	25.80%	99.41%
	PACKAGED	1,364,186	1,382,735	1,327,195	1,632,930	1,862,884	446,634	22.24%	14.08%	0.83%

IMPORT BEER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE 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 2014
DENMARK	DENMARK - Total	1,415,936	1,439,985	1,436,945	1,760,080	2,022,834	503,684	27.21%	14.93%	8.62%
ESTONIA	PACKAGED	360	156	0	0	0	0	n/a	n/a	0.00%
	ESTONIA - Total	360	156	0	0	0	0	n/a	n/a	0.00%
ETHIOPIA	PACKAGED	0	0	0	0	792	0	n/a	n/a	0.00%
	ETHIOPIA - Total	0	0	0	0	792	0	n/a	n/a	0.00%
FIJI	PACKAGED	0	0	0	0	7,838	2,088	n/a	n/a	0.69%
	FIJI - Total	0	0	0	0	7,838	2,088	n/a	n/a	0.69%
FRANCE	DRAFT	73,940	141,110	254,200	299,790	349,680	99,770	16.53%	16.64%	99.74%
	PACKAGED	202,978	223,264	391,114	501,091	709,634	194,742	37.19%	41.62%	10.77%
	FRANCE - Total	276,918	364,374	645,314	800,881	1,059,314	294,512	29.41%	32.27%	40.14%
GERMANY	DRAFT	228,740	136,010	134,470	150,250	182,250	43,070	19.54%	21.30%	95.25%
	PACKAGED	3,385,848	3,210,841	3,179,064	2,886,642	3,024,633	777,988	6.37%	4.78%	3.50%
	GERMANY - Total	3,614,588	3,346,851	3,313,534	3,036,892	3,206,883	821,058	6.99%	5.60%	8.71%
GREECE	PACKAGED	9,360	9,257	12,094	12,302	15,833	4,817	47.22%	28.70%	88.05%
	GREECE - Total	9,360	9,257	12,094	12,302	15,833	4,817	47.22%	28.70%	88.05%
GREENLAND	PACKAGED	0	0	0	241	0	0	n/a	-100.00%	0.00%
	GREENLAND - Total	0	0	0	241	0	0	n/a	-100.00%	0.00%
ICELAND	PACKAGED	0	0	0	0	23,982	13,054	n/a	n/a	1.49%
	ICELAND - Total	0	0	0	0	23,982	13,054	n/a	n/a	1.49%
INDIA	PACKAGED	51,160	44,668	5,856	4,190	8,013	3,240	474.47%	91.02%	53.45%
	INDIA - Total	51,160	44,668	5,856	4,190	8,013	3,240	474.47%	91.02%	53.45%
IRELAND	DRAFT	1,343,650	1,219,400	1,266,200	1,222,450	1,197,650	248,500	-1.09%	-2.03%	99.67%
	PACKAGED	1,252,886	1,199,936	1,303,955	1,450,854	1,453,801	301,411	-1.30%	0.20%	12.07%
	IRELAND - Total	2,596,536	2,419,336	2,570,155	2,673,304	2,651,451	549,911	-1.21%	-0.82%	51.64%
ISRAEL	PACKAGED	0	0	0	0	87	0	n/a	n/a	0.00%

IMPORT BEER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE 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 2014
ISRAEL	ISRAEL - Total	0	0	0	0	87	0	n/a	n/a	0.00%
ITALY	DRAFT	0	0	31,110	74,820	90,210	25,320	29.25%	20.57%	99.80%
	PACKAGED	178,939	230,861	276,126	283,869	300,756	80,273	17.20%	5.95%	24.59%
	ITALY - Total	178,939	230,861	307,236	358,689	390,966	105,593	19.88%	9.00%	41.94%
JAMAICA	PACKAGED	229,655	225,223	230,270	234,337	221,828	55,099	0.26%	-5.33%	21.13%
	JAMAICA - Total	229,655	225,223	230,270	234,337	221,828	55,099	0.26%	-5.33%	21.13%
JAPAN	DRAFT	3,800	39,083	68,115	80,693	87,400	22,287	23.60%	8.31%	98.83%
	PACKAGED	524,622	495,967	461,700	452,158	461,338	118,305	9.91%	2.03%	65.44%
	JAPAN - Total	528,422	535,050	529,815	532,851	548,738	140,592	11.87%	2.98%	70.76%
KENYA	PACKAGED	10,530	9,750	8,575	11,096	9,388	2,557	-8.58%	-15.37%	42.25%
	KENYA - Total	10,530	9,750	8,575	11,096	9,388	2,557	-8.58%	-15.37%	42.25%
KOREA - SOUTH	PACKAGED	11,642	13,123	23,840	31,146	29,172	6,983	-5.46%	-6.32%	61.24%
	KOREA - SOUTH - Total	11,642	13,123	23,840	31,146	29,172	6,983	-5.46%	-6.32%	61.24%
LAOS	PACKAGED	0	135	687	469	254	32	-69.23%	-45.99%	0.00%
	LAOS - Total	0	135	687	469	254	32	-69.23%	-45.99%	0.00%
LATVIA	PACKAGED	180	0	0	0	0	0	n/a	n/a	0.00%
	LATVIA - Total	180	0	0	0	0	0	n/a	n/a	0.00%
LEBANON	PACKAGED	0	0	609	1,196	847	8	-98.05%	-28.89%	0.00%
	LEBANON - Total	0	0	609	1,196	847	8	-98.05%	-28.89%	0.00%
LITHUANIA	PACKAGED	60	30	0	0	0	0	n/a	n/a	0.00%
	LITHUANIA - Total	60	30	0	0	0	0	n/a	n/a	0.00%
MEXICO	PACKAGED	10,977,211	9,438,799	8,063,896	8,415,979	8,070,790	2,256,230	2.16%	-4.10%	22.70%
	MEXICO - Total	10,977,211	9,438,799	8,063,896	8,415,979	8,070,790	2,256,230	2.16%	-4.10%	22.70%
MONTENEGRO	PACKAGED	1,225	2,741	79	763	1,438	387	-4.44%	88.24%	0.00%
	MONTENEGRO - Total	1,225	2,741	79	763	1,438	387	-4.44%	88.24%	0.00%

IMPORT BEER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE 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 2014
NETHERLANDS	DRAFT	603,650	498,220	478,130	473,830	438,540	103,710	-6.61%	-7.45%	99.37%
	PACKAGED	6,009,197	5,495,098	5,192,042	5,067,889	4,853,536	1,278,518	8.90%	-4.23%	14.89%
	NETHERLANDS - Total	6,612,847	5,993,318	5,670,172	5,541,719	5,292,076	1,382,228	7.56%	-4.50%	21.89%
NEW ZEALAND	DRAFT	0	0	0	420	960	210	-41.67%	128.57%	87.50%
	PACKAGED	78,222	71,997	75,289	81,744	73,612	14,790	-22.57%	-9.93%	4.26%
	NEW ZEALAND - Total	78,222	71,997	75,289	82,164	74,572	15,000	-22.92%	-9.23%	5.34%
NORWAY	PACKAGED	0	1,806	754	1,165	1,543	102	-72.65%	32.50%	0.00%
	NORWAY - Total	0	1,806	754	1,165	1,543	102	-72.65%	32.50%	0.00%
PHILIPPINES	PACKAGED	47,339	71,322	76,149	73,297	74,616	17,232	-2.35%	1.80%	5.29%
	PHILIPPINES - Total	47,339	71,322	76,149	73,297	74,616	17,232	-2.35%	1.80%	5.29%
POLAND	PACKAGED	103,962	119,431	109,837	110,460	122,842	32,601	22.76%	11.21%	4.54%
	POLAND - Total	103,962	119,431	109,837	110,460	122,842	32,601	22.76%	11.21%	4.54%
PORTUGAL	PACKAGED	0	1,425	14,032	16,454	17,522	5,522	18.75%	6.48%	19.41%
	PORTUGAL - Total	0	1,425	14,032	16,454	17,522	5,522	18.75%	6.48%	19.41%
RUSSIA (USSR)	PACKAGED	40,791	29,257	45,815	67,258	65,095	14,209	-24.51%	-3.21%	3.15%
	RUSSIA (USSR) - Total	40,791	29,257	45,815	67,258	65,095	14,209	-24.51%	-3.21%	3.15%
SERBIA	PACKAGED	0	1,096	1,588	2,806	4,188	900	60.43%	49.20%	0.38%
	SERBIA - Total	0	1,096	1,588	2,806	4,188	900	60.43%	49.20%	0.38%
SINGAPORE	PACKAGED	53,946	61,455	63,586	72,686	83,540	22,804	13.87%	14.92%	35.54%
	SINGAPORE - Total	53,946	61,455	63,586	72,686	83,540	22,804	13.87%	14.92%	35.54%
SLOVAK REPUBLIC	PACKAGED	5,350	3,018	1,692	2,365	2,495	621	2.64%	5.54%	0.00%
	SLOVAK REPUBLIC - Total	5,350	3,018	1,692	2,365	2,495	621	2.64%	5.54%	0.00%

IMPORT BEER 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 2014
SLOVENIA	PACKAGED	396	1,680	192	0	0	0	n/a	n/a	0.00%
	SLOVENIA - Total	396	1,680	192	0	0	0	n/a	n/a	0.00%
SOUTH AFRICA	PACKAGED	26,805	35,479	32,879	23,392	27,360	7,038	11.15%	16.98%	5.17%
	SOUTH AFRICA - Total	26,805	35,479	32,879	23,392	27,360	7,038	11.15%	16.98%	5.17%
SPAIN	PACKAGED	165,316	219,672	275,257	341,416	371,718	88,966	-9.08%	8.88%	8.90%
	SPAIN - Total	165,316	219,672	275,257	341,416	371,718	88,966	-9.08%	8.88%	8.90%
SWEDEN	PACKAGED	0	0	0	0	273	24	n/a	n/a	1.83%
	SWEDEN - Total	0	0	0	0	273	24	n/a	n/a	1.83%
SWITZERLAND	PACKAGED	0	0	0	814	115	2	-97.30%	-85.80%	0.00%
	SWITZERLAND - Total	0	0	0	814	115	2	-97.30%	-85.80%	0.00%
THAILAND	PACKAGED	79,046	84,773	89,278	88,169	89,180	20,784	-11.73%	1.15%	61.65%
	THAILAND - Total	79,046	84,773	89,278	88,169	89,180	20,784	-11.73%	1.15%	61.65%
TRINIDAD AND TOBAGO	PACKAGED	17,574	23,862	22,671	20,336	16,888	2,880	-41.21%	-16.92%	11.81%
	TRINIDAD AND TOBAGO - Total	17,574	23,862	22,671	20,336	16,888	2,880	-41.21%	-16.92%	11.81%
TURKEY	PACKAGED	30,280	35,887	53,763	65,928	60,647	16,557	-21.11%	-8.00%	2.65%
	TURKEY - Total	30,280	35,887	53,763	65,928	60,647	16,557	-21.11%	-8.00%	2.65%
UKRAINE	PACKAGED	6,100	1,745	0	2,560	0	0	n/a	-100.00%	0.00%
	UKRAINE - Total	6,100	1,745	0	2,560	0	0	n/a	-100.00%	0.00%
UNITED KINGDOM	DRAFT	58,264	66,980	67,960	125,610	146,280	34,520	4.83%	16.46%	99.62%
	PACKAGED	745,401	711,991	732,337	881,094	878,649	216,210	10.37%	-0.28%	5.01%
	UNITED KINGDOM - Total	803,665	778,971	800,297	1,006,704	1,024,929	250,730	9.57%	1.81%	18.52%
UNITED STATES OF AMERICA	DRAFT	28,918	83,831	295,805	506,224	609,378	173,898	47.74%	20.38%	97.56%
	PACKAGED	12,777,442	19,037,551	12,809,215	11,975,802	10,996,733	2,788,652	-4.07%	-8.18%	10.35%

IMPORT BEER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE 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 2014
UNITED STATES OF AMERICA	UNITED STATES OF AMERICA - Total	12,806,360	19,121,382	13,105,020	12,482,026	11,606,111	2,962,550	-2.05%	-7.02%	14.93%
VIETNAM	PACKAGED	435	1,009	1,895	2,744	3,476	614	-17.25%	26.85%	71.32%
	VIETNAM - Total	435	1,009	1,895	2,744	3,476	614	-17.25%	26.85%	71.32%
IMPORT DRAFT - TOTAL		3,544,559	3,194,158	3,548,188	3,865,121	4,178,355	1,059,954	18.44%	8.10%	98.99%
IMPORT PACKAGED - TOTAL		43,810,158	47,178,984	39,545,931	39,541,123	38,676,333	10,045,140	4.08%	-2.19%	14.20%
IMPORT BEER - TOTAL		47,354,717	50,373,142	43,094,119	43,406,244	42,854,688	11,105,094	5.30%	-1.27%	22.47%

IMPORT BEER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE 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 2014
ARGENTINA	PACKAGED	\$1	\$10	\$9	\$7	\$7	\$1	-44.93%	0.46%	36.37%
	ARGENTINA - Total	\$1	\$10	\$9	\$7	\$7	\$1	-44.93%	0.46%	36.37%
AUSTRALIA	PACKAGED	\$234	\$171	\$138	\$207	\$100	\$20	-29.49%	-51.81%	21.09%
	AUSTRALIA - Total	\$234	\$171	\$138	\$207	\$100	\$20	-29.49%	-51.81%	21.09%
AUSTRIA	DRAFT	\$19	\$48	\$62	\$78	\$106	\$29	62.97%	35.86%	98.63%
	PACKAGED	\$252	\$249	\$306	\$360	\$787	\$257	127.22%	118.53%	12.26%
	AUSTRIA - Total	\$271	\$297	\$368	\$438	\$893	\$286	118.43%	103.76%	22.55%
BELGIUM	DRAFT	\$4,977	\$4,301	\$3,852	\$3,699	\$4,239	\$1,162	31.56%	14.61%	99.35%
	PACKAGED	\$21,314	\$19,763	\$19,810	\$20,362	\$19,528	\$4,973	4.18%	-4.09%	18.10%
	BELGIUM - Total	\$26,291	\$24,064	\$23,662	\$24,061	\$23,768	\$6,134	8.45%	-1.22%	32.60%
BRAZIL	PACKAGED	\$1,495	\$466	\$0	\$0	\$0	\$0	n/a	100.00%	0.00%
	BRAZIL - Total	\$1,495	\$466	\$0	\$0	\$0	\$0	n/a	100.00%	0.00%
CHILE	PACKAGED	\$8	\$3	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	CHILE - Total	\$8	\$3	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
CHINA	PACKAGED	\$1,628	\$1,450	\$1,448	\$1,425	\$1,411	\$357	6.14%	-0.94%	44.64%
	CHINA - Total	\$1,628	\$1,450	\$1,448	\$1,425	\$1,411	\$357	6.14%	-0.94%	44.64%
CROATIA	PACKAGED	\$302	\$238	\$181	\$69	\$0	\$0	-100.00%	-99.97%	0.00%
	CROATIA - Total	\$302	\$238	\$181	\$69	\$0	\$0	-100.00%	-99.97%	0.00%
CUBA	PACKAGED	\$0	\$0	\$0	\$0	\$1	\$1	n/a	n/a	34.77%
	CUBA - Total	\$0	\$0	\$0	\$0	\$1	\$1	n/a	n/a	34.77%
CZECH REPUBLIC	DRAFT	\$125	\$152	\$181	\$159	\$125	\$34	3.99%	-21.44%	94.41%
	PACKAGED	\$3,666	\$3,572	\$3,813	\$3,789	\$4,242	\$1,209	30.86%	11.98%	4.14%
	CZECH REPUBLIC - Total	\$3,790	\$3,724	\$3,994	\$3,947	\$4,367	\$1,243	29.95%	10.64%	6.72%
DENMARK	DRAFT	\$219	\$249	\$478	\$551	\$692	\$248	89.95%	25.57%	99.40%
	PACKAGED	\$5,676	\$5,902	\$5,788	\$6,804	\$7,610	\$1,885	23.94%	11.85%	0.97%

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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 2014
DENMARK	DENMARK - Total	\$5,895	\$6,152	\$6,265	\$7,355	\$8,303	\$2,133	29.16%	12.88%	9.18%
ESTONIA	PACKAGED	\$2	\$1	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	ESTONIA - Total	\$2	\$1	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
ETHIOPIA	PACKAGED	\$0	\$0	\$0	\$0	\$6	\$0	n/a	n/a	0.00%
	ETHIOPIA - Total	\$0	\$0	\$0	\$0	\$6	\$0	n/a	n/a	0.00%
FIJI	PACKAGED	\$0	\$0	\$0	\$0	\$50	\$13	n/a	n/a	0.69%
	FIJI - Total	\$0	\$0	\$0	\$0	\$50	\$13	n/a	n/a	0.69%
FRANCE	DRAFT	\$306	\$653	\$1,201	\$1,441	\$1,676	\$483	19.20%	16.32%	99.74%
	PACKAGED	\$1,112	\$1,283	\$2,303	\$2,971	\$4,074	\$1,127	36.85%	37.13%	11.32%
	FRANCE - Total	\$1,418	\$1,935	\$3,504	\$4,412	\$5,750	\$1,610	31.02%	30.33%	37.09%
GERMANY	DRAFT	\$1,017	\$606	\$605	\$687	\$841	\$202	22.53%	22.56%	95.50%
	PACKAGED	\$14,542	\$14,136	\$13,830	\$12,941	\$13,213	\$3,364	6.59%	2.10%	4.13%
	GERMANY - Total	\$15,559	\$14,742	\$14,434	\$13,628	\$14,055	\$3,566	7.38%	3.13%	9.60%
GREECE	PACKAGED	\$57	\$58	\$75	\$77	\$99	\$31	51.17%	28.49%	88.12%
	GREECE - Total	\$57	\$58	\$75	\$77	\$99	\$31	51.17%	28.49%	88.12%
GREENLAND	PACKAGED	\$0	\$0	\$0	\$3	\$0	\$0	n/a	-100.00%	0.00%
	GREENLAND - Total	\$0	\$0	\$0	\$3	\$0	\$0	n/a	-100.00%	0.00%
ICELAND	PACKAGED	\$0	\$0	\$0	\$0	\$101	\$52	n/a	n/a	1.48%
	ICELAND - Total	\$0	\$0	\$0	\$0	\$101	\$52	n/a	n/a	1.48%
INDIA	PACKAGED	\$330	\$299	\$37	\$24	\$37	\$14	369.77%	59.44%	60.48%
	INDIA - Total	\$330	\$299	\$37	\$24	\$37	\$14	369.77%	59.44%	60.48%
IRELAND	DRAFT	\$5,925	\$5,536	\$5,781	\$5,643	\$5,488	\$1,139	-1.03%	-2.74%	99.69%
	PACKAGED	\$6,876	\$6,806	\$7,273	\$8,033	\$8,090	\$1,676	-0.87%	0.71%	12.33%
	IRELAND - Total	\$12,801	\$12,342	\$13,054	\$13,676	\$13,578	\$2,815	-0.94%	-0.71%	47.64%
ISRAEL	PACKAGED	\$0	\$0	\$0	\$0	\$1	\$0	n/a	n/a	0.00%

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ISRAEL	ISRAEL - Total	\$0	\$0	\$0	\$0	\$1	\$0	n/a	n/a	0.00%
ITALY	DRAFT	\$0	\$0	\$157	\$376	\$444	\$125	29.25%	18.23%	99.80%
	PACKAGED	\$1,027	\$1,342	\$1,652	\$1,720	\$1,781	\$474	16.43%	3.55%	25.73%
	ITALY - Total	\$1,027	\$1,342	\$1,809	\$2,096	\$2,226	\$598	18.89%	6.18%	40.52%
JAMAICA	PACKAGED	\$1,191	\$1,200	\$1,226	\$1,254	\$1,191	\$303	1.96%	-5.03%	21.22%
	JAMAICA - Total	\$1,191	\$1,200	\$1,226	\$1,254	\$1,191	\$303	1.96%	-5.03%	21.22%
JAPAN	DRAFT	\$19	\$206	\$360	\$424	\$450	\$115	23.61%	6.11%	98.83%
	PACKAGED	\$2,731	\$2,702	\$2,503	\$2,470	\$2,501	\$648	11.27%	1.27%	66.04%
	JAPAN - Total	\$2,750	\$2,908	\$2,864	\$2,894	\$2,951	\$762	12.96%	1.98%	71.04%
KENYA	PACKAGED	\$67	\$64	\$56	\$72	\$60	\$17	-6.55%	-15.90%	42.28%
	KENYA - Total	\$67	\$64	\$56	\$72	\$60	\$17	-6.55%	-15.90%	42.28%
KOREA - SOUTH	PACKAGED	\$55	\$65	\$117	\$153	\$143	\$34	-4.23%	-6.51%	61.22%
	KOREA - SOUTH - Total	\$55	\$65	\$117	\$153	\$143	\$34	-4.23%	-6.51%	61.22%
LAOS	PACKAGED	\$0	\$1	\$4	\$3	\$2	\$0	-69.23%	-46.57%	0.00%
	LAOS - Total	\$0	\$1	\$4	\$3	\$2	\$0	-69.23%	-46.57%	0.00%
LATVIA	PACKAGED	\$1	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	LATVIA - Total	\$1	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
LEBANON	PACKAGED	\$0	\$0	\$4	\$8	\$5	\$0	-97.91%	-30.02%	0.00%
	LEBANON - Total	\$0	\$0	\$4	\$8	\$5	\$0	-97.91%	-30.02%	0.00%
LITHUANIA	PACKAGED	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	LITHUANIA - Total	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
MEXICO	PACKAGED	\$52,960	\$48,471	\$43,426	\$45,131	\$43,341	\$12,116	2.42%	-3.96%	22.12%
	MEXICO - Total	\$52,960	\$48,471	\$43,426	\$45,131	\$43,341	\$12,116	2.42%	-3.96%	22.12%
MONTENEGRO	PACKAGED	\$5	\$12	\$0	\$4	\$6	\$2	-12.51%	74.33%	0.00%
	MONTENEGRO - Total	\$5	\$12	\$0	\$4	\$6	\$2	-12.51%	74.33%	0.00%
NETHERLANDS	DRAFT	\$2,615	\$2,269	\$2,230	\$2,214	\$2,033	\$480	-6.83%	-8.20%	99.41%

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		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
NETHERLANDS	PACKAGED	\$31,118	\$28,940	\$27,750	\$27,105	\$25,934	\$6,778	7.36%	-4.32%	16.04%
	NETHERLANDS - Total	\$33,733	\$31,209	\$29,980	\$29,319	\$27,967	\$7,258	6.29%	-4.61%	22.10%
NEW ZEALAND	DRAFT	\$0	\$0	\$0	\$2	\$5	\$1	-34.72%	136.77%	86.48%
	PACKAGED	\$373	\$390	\$424	\$521	\$475	\$94	-22.13%	-8.88%	4.12%
	NEW ZEALAND - Total	\$373	\$390	\$424	\$523	\$480	\$95	-22.31%	-8.30%	4.96%
NORWAY	PACKAGED	\$0	\$22	\$9	\$15	\$22	\$2	-62.15%	46.07%	0.00%
	NORWAY - Total	\$0	\$22	\$9	\$15	\$22	\$2	-62.15%	46.07%	0.00%
PHILIPPINES	PACKAGED	\$220	\$335	\$364	\$355	\$358	\$83	-1.34%	0.91%	5.71%
	PHILIPPINES - Total	\$220	\$335	\$364	\$355	\$358	\$83	-1.34%	0.91%	5.71%
POLAND	PACKAGED	\$484	\$561	\$524	\$528	\$569	\$152	21.32%	7.82%	4.58%
	POLAND - Total	\$484	\$561	\$524	\$528	\$569	\$152	21.32%	7.82%	4.58%
PORTUGAL	PACKAGED	\$0	\$9	\$81	\$95	\$97	\$30	12.78%	2.57%	19.65%
	PORTUGAL - Total	\$0	\$9	\$81	\$95	\$97	\$30	12.78%	2.57%	19.65%
RUSSIA (USSR)	PACKAGED	\$174	\$129	\$207	\$301	\$291	\$64	-21.31%	-3.28%	3.18%
	RUSSIA (USSR) - Total	\$174	\$129	\$207	\$301	\$291	\$64	-21.31%	-3.28%	3.18%
SERBIA	PACKAGED	\$0	\$5	\$7	\$12	\$17	\$4	51.78%	40.30%	0.44%
	SERBIA - Total	\$0	\$5	\$7	\$12	\$17	\$4	51.78%	40.30%	0.44%
SINGAPORE	PACKAGED	\$260	\$296	\$303	\$336	\$377	\$103	15.03%	12.37%	38.96%
	SINGAPORE - Total	\$260	\$296	\$303	\$336	\$377	\$103	15.03%	12.37%	38.96%
SLOVAK REPUBLIC	PACKAGED	\$27	\$16	\$10	\$14	\$14	\$4	2.61%	3.88%	0.00%
	SLOVAK REPUBLIC - Total	\$27	\$16	\$10	\$14	\$14	\$4	2.61%	3.88%	0.00%
SLOVENIA	PACKAGED	\$2	\$7	\$1	\$0	\$0	\$0	n/a	n/a	0.00%

IMPORT BEER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE 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 2014
SLOVENIA	SLOVENIA - Total	\$2	\$7	\$1	\$0	\$0	\$0	n/a	n/a	0.00%
SOUTH AFRICA	PACKAGED	\$106	\$142	\$133	\$94	\$108	\$28	11.11%	14.71%	5.17%
	SOUTH AFRICA - Total	\$106	\$142	\$133	\$94	\$108	\$28	11.11%	14.71%	5.17%
SPAIN	PACKAGED	\$666	\$967	\$1,198	\$1,557	\$1,723	\$424	-3.18%	10.61%	11.07%
	SPAIN - Total	\$666	\$967	\$1,198	\$1,557	\$1,723	\$424	-3.18%	10.61%	11.07%
SWEDEN	PACKAGED	\$0	\$0	\$0	\$0	\$6	\$0	n/a	n/a	2.11%
	SWEDEN - Total	\$0	\$0	\$0	\$0	\$6	\$0	n/a	n/a	2.11%
SWITZERLAND	PACKAGED	\$0	\$0	\$0	\$11	\$1	\$0	-97.21%	-86.41%	0.00%
	SWITZERLAND - Total	\$0	\$0	\$0	\$11	\$1	\$0	-97.21%	-86.41%	0.00%
THAILAND	PACKAGED	\$421	\$439	\$466	\$462	\$473	\$116	-2.59%	2.40%	61.78%
	THAILAND - Total	\$421	\$439	\$466	\$462	\$473	\$116	-2.59%	2.40%	61.78%
TRINIDAD AND TOBAGO	PACKAGED	\$90	\$126	\$119	\$109	\$89	\$15	-40.07%	-18.39%	11.81%
	TRINIDAD AND TOBAGO - Total	\$90	\$126	\$119	\$109	\$89	\$15	-40.07%	-18.39%	11.81%
TURKEY	PACKAGED	\$146	\$175	\$262	\$309	\$269	\$76	-17.22%	-12.87%	2.84%
	TURKEY - Total	\$146	\$175	\$262	\$309	\$269	\$76	-17.22%	-12.87%	2.84%
UKRAINE	PACKAGED	\$28	\$8	\$0	\$12	\$0	\$0	n/a	-100.00%	0.00%
	UKRAINE - Total	\$28	\$8	\$0	\$12	\$0	\$0	n/a	-100.00%	0.00%
UNITED KINGDOM	DRAFT	\$245	\$296	\$315	\$589	\$682	\$162	5.36%	15.90%	99.63%
	PACKAGED	\$4,522	\$4,384	\$4,601	\$5,381	\$5,279	\$1,245	7.31%	-1.89%	5.34%
	UNITED KINGDOM - Total	\$4,767	\$4,680	\$4,917	\$5,970	\$5,962	\$1,407	7.08%	-0.14%	16.13%
UNITED STATES OF AMERICA	DRAFT	\$144	\$404	\$1,200	\$2,121	\$2,698	\$764	50.11%	27.22%	97.87%
	PACKAGED	\$56,194	\$78,329	\$57,397	\$55,083	\$53,595	\$14,103	5.49%	-2.70%	10.48%

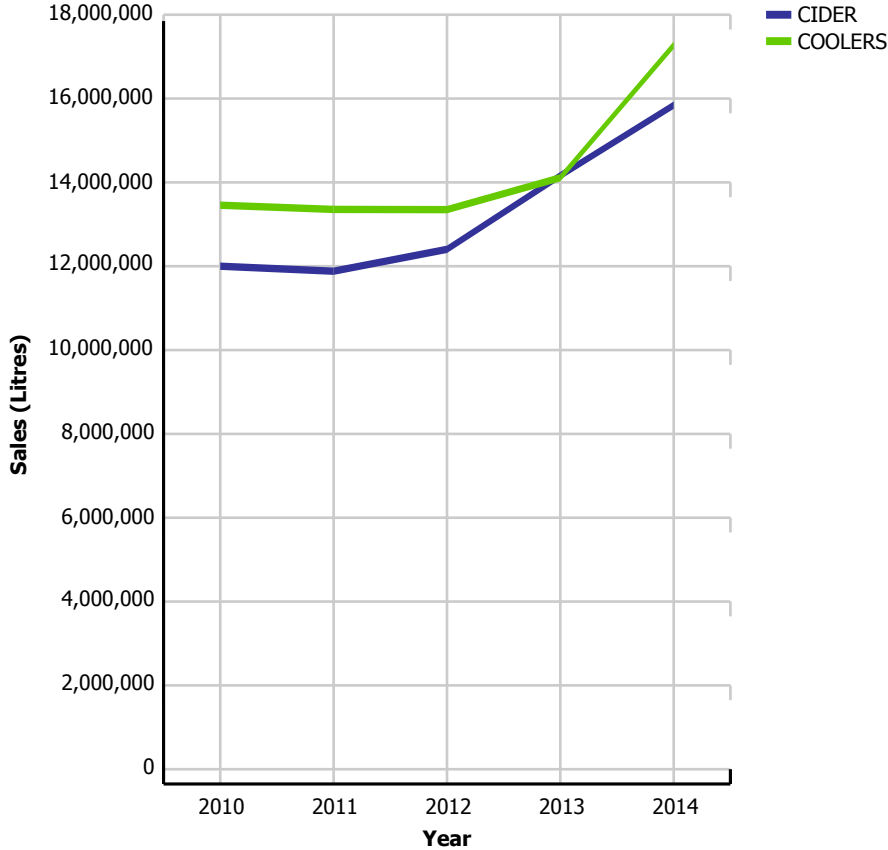
IMPORT BEER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE OF EACH LABELLED YEAR
SALES IN RETAIL DOLLARS (000s)

		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
UNITED STATES OF AMERICA	UNITED STATES OF AMERICA - Total	\$56,338	\$78,733	\$58,597	\$57,203	\$56,293	\$14,867	7.13%	-1.59%	14.67%
VIETNAM	PACKAGED	\$2	\$5	\$9	\$13	\$16	\$3	-17.80%	23.99%	71.35%
	VIETNAM - Total	\$2	\$5	\$9	\$13	\$16	\$3	-17.80%	23.99%	71.35%
IMPORT DRAFT - TOTAL		\$15,611	\$14,720	\$16,420	\$17,984	\$19,481	\$4,943	19.00%	8.33%	99.09%
IMPORT PACKAGED - TOTAL		\$210,365	\$223,546	\$197,865	\$200,196	\$198,103	\$51,896	6.67%	-1.05%	14.91%
IMPORT BEER - TOTAL		\$225,976	\$238,265	\$214,285	\$218,179	\$217,584	\$56,839	7.64%	-0.27%	22.45%

Cooler and Cider Sales

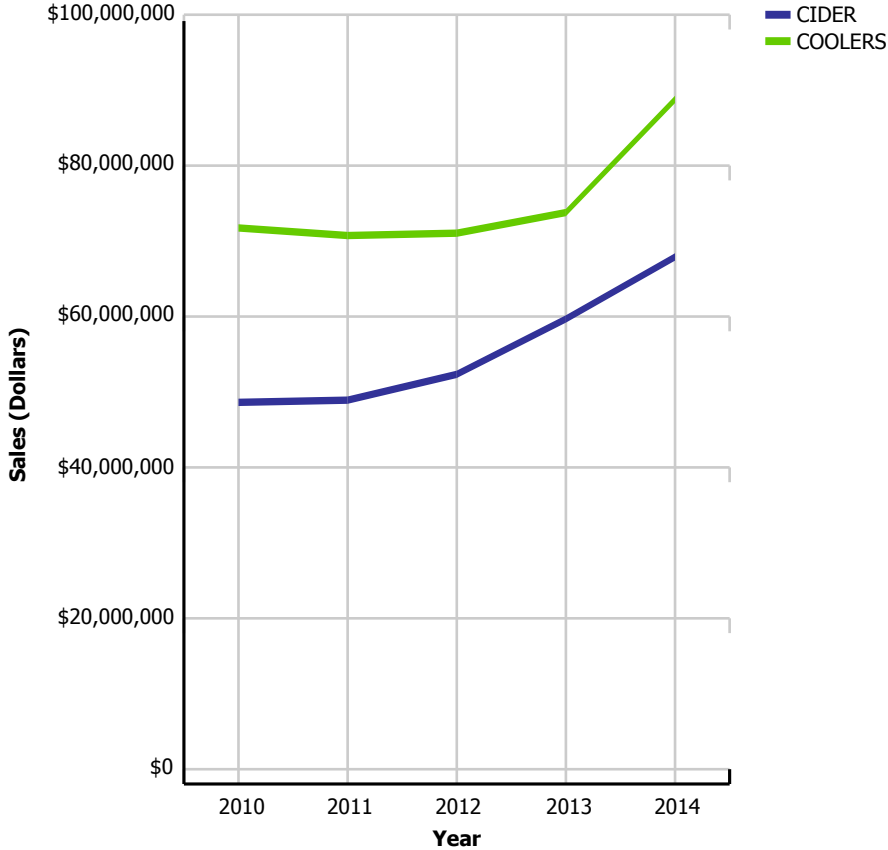
Coolers and Ciders (Domestic & Imported)

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 JUNE 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 2014
DOMESTIC DRAFT	83,770	98,248	116,836	167,819	201,963	47,730	7.88%	20.34%	93.70%
PACKAGED	10,096,296	9,809,392	10,165,222	11,600,677	12,583,315	3,432,394	13.38%	8.47%	5.28%
PACKAGED - OTHER	28,459	30,961	33,420	41,232	49,066	11,936	18.85%	18.99%	4.30%
DOMESTIC - TOTAL	10,208,525	9,938,601	10,315,478	11,809,728	12,834,344	3,492,060	13.32%	8.68%	6.66%
IMPORT DRAFT	388,900	364,350	370,900	414,775	516,639	145,230	30.75%	24.56%	98.92%
PACKAGED	1,491,299	1,667,018	1,805,228	2,026,253	2,579,014	788,360	39.15%	27.28%	14.93%
PACKAGED - OTHER	0	0	0	58	6	6	-85.00%	-89.66%	0.00%
IMPORT - TOTAL	1,880,199	2,031,368	2,176,128	2,441,086	3,095,659	933,596	37.76%	26.82%	28.95%
CIDER - TOTAL	12,088,724	11,969,969	12,491,606	14,250,814	15,930,003	4,425,656	17.73%	11.78%	10.99%

CIDER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE 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 2014
DOMESTIC DRAFT	\$316	\$387	\$456	\$680	\$801	\$182	2.37%	17.73%	93.91%
PACKAGED	\$38,296	\$38,073	\$40,137	\$45,718	\$50,480	\$14,177	21.85%	10.41%	5.66%
PACKAGED - OTHER	\$616	\$570	\$574	\$682	\$822	\$196	18.57%	20.54%	4.56%
DOMESTIC - TOTAL	\$39,228	\$39,029	\$41,167	\$47,081	\$52,103	\$14,554	21.52%	10.67%	7.00%
IMPORT DRAFT	\$1,872	\$1,659	\$1,690	\$1,887	\$2,329	\$656	32.27%	23.42%	99.08%
PACKAGED	\$8,017	\$8,721	\$9,972	\$11,200	\$13,958	\$4,222	36.54%	24.62%	15.74%
PACKAGED - OTHER	\$0	\$0	\$0	\$1	\$0	\$0	-86.24%	-90.60%	0.00%
IMPORT - TOTAL	\$9,889	\$10,380	\$11,662	\$13,088	\$16,286	\$4,877	35.93%	24.44%	27.66%
CIDER - TOTAL	\$49,117	\$49,409	\$52,829	\$60,168	\$68,389	\$19,432	24.84%	13.66%	11.92%

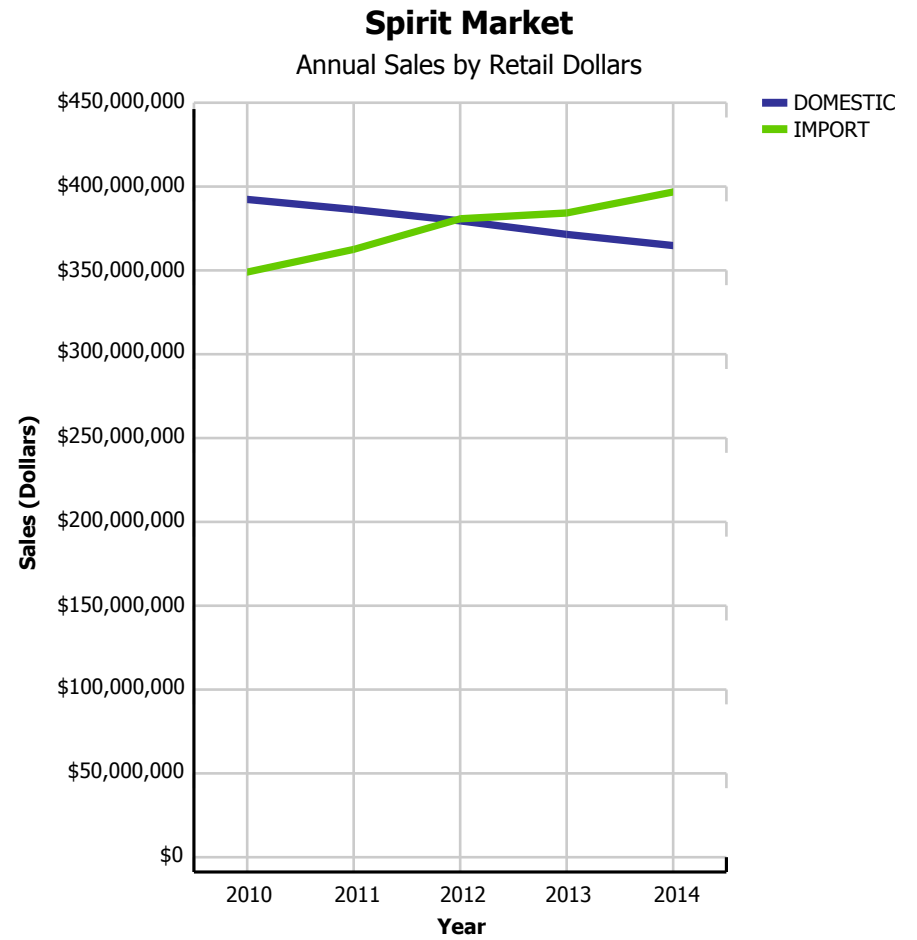
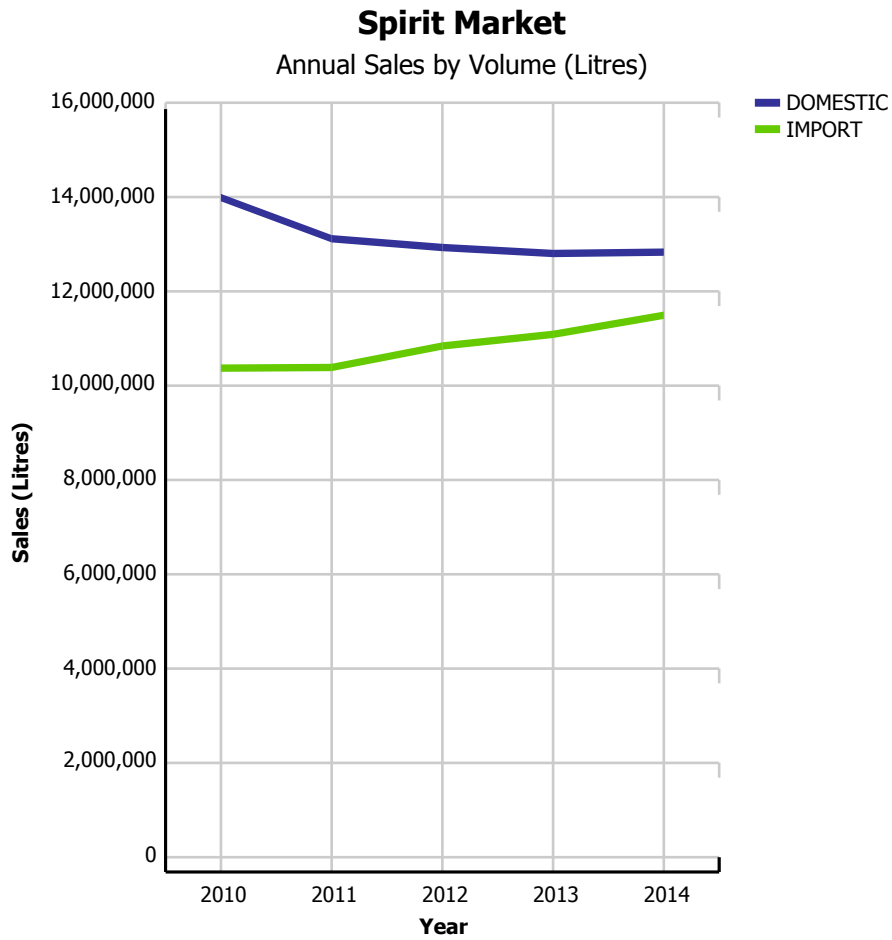
COOLER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE OF EACH LABELLED YEAR
SALES IN LITRES

	2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
DOMESTIC BEER	222	-5	0	-2	29	29	n/a	1,550.00%	0.00%
OTHER	0	0	0	0	0	0	n/a	n/a	0.00%
SPIRIT	10,932,009	11,222,617	11,457,767	11,639,370	12,007,149	3,426,295	3.19%	3.16%	5.95%
WINE	979,309	789,139	662,976	577,156	578,782	180,468	34.68%	0.28%	0.72%
DOMESTIC - TOTAL	11,911,540	12,011,751	12,120,743	12,216,524	12,585,960	3,606,792	4.42%	3.02%	5.71%
IMPORT BEER	705	2,655	20,442	538,952	3,076,188	1,142,136	250.74%	470.77%	2.63%
OTHER	0	0	-198	-5	0	0	n/a	100.00%	0.00%
SPIRIT	1,417,179	1,304,587	1,185,026	1,328,181	1,583,670	616,041	89.62%	19.23%	3.48%
WINE	390,799	301,265	288,296	292,526	291,804	82,827	22.82%	-0.24%	7.79%
IMPORT - TOTAL	1,808,683	1,608,507	1,493,566	2,159,654	4,951,662	1,841,004	156.42%	129.28%	3.21%
COOLERS - TOTAL	13,720,223	13,620,258	13,614,309	14,376,178	17,537,622	5,447,796	30.57%	21.99%	5.00%

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

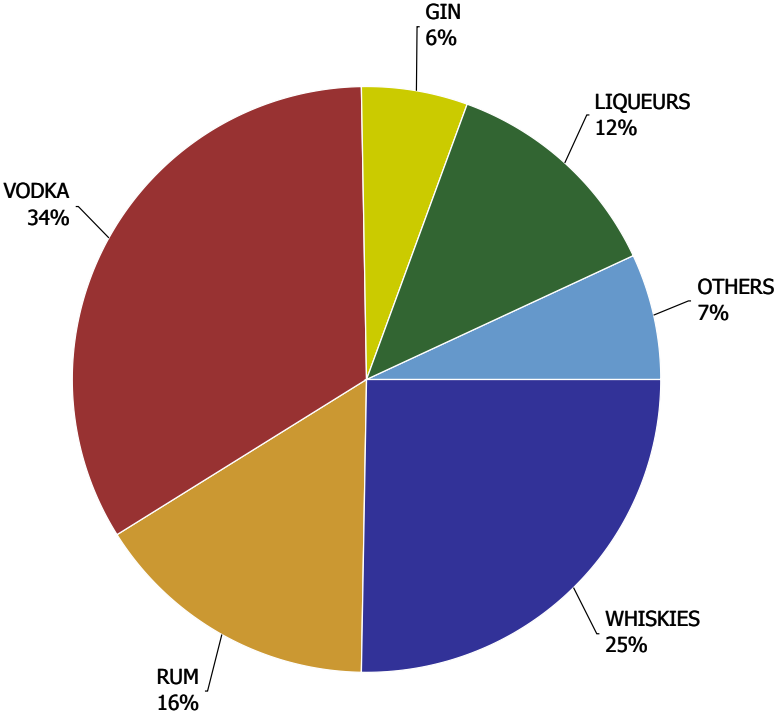
	2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
DOMESTIC BEER	\$2	\$0	\$0	\$0	\$0	\$0	n/a	3,560.00%	0.00%
OTHER	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
SPIRIT	\$56,090	\$57,053	\$59,131	\$58,828	\$59,336	\$16,709	4.31%	0.86%	6.58%
WINE	\$4,423	\$3,597	\$2,808	\$2,294	\$2,271	\$768	52.05%	-1.00%	0.72%
DOMESTIC - TOTAL	\$60,514	\$60,650	\$61,939	\$61,122	\$61,608	\$17,477	5.78%	0.80%	6.36%
IMPORT BEER	\$3	\$16	\$111	\$2,840	\$16,358	\$6,278	274.19%	476.00%	2.64%
OTHER	\$0	\$0	(\$1)	\$0	\$0	\$0	n/a	100.00%	0.00%
SPIRIT	\$10,004	\$9,335	\$8,352	\$9,155	\$10,164	\$3,740	74.91%	11.02%	3.38%
WINE	\$2,688	\$2,205	\$2,117	\$2,137	\$2,115	\$597	21.18%	-1.02%	7.16%
IMPORT - TOTAL	\$12,695	\$11,555	\$10,579	\$14,132	\$28,637	\$10,615	146.35%	102.64%	3.24%
COOLERS - TOTAL	\$73,209	\$72,205	\$72,518	\$75,254	\$90,245	\$28,092	34.85%	19.92%	5.37%

Spirit Sales

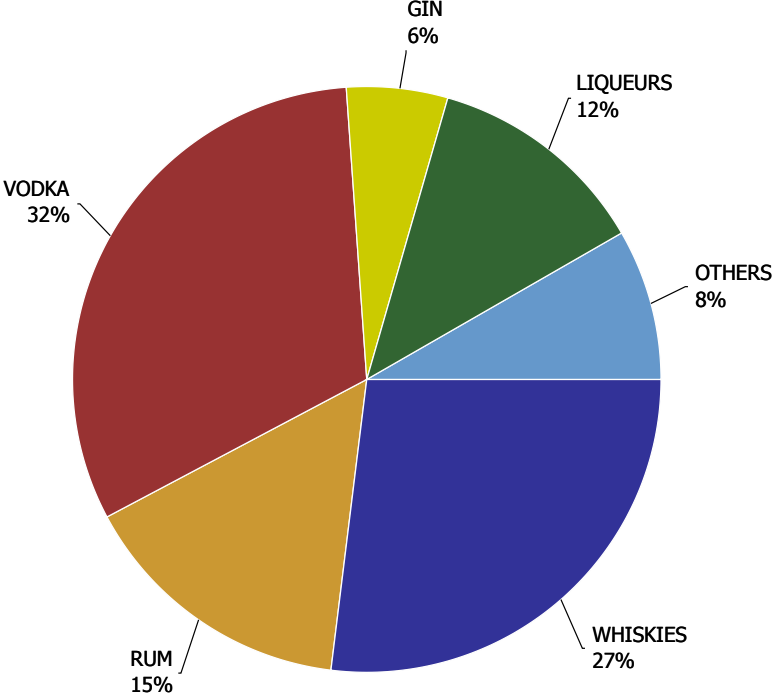


Spirit Market

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 JUNE 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 2014	
ARMAGNAC		1,363	1,607	2,027	1,895	2,079	374	-5.56%	8.91%	8.18%	
ASIAN SPIRITS		130,691	132,920	144,470	144,871	149,371	35,767	12.20%	3.13%	48.59%	
BRANDY	DOMESTIC	81,318	71,450	67,253	64,806	56,114	11,186	-10.24%	-13.42%	6.27%	
	IMPORT	400,636	386,036	381,543	369,666	384,747	86,885	14.76%	4.08%	6.14%	
BRANDY		481,954	457,486	448,796	434,472	440,861	98,071	11.23%	1.47%	6.15%	
CACHACA		4,858	4,314	4,216	4,296	4,671	1,541	39.46%	8.96%	37.32%	
COGNAC		41,067	41,919	47,077	48,648	54,317	11,951	21.34%	11.64%	12.76%	
EAUX DE VIE	DOMESTIC	748	705	785	1,366	1,826	254	-18.85%	35.68%	5.42%	
	IMPORT	15,777	16,079	14,691	16,755	19,384	4,404	20.62%	15.75%	7.42%	
EAUX DE VIE		16,525	16,784	15,476	18,121	21,210	4,658	17.51%	17.23%	7.25%	
GIN	DOMESTIC	354,652	314,399	298,656	295,578	295,727	75,253	11.05%	0.07%	17.92%	
	IMPORT	835,209	822,760	867,203	929,430	979,524	256,930	14.38%	5.40%	16.35%	
GIN		1,189,861	1,137,159	1,165,859	1,225,008	1,275,251	332,183	13.61%	4.11%	16.71%	
RUM	AMBER	DOMESTIC	1,141,019	1,165,490	1,128,809	1,108,133	1,127,141	254,632	11.75%	1.71%	8.57%
		IMPORT	675,978	708,945	767,525	812,384	825,500	177,583	6.67%	1.62%	7.41%
AMBER		1,816,997	1,874,435	1,896,334	1,920,517	1,952,641	432,215	9.61%	1.67%	8.08%	
DARK	DOMESTIC	465,911	404,784	385,223	369,307	357,439	76,953	2.53%	-3.22%	10.23%	
	IMPORT	185,670	189,200	210,336	253,976	284,657	60,209	7.77%	12.07%	4.37%	
DARK		651,581	593,984	595,559	623,283	642,096	137,162	4.77%	3.01%	7.63%	
WHITE	DOMESTIC	1,753,789	1,598,889	1,493,156	1,460,088	1,417,750	341,899	6.74%	-2.90%	12.51%	
	IMPORT	110,488	104,397	105,025	85,199	77,809	19,409	-0.23%	-8.69%	21.79%	
WHITE		1,864,277	1,703,286	1,598,181	1,545,287	1,495,559	361,308	6.34%	-3.22%	13.00%	
RUM	DOMESTIC	3,360,719	3,169,163	3,007,188	2,937,528	2,902,330	673,484	8.07%	-1.20%	10.70%	
	IMPORT	972,136	1,002,542	1,082,886	1,151,559	1,187,966	257,201	6.37%	3.16%	7.62%	
RUM		4,332,855	4,171,705	4,090,074	4,089,087	4,090,296	930,685	7.59%	0.03%	9.81%	
TEQUILA	DOMESTIC	0	0	112	18	0	0	n/a	-100.00%	0.00%	
	IMPORT	515,760	513,647	566,574	608,085	634,299	166,366	10.48%	4.33%	33.79%	
TEQUILA		515,760	513,647	566,686	608,103	634,299	166,366	10.48%	4.33%	33.79%	

SPIRITS MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE 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 2014
VODKA	DOMESTIC	5,115,141	4,740,849	4,673,895	4,661,294	4,667,280	1,147,007	6.39%	0.13%	12.55%
	IMPORT	2,946,532	3,076,566	3,211,564	3,271,522	3,330,344	805,770	7.94%	1.80%	12.76%
VODKA		8,061,673	7,817,415	7,885,459	7,932,816	7,997,624	1,952,777	7.02%	0.82%	12.64%
WHISKY	AMERICAN WHISKY	337,392	358,911	407,286	441,630	497,209	125,447	25.30%	12.58%	25.76%
	CANADIAN WHISKY	4,234,841	4,022,661	4,033,107	4,038,199	4,066,949	952,653	4.40%	0.71%	6.41%
	IRISH WHISKY	114,651	127,520	150,694	168,524	209,286	47,949	38.26%	24.17%	26.58%
	JAPANESE WHISKY	908	406	1,165	1,774	2,371	587	83.44%	33.41%	7.68%
	SCOTCH - BLEND	1,047,901	1,033,789	1,014,122	981,787	998,226	242,430	9.39%	1.68%	2.85%
	SCOTCH - MALT	323,980	327,603	347,473	366,832	395,866	89,847	17.57%	7.94%	7.82%
	OTHER WHISKY	1,773	5,788	5,120	7,609	7,739	1,436	-5.09%	1.88%	1.59%
WHISKY		6,061,458	5,876,682	5,958,971	6,006,355	6,177,646	1,460,349	8.40%	2.85%	8.16%
OTHER SPIRITS	RESTRICTED	1,467	1,406	1,471	1,358	1,358	350	18.64%	-0.29%	0.00%
	APERITIF	13,775	13,945	15,639	18,175	20,685	5,701	28.29%	13.80%	25.43%
	FLAVOURED	3,040	2,561	2,195	1,935	67,991	17,047	2,890.70%	3,395.02%	5.63%
	READY TO MIX COCKTAILS	159,191	151,555	147,460	142,463	129,080	36,289	2.81%	-9.40%	55.55%
	READY TO SERVE COCKTAILS	204,082	145,490	204,843	199,401	118,641	28,992	-15.59%	-40.51%	0.49%
	SCHNAPPS	6,453	6,351	5,421	5,122	5,983	1,165	21.61%	16.70%	3.51%
OTHER SPIRITS		388,008	321,308	377,029	368,454	343,738	89,544	17.96%	-6.71%	23.73%
SPIRIT - GIFT PACKS	DOMESTIC	12,775	9,323	34,825	16,443	8,478	155	-91.61%	-48.43%	0.41%
	IMPORT	23,543	18,362	19,168	26,209	24,702	359	-89.80%	-5.75%	1.23%
SPIRIT - GIFT PACKS		36,318	27,685	53,993	42,652	33,180	514	-90.42%	-22.20%	1.02%

SPIRITS MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE 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 2014	
ARMAGNAC		\$173	\$170	\$247	\$247	\$270	\$41	-30.41%	9.17%	8.19%	
ASIAN SPIRITS		\$3,682	\$5,253	\$9,071	\$6,729	\$5,521	\$1,136	9.92%	-17.95%	33.36%	
BRANDY	DOMESTIC	\$2,191	\$2,046	\$1,917	\$1,832	\$1,564	\$315	-8.76%	-14.60%	6.24%	
	IMPORT	\$11,150	\$11,315	\$11,135	\$10,651	\$10,817	\$2,372	10.81%	1.55%	5.31%	
BRANDY		\$13,341	\$13,361	\$13,052	\$12,483	\$12,381	\$2,687	8.09%	-0.82%	5.43%	
CACHACA		\$186	\$181	\$168	\$162	\$167	\$57	43.36%	3.42%	38.74%	
COGNAC		\$4,199	\$4,616	\$6,032	\$6,539	\$7,480	\$1,677	4.89%	14.40%	11.32%	
EAUX DE VIE	DOMESTIC	\$80	\$76	\$78	\$125	\$163	\$24	-3.44%	31.03%	6.11%	
	IMPORT	\$762	\$792	\$682	\$749	\$798	\$165	14.93%	6.54%	10.36%	
EAUX DE VIE		\$842	\$868	\$760	\$873	\$961	\$188	12.24%	10.03%	9.64%	
GIN	DOMESTIC	\$9,813	\$9,195	\$8,812	\$8,682	\$8,737	\$2,242	14.43%	0.64%	17.43%	
	IMPORT	\$24,979	\$25,433	\$26,533	\$28,169	\$29,623	\$7,795	16.98%	5.16%	16.87%	
GIN		\$34,792	\$34,628	\$35,345	\$36,851	\$38,361	\$10,037	16.40%	4.10%	16.99%	
RUM	AMBER	DOMESTIC	\$33,521	\$35,879	\$35,223	\$34,182	\$33,942	\$7,617	11.58%	-0.70%	8.77%
		IMPORT	\$21,171	\$23,465	\$25,350	\$26,252	\$26,440	\$5,687	8.75%	0.71%	7.85%
AMBER		\$54,692	\$59,344	\$60,574	\$60,434	\$60,382	\$13,303	10.35%	-0.09%	8.37%	
DARK	DOMESTIC	\$12,693	\$11,924	\$11,216	\$10,561	\$9,979	\$2,153	3.35%	-5.52%	10.26%	
	IMPORT	\$5,483	\$6,065	\$7,046	\$8,694	\$9,826	\$2,097	11.40%	13.03%	4.66%	
DARK		\$18,176	\$17,988	\$18,262	\$19,255	\$19,805	\$4,249	7.17%	2.86%	7.48%	
WHITE	DOMESTIC	\$47,695	\$45,801	\$42,807	\$41,028	\$38,804	\$9,358	6.98%	-5.42%	12.59%	
	IMPORT	\$3,155	\$3,107	\$3,159	\$2,525	\$2,277	\$575	1.02%	-9.82%	22.35%	
WHITE		\$50,851	\$48,908	\$45,966	\$43,554	\$41,082	\$9,933	6.62%	-5.68%	13.13%	
RUM	DOMESTIC	\$93,909	\$93,604	\$89,247	\$85,772	\$82,725	\$19,128	8.33%	-3.55%	10.74%	
	IMPORT	\$29,810	\$32,637	\$35,555	\$37,471	\$38,543	\$8,358	8.83%	2.86%	7.89%	
RUM		\$123,719	\$126,240	\$124,802	\$123,243	\$121,268	\$27,486	8.48%	-1.60%	9.84%	
TEQUILA	DOMESTIC	\$0	\$0	\$4	\$1	\$0	\$0	n/a	-100.00%	0.00%	
	IMPORT	\$22,170	\$21,638	\$22,919	\$24,476	\$25,356	\$6,548	12.23%	3.60%	32.80%	
TEQUILA		\$22,170	\$21,638	\$22,923	\$24,477	\$25,356	\$6,548	12.23%	3.59%	32.80%	

SPIRITS MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE 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 2014
VODKA	DOMESTIC	\$140,285	\$136,718	\$135,023	\$133,751	\$131,122	\$32,260	6.99%	-1.97%	12.49%
	IMPORT	\$92,588	\$99,811	\$103,741	\$104,247	\$103,764	\$24,917	7.68%	-0.46%	14.22%
VODKA		\$232,873	\$236,528	\$238,765	\$237,997	\$234,886	\$57,177	7.29%	-1.31%	13.25%
WHISKY	AMERICAN WHISKY	\$11,979	\$13,199	\$15,081	\$16,414	\$18,496	\$4,610	25.36%	12.68%	26.88%
	CANADIAN WHISKY	\$123,354	\$122,406	\$121,283	\$118,891	\$117,232	\$27,382	4.93%	-1.40%	6.47%
	IRISH WHISKY	\$4,446	\$5,131	\$5,934	\$6,552	\$8,192	\$1,892	40.91%	25.01%	26.09%
	JAPANESE WHISKY	\$99	\$57	\$141	\$209	\$275	\$68	101.20%	31.86%	7.23%
	SCOTCH - BLEND	\$35,187	\$35,548	\$34,508	\$32,845	\$32,830	\$7,965	11.41%	-0.04%	4.07%
	SCOTCH - MALT	\$22,963	\$24,246	\$25,786	\$27,531	\$30,822	\$6,801	24.37%	11.95%	9.15%
	OTHER WHISKY	\$185	\$335	\$299	\$382	\$384	\$73	-6.92%	0.47%	2.28%
WHISKY		\$198,213	\$200,922	\$203,031	\$202,824	\$208,231	\$48,791	11.28%	2.67%	9.07%
OTHER SPIRITS	RESTRICTED	\$67	\$65	\$68	\$63	\$63	\$16	19.15%	-0.01%	0.00%
	APERITIF	\$400	\$429	\$485	\$553	\$619	\$170	28.86%	11.82%	26.35%
	FLAVOURED	\$102	\$97	\$87	\$74	\$3,336	\$842	3,741.13%	4,381.37%	6.16%
	READY TO MIX COCKTAILS	\$3,713	\$3,633	\$3,511	\$3,359	\$2,972	\$825	0.97%	-11.51%	55.00%
	READY TO SERVE COCKTAILS	\$4,511	\$3,495	\$4,422	\$4,468	\$2,996	\$783	-5.50%	-32.95%	0.64%
	SCHNAPPS	\$243	\$246	\$212	\$205	\$255	\$51	36.27%	24.68%	3.50%
OTHER SPIRITS		\$9,036	\$7,965	\$8,785	\$8,722	\$10,241	\$2,687	45.21%	17.41%	19.84%
SPIRIT - GIFT PACKS	DOMESTIC	\$499	\$473	\$1,168	\$848	\$487	\$14	-83.39%	-42.65%	0.30%
	IMPORT	\$1,027	\$941	\$985	\$1,125	\$1,041	\$23	-83.59%	-7.46%	1.19%
SPIRIT - GIFT PACKS		\$1,526	\$1,414	\$2,153	\$1,973	\$1,527	\$36	-83.51%	-22.59%	0.91%

SPIRITS MARKET - LIQUEURS
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE 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 2014
ALMOND	DOMESTIC	16,818	12,682	11,482	2,253	311	144	-60.98%	-86.18%	85.53%
	IMPORT	107,784	107,189	102,103	103,587	101,058	18,903	1.51%	-2.45%	17.37%
	ALMOND - TOTAL	124,602	119,871	113,585	105,840	101,369	19,047	0.29%	-4.23%	17.58%
ANISE / LICORICE	DOMESTIC	1,755	1,453	1,191	1,110	736	214	25.88%	-33.72%	18.61%
	IMPORT	145,219	137,257	132,295	127,335	123,830	28,661	6.12%	-2.76%	18.70%
	ANISE / LICORICE - TOTAL	146,974	138,710	133,486	128,445	124,566	28,875	6.25%	-3.02%	18.70%
APPLE	DOMESTIC	0	363	401	416	338	275	276.71%	-18.75%	98.52%
	IMPORT	48,611	40,567	36,572	30,539	26,709	5,802	-6.83%	-12.55%	42.17%
	APPLE - TOTAL	48,611	40,930	36,973	30,955	27,047	6,077	-3.54%	-12.63%	42.88%
APRICOT	DOMESTIC	8,483	8,189	8,514	7,234	6,887	1,172	1.65%	-4.74%	12.85%
	IMPORT	19,248	20,001	20,095	20,325	20,977	5,637	20.06%	3.22%	34.46%
	APRICOT - TOTAL	27,731	28,190	28,609	27,559	27,864	6,809	16.43%	1.13%	29.12%
BANANA	DOMESTIC	5,529	3,724	3,206	2,109	1,568	509	7.61%	-25.88%	20.98%
	IMPORT	34,172	31,768	30,332	27,499	24,952	5,540	-4.79%	-9.27%	61.99%
	BANANA - TOTAL	39,701	35,492	33,538	29,608	26,520	6,049	-3.86%	-10.46%	59.56%
BERRY - OTHER	DOMESTIC	167	523	974	839	713	95	-79.30%	-14.88%	0.28%
	IMPORT	1,126	725	579	746	444	73	-38.66%	-39.81%	41.22%
	BERRY - OTHER - TOTAL	1,293	1,248	1,553	1,585	1,157	168	-70.93%	-26.61%	15.99%
BLACK CURRANT / CASSIS	DOMESTIC	437	245	184	423	1,476	423	164.38%	248.00%	5.22%
	IMPORT	7,190	6,801	6,562	6,214	5,851	1,388	2.36%	-5.70%	39.70%
	BLACK CURRANT / CASSIS - TOTAL	7,627	7,046	6,746	6,637	7,327	1,811	19.46%	10.51%	32.76%
BLACKBERRY	DOMESTIC	68	28	22	59	76	11	10.00%	26.67%	0.00%
	IMPORT	2,949	2,718	2,700	2,164	2,457	568	24.02%	13.66%	33.62%

SPIRITS MARKET - LIQUEURS
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE 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 2014
BLACKBERRY	BLACKBERRY - TOTAL	3,017	2,746	2,722	2,223	2,533	579	23.72%	14.00%	32.61%
BUTTERSCOTCH	DOMESTIC	427	455	767	708	267	97	-45.81%	-62.31%	100.00%
	IMPORT	48,584	53,309	61,023	65,770	64,590	14,013	2.52%	-1.79%	56.90%
	BUTTERSCOTCH - TOTAL	49,011	53,764	61,790	66,478	64,857	14,110	1.89%	-2.44%	57.08%
CACAO / CHOCOLATE	DOMESTIC	6,106	5,978	5,427	4,943	6,895	1,468	296.76%	39.81%	12.30%
	IMPORT	-1	0	1	272	571	58	-69.79%	110.99%	0.88%
	CACAO / CHOCOLATE - TOTAL	6,105	5,978	5,428	5,215	7,466	1,526	171.53%	43.53%	11.43%
CACAO / WHITE	DOMESTIC	24,870	23,096	22,861	22,474	23,148	4,746	-4.24%	3.00%	52.10%
	IMPORT	26	8	3	0	350	64	n/a	n/a	0.57%
	CACAO / WHITE - TOTAL	24,896	23,104	22,864	22,474	23,498	4,810	-2.95%	4.58%	51.34%
CHERRY	DOMESTIC	78	240	366	949	3,095	701	134.45%	226.32%	2.84%
	IMPORT	8,821	8,557	8,697	9,271	10,643	2,303	19.82%	14.85%	26.37%
	CHERRY - TOTAL	8,899	8,797	9,063	10,220	13,738	3,004	35.25%	34.47%	21.07%
CHESTNUT	IMPORT	20	25	2	0	180	10	n/a	n/a	0.00%
	CHESTNUT - TOTAL	20	25	2	0	180	10	n/a	n/a	0.00%
CITRUS OTHER THAN ORANGE	IMPORT	0	0	954	307	4,986	3,891	n/a	1,525.73%	1.06%
	CITRUS OTHER THAN ORANGE - TOTAL	0	0	954	307	4,986	3,891	n/a	1,525.73%	1.06%
COCONUT	DOMESTIC	117,715	117,055	120,765	117,656	119,346	37,336	7.68%	1.44%	11.70%
	IMPORT	15,581	14,607	12,730	11,767	10,690	2,540	5.26%	-9.12%	19.97%
	COCONUT - TOTAL	133,296	131,662	133,495	129,423	130,036	39,876	7.53%	0.48%	12.38%
COFFEE	DOMESTIC	4,570	2,309	1,078	330	135	36	-42.86%	-59.09%	20.00%
	IMPORT	313,466	292,124	288,139	279,911	280,251	53,108	6.53%	0.13%	12.54%

SPIRITS MARKET - LIQUEURS
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE 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 2014
COFFEE	COFFEE - TOTAL	318,036	294,433	289,217	280,241	280,386	53,144	6.46%	0.06%	12.54%
CRANBERRY	DOMESTIC	34	28	41	97	209	29	222.22%	115.62%	1.91%
	IMPORT	0	0	0	0	18	0	n/a	n/a	0.00%
	CRANBERRY - TOTAL	34	28	41	97	227	29	222.22%	134.38%	1.76%
CREAM	DOMESTIC	2,651	1,450	2,611	4,903	27,508	5,685	428.84%	460.87%	1.08%
	IMPORT	1,030,139	1,024,987	1,037,757	1,023,458	1,070,590	185,380	14.15%	4.60%	4.90%
	CREAM - TOTAL	1,032,790	1,026,437	1,040,368	1,028,361	1,098,098	191,065	16.87%	6.78%	4.81%
EGG	IMPORT	5,837	5,616	5,128	5,070	5,191	805	27.98%	2.24%	1.39%
	EGG - TOTAL	5,837	5,616	5,128	5,070	5,191	805	27.98%	2.24%	1.39%
FRUIT - OTHER	DOMESTIC	13,813	6,170	3,528	2,383	1,868	553	13.09%	-21.54%	9.69%
	IMPORT	78,987	64,615	58,844	51,346	45,834	11,355	1.60%	-10.71%	39.82%
	FRUIT - OTHER - TOTAL	92,800	70,785	62,372	53,729	47,702	11,908	2.08%	-11.19%	38.64%
GRAPE	DOMESTIC	45	18	1,094	2,345	343	15	-97.06%	-85.31%	9.33%
	IMPORT	4,567	2,316	1,878	1,536	1,451	268	-46.08%	-5.78%	15.44%
	GRAPE - TOTAL	4,612	2,334	2,972	3,881	1,794	283	-71.90%	-53.80%	14.27%
GRAPE FRUIT	IMPORT	811	698	596	601	5,024	4,652	2,428.26%	735.05%	5.06%
	GRAPE FRUIT - TOTAL	811	698	596	601	5,024	4,652	2,428.26%	735.05%	5.06%
HAZELNUT	IMPORT	20,557	20,264	19,279	18,986	19,251	3,370	-0.53%	1.37%	34.95%
	HAZELNUT - TOTAL	20,557	20,264	19,279	18,986	19,251	3,370	-0.53%	1.37%	34.95%
HERBAL	DOMESTIC	1,352	1,368	1,364	1,702	1,919	463	-9.04%	12.71%	7.50%
	IMPORT	329,834	313,503	307,163	296,968	294,958	65,907	5.71%	-0.68%	42.41%
	HERBAL - TOTAL	331,186	314,871	308,527	298,670	296,877	66,370	5.59%	-0.60%	42.19%
HONEY	IMPORT	0	0	18	0	627	627	n/a	n/a	0.00%
	HONEY - TOTAL	0	0	18	0	627	627	n/a	n/a	0.00%
LEMON	IMPORT	19,249	23,602	22,979	22,092	20,596	4,960	12.07%	-6.77%	18.36%

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 2014
LEMON	LEMON - TOTAL	19,249	23,602	22,979	22,092	20,596	4,960	12.07%	-6.77%	18.36%
LOGANBERRY	IMPORT	311	222	192	276	275	36	-40.00%	-0.36%	0.00%
	LOGANBERRY - TOTAL	311	222	192	276	275	36	-40.00%	-0.36%	0.00%
MACADAMIA	IMPORT	3,719	3,485	3,383	3,230	3,231	621	2.14%	-0.18%	2.72%
	MACADAMIA - TOTAL	3,719	3,485	3,383	3,230	3,231	621	2.14%	-0.18%	2.72%
MELON	DOMESTIC	10,854	3,112	1,741	1,441	737	222	-38.16%	-48.76%	42.47%
	IMPORT	12,716	14,748	14,055	13,479	13,727	3,384	5.82%	1.86%	50.23%
	MELON - TOTAL	23,570	17,860	15,796	14,920	14,464	3,606	1.38%	-3.06%	49.83%
MINT	DOMESTIC	22,574	22,487	22,765	20,353	21,714	2,821	6.69%	6.69%	20.04%
	IMPORT	186	158	193	129	42	12	-42.86%	-66.94%	19.05%
	MINT - TOTAL	22,760	22,645	22,958	20,482	21,756	2,833	6.30%	6.25%	20.04%
ORANGE	DOMESTIC	107,464	104,610	105,143	106,144	112,551	27,924	11.23%	6.04%	26.19%
	IMPORT	158,988	155,390	154,741	154,497	157,790	34,430	16.31%	2.12%	26.61%
	ORANGE - TOTAL	266,452	260,000	259,884	260,641	270,341	62,354	13.98%	3.72%	26.44%
OTHER	DOMESTIC	1,218	855	1,592	2,992	3,281	793	-47.45%	9.62%	12.40%
	IMPORT	8,059	6,731	6,045	5,698	8,340	2,380	83.50%	46.51%	25.50%
	OTHER - TOTAL	9,277	7,586	7,637	8,690	11,621	3,173	13.08%	33.80%	21.81%
OTHER NUT	IMPORT	86	14	14	477	211	22	-18.52%	-55.56%	0.00%
	OTHER NUT - TOTAL	86	14	14	477	211	22	-18.52%	-55.56%	0.00%
PEACH	DOMESTIC	47,409	44,279	47,298	49,035	55,092	14,273	27.10%	12.37%	52.10%
	IMPORT	2,920	1,896	1,062	810	1,087	615	333.10%	33.87%	55.29%
	PEACH - TOTAL	50,329	46,175	48,360	49,845	56,179	14,888	30.92%	12.72%	52.16%
PEAR	DOMESTIC	37	10	14	13	45	0	-100.00%	246.15%	0.00%
	IMPORT	3,839	3,492	2,924	2,814	2,861	660	11.11%	1.77%	17.48%
	PEAR - TOTAL	3,876	3,502	2,938	2,827	2,906	660	10.92%	2.89%	17.31%
PINEAPPLE	DOMESTIC	7,611	3,883	2,277	1,463	18	2	-98.77%	-98.64%	11.11%

SPIRITS MARKET - LIQUEURS
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE 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 2014
PINEAPPLE	IMPORT	0	342	279	314	162	27	-62.50%	-48.41%	0.00%
	PINEAPPLE - TOTAL	7,611	4,225	2,556	1,777	180	29	-87.61%	-89.78%	1.11%
PLUM	DOMESTIC	0	0	0	0	8	0	n/a	n/a	0.00%
	IMPORT	867	616	808	749	764	137	10.48%	2.14%	2.62%
	PLUM - TOTAL	867	616	808	749	772	137	10.48%	3.07%	2.59%
RASPBERRY	DOMESTIC	2,858	2,791	3,538	3,292	2,556	760	25.00%	-22.20%	41.94%
	IMPORT	102,972	97,403	96,223	88,554	81,722	19,033	2.20%	-7.72%	44.93%
	RASPBERRY - TOTAL	105,830	100,194	99,761	91,846	84,278	19,793	2.92%	-8.24%	44.84%
SPICE	DOMESTIC	311,555	331,991	352,952	364,906	398,172	91,285	16.21%	9.11%	6.35%
	IMPORT	11,663	10,833	10,028	9,994	9,621	1,857	2.43%	-3.68%	34.56%
	SPICE - TOTAL	323,218	342,824	362,980	374,900	407,793	93,142	15.90%	8.77%	7.02%
STRAWBERRY	DOMESTIC	0	0	7	4,271	18,468	3,880	-1.97%	332.58%	4.40%
	IMPORT	905	766	3,578	3,545	2,707	546	-1.44%	-23.41%	6.13%
	STRAWBERRY - TOTAL	905	766	3,585	7,816	21,175	4,426	-1.91%	170.72%	4.62%
TANGERINE	IMPORT	871	835	788	724	697	129	-35.50%	-3.44%	46.77%
	TANGERINE - TOTAL	871	835	788	724	697	129	-35.50%	-3.44%	46.77%
WALNUT	IMPORT	66	62	29	50	82	8	n/a	63.27%	0.00%
	WALNUT - TOTAL	66	62	29	50	82	8	n/a	63.27%	0.00%
WHISKY	DOMESTIC	12,676	8,071	7,740	9,383	11,608	3,001	26.20%	23.48%	3.92%
	IMPORT	132,471	119,468	143,387	154,202	168,762	35,860	10.64%	9.44%	11.45%
	WHISKY - TOTAL	145,147	127,539	151,127	163,585	180,370	38,861	11.70%	10.25%	10.97%
LIQUEURS - TOTAL		3,412,590	3,295,181	3,325,101	3,281,532	3,415,248	718,573	12.41%	4.08%	17.41%

SPIRITS MARKET - LIQUEURS
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE 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 2014
ALMOND	DOMESTIC	\$398	\$312	\$283	\$53	\$7	\$3	-61.43%	-87.08%	85.65%
	IMPORT	\$3,009	\$3,074	\$2,965	\$2,927	\$2,856	\$541	3.18%	-2.44%	16.66%
	ALMOND - TOTAL	\$3,407	\$3,386	\$3,248	\$2,980	\$2,863	\$544	2.20%	-3.94%	16.82%
ANISE / LICORICE	DOMESTIC	\$41	\$35	\$30	\$28	\$21	\$6	42.84%	-24.84%	15.75%
	IMPORT	\$4,157	\$4,022	\$3,836	\$3,651	\$3,529	\$814	5.93%	-3.34%	18.24%
	ANISE / LICORICE - TOTAL	\$4,198	\$4,057	\$3,866	\$3,679	\$3,550	\$820	6.12%	-3.50%	18.22%
APPLE	DOMESTIC	\$0	\$8	\$9	\$9	\$7	\$6	275.28%	-20.69%	98.65%
	IMPORT	\$1,156	\$997	\$915	\$774	\$663	\$143	-7.31%	-14.35%	41.81%
	APPLE - TOTAL	\$1,156	\$1,004	\$923	\$782	\$670	\$149	-4.59%	-14.43%	42.40%
APRICOT	DOMESTIC	\$205	\$203	\$210	\$177	\$166	\$28	1.48%	-6.31%	12.42%
	IMPORT	\$405	\$429	\$436	\$445	\$445	\$122	19.57%	0.13%	35.60%
	APRICOT - TOTAL	\$610	\$632	\$647	\$622	\$612	\$150	15.69%	-1.71%	29.30%
BANANA	DOMESTIC	\$144	\$96	\$78	\$52	\$39	\$12	7.26%	-24.24%	16.85%
	IMPORT	\$705	\$674	\$641	\$573	\$506	\$115	-4.78%	-11.71%	62.84%
	BANANA - TOTAL	\$849	\$771	\$719	\$625	\$546	\$128	-3.74%	-12.75%	59.52%
BERRY - OTHER	DOMESTIC	\$5	\$22	\$34	\$40	\$42	\$7	-50.91%	5.20%	0.43%
	IMPORT	\$33	\$22	\$19	\$22	\$14	\$2	-44.51%	-34.72%	41.21%
	BERRY - OTHER - TOTAL	\$38	\$44	\$53	\$61	\$56	\$9	-49.52%	-8.91%	10.76%
BLACK CURRANT / CASSIS	DOMESTIC	\$27	\$17	\$13	\$35	\$96	\$26	106.91%	174.42%	4.29%
	IMPORT	\$274	\$263	\$255	\$242	\$249	\$59	13.64%	2.87%	40.09%
	BLACK CURRANT / CASSIS - TOTAL	\$301	\$280	\$268	\$277	\$345	\$86	32.00%	24.43%	30.17%
BLACKBERRY	DOMESTIC	\$6	\$2	\$2	\$5	\$6	\$1	19.87%	28.20%	0.00%
	IMPORT	\$98	\$90	\$91	\$77	\$88	\$20	25.23%	14.61%	33.58%

SPIRITS MARKET - LIQUEURS
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE 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 2014
BLACKBERRY	BLACKBERRY - TOTAL	\$104	\$92	\$93	\$82	\$94	\$21	24.99%	15.42%	31.42%
BUTTERSCOTCH	DOMESTIC	\$9	\$9	\$16	\$15	\$5	\$2	-46.15%	-62.53%	100.00%
	IMPORT	\$1,226	\$1,351	\$1,563	\$1,652	\$1,585	\$343	3.22%	-4.04%	57.30%
	BUTTERSCOTCH - TOTAL	\$1,235	\$1,361	\$1,579	\$1,667	\$1,591	\$345	2.68%	-4.56%	57.45%
CACAO / CHOCOLATE	DOMESTIC	\$149	\$149	\$136	\$118	\$245	\$54	524.64%	107.01%	8.31%
	IMPORT	\$0	\$0	\$0	\$10	\$19	\$2	-77.13%	84.55%	1.18%
	CACAO / CHOCOLATE - TOTAL	\$149	\$149	\$136	\$129	\$264	\$56	243.49%	105.20%	7.80%
CACAO / WHITE	DOMESTIC	\$563	\$533	\$527	\$516	\$532	\$109	-2.04%	3.01%	52.21%
	IMPORT	\$1	\$0	\$0	\$0	\$13	\$2	n/a	n/a	0.64%
	CACAO / WHITE - TOTAL	\$564	\$533	\$527	\$516	\$545	\$112	0.03%	5.53%	50.98%
CHERRY	DOMESTIC	\$6	\$20	\$25	\$51	\$104	\$22	85.87%	103.68%	3.74%
	IMPORT	\$232	\$239	\$244	\$261	\$314	\$70	27.80%	20.38%	28.94%
	CHERRY - TOTAL	\$238	\$259	\$269	\$312	\$418	\$92	38.33%	33.98%	22.68%
CHESTNUT	IMPORT	\$1	\$1	\$0	\$0	\$7	\$0	n/a	n/a	0.00%
	CHESTNUT - TOTAL	\$1	\$1	\$0	\$0	\$7	\$0	n/a	n/a	0.00%
CITRUS OTHER THAN ORANGE	IMPORT	\$0	\$0	\$28	\$12	\$141	\$104	n/a	1,037.47%	1.23%
	CITRUS OTHER THAN ORANGE - TOTAL	\$0	\$0	\$28	\$12	\$141	\$104	n/a	1,037.47%	1.23%
COCONUT	DOMESTIC	\$3,243	\$3,195	\$3,091	\$2,976	\$3,050	\$945	12.48%	2.50%	11.94%
	IMPORT	\$379	\$365	\$319	\$301	\$274	\$66	5.92%	-9.05%	19.85%
	COCONUT - TOTAL	\$3,622	\$3,560	\$3,410	\$3,277	\$3,324	\$1,011	12.03%	1.44%	12.59%
COFFEE	DOMESTIC	\$103	\$54	\$23	\$7	\$3	\$1	-5.06%	-52.17%	16.98%
	IMPORT	\$9,250	\$8,653	\$8,432	\$8,043	\$7,945	\$1,492	7.67%	-1.21%	12.46%

SPIRITS MARKET - LIQUEURS
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE 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 2014
COFFEE	COFFEE - TOTAL	\$9,353	\$8,706	\$8,455	\$8,049	\$7,948	\$1,493	7.66%	-1.26%	12.46%
CRANBERRY	DOMESTIC	\$3	\$2	\$3	\$8	\$17	\$2	221.40%	111.92%	1.98%
	IMPORT	\$0	\$0	\$0	\$0	\$1	\$0	n/a	n/a	0.00%
	CRANBERRY - TOTAL	\$3	\$2	\$3	\$8	\$18	\$2	221.40%	128.08%	1.84%
CREAM	DOMESTIC	\$62	\$36	\$81	\$160	\$830	\$169	394.14%	419.99%	1.15%
	IMPORT	\$30,996	\$31,322	\$31,276	\$30,162	\$30,895	\$5,344	16.62%	2.43%	5.21%
	CREAM - TOTAL	\$31,059	\$31,358	\$31,357	\$30,322	\$31,725	\$5,513	19.41%	4.63%	5.10%
EGG	IMPORT	\$183	\$180	\$165	\$161	\$160	\$25	26.45%	-0.51%	1.40%
	EGG - TOTAL	\$183	\$180	\$165	\$161	\$160	\$25	26.45%	-0.51%	1.40%
FRUIT - OTHER	DOMESTIC	\$419	\$169	\$90	\$58	\$46	\$14	20.42%	-20.10%	10.40%
	IMPORT	\$2,879	\$2,343	\$2,077	\$1,767	\$1,543	\$373	0.15%	-12.70%	41.16%
	FRUIT - OTHER - TOTAL	\$3,298	\$2,512	\$2,167	\$1,825	\$1,589	\$388	0.77%	-12.93%	40.27%
GRAPE	DOMESTIC	\$1	\$0	\$28	\$53	\$7	\$0	-97.19%	-87.26%	9.21%
	IMPORT	\$114	\$58	\$48	\$38	\$35	\$7	-44.54%	-9.30%	15.76%
	GRAPE - TOTAL	\$115	\$59	\$75	\$91	\$41	\$7	-68.48%	-54.53%	14.70%
GRAPE FRUIT	IMPORT	\$25	\$22	\$20	\$20	\$134	\$122	1,968.32%	563.96%	5.81%
	GRAPE FRUIT - TOTAL	\$25	\$22	\$20	\$20	\$134	\$122	1,968.32%	563.96%	5.81%
HAZELNUT	IMPORT	\$693	\$677	\$615	\$607	\$599	\$107	2.02%	-1.29%	35.88%
	HAZELNUT - TOTAL	\$693	\$677	\$615	\$607	\$599	\$107	2.02%	-1.29%	35.88%
HERBAL	DOMESTIC	\$129	\$134	\$128	\$153	\$159	\$35	-10.41%	3.98%	7.76%
	IMPORT	\$13,362	\$13,134	\$12,906	\$12,277	\$11,763	\$2,641	5.13%	-4.19%	41.16%
	HERBAL - TOTAL	\$13,491	\$13,268	\$13,035	\$12,430	\$11,922	\$2,676	4.89%	-4.09%	40.71%
HONEY	IMPORT	\$0	\$0	\$1	\$0	\$19	\$19	n/a	n/a	0.00%
	HONEY - TOTAL	\$0	\$0	\$1	\$0	\$19	\$19	n/a	n/a	0.00%
LEMON	IMPORT	\$660	\$816	\$790	\$752	\$713	\$173	13.67%	-5.27%	18.64%

SPIRITS MARKET - LIQUEURS
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE 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 2014
LEMON	LEMON - TOTAL	\$660	\$816	\$790	\$752	\$713	\$173	13.67%	-5.27%	18.64%
LOGANBERRY	IMPORT	\$9	\$7	\$4	\$2	\$3	\$0	-40.00%	63.82%	0.00%
	LOGANBERRY - TOTAL	\$9	\$7	\$4	\$2	\$3	\$0	-40.00%	63.82%	0.00%
MACADAMIA	IMPORT	\$141	\$135	\$129	\$119	\$115	\$22	2.17%	-2.84%	2.85%
	MACADAMIA - TOTAL	\$141	\$135	\$129	\$119	\$115	\$22	2.17%	-2.84%	2.85%
MELON	DOMESTIC	\$276	\$81	\$42	\$35	\$18	\$5	-41.77%	-50.31%	37.71%
	IMPORT	\$297	\$352	\$340	\$325	\$335	\$86	10.47%	3.14%	47.80%
	MELON - TOTAL	\$573	\$433	\$382	\$361	\$353	\$91	5.05%	-2.12%	47.29%
MINT	DOMESTIC	\$567	\$580	\$587	\$515	\$519	\$68	4.10%	0.87%	20.28%
	IMPORT	\$8	\$8	\$10	\$6	\$2	\$0	-53.29%	-70.74%	19.40%
	MINT - TOTAL	\$575	\$588	\$597	\$521	\$521	\$69	3.24%	0.02%	20.28%
ORANGE	DOMESTIC	\$2,907	\$2,917	\$2,913	\$2,885	\$2,993	\$737	11.33%	3.75%	24.04%
	IMPORT	\$6,585	\$6,676	\$6,547	\$6,301	\$6,355	\$1,361	18.94%	0.86%	23.51%
	ORANGE - TOTAL	\$9,493	\$9,593	\$9,460	\$9,186	\$9,348	\$2,097	16.15%	1.77%	23.68%
OTHER	DOMESTIC	\$33	\$21	\$42	\$71	\$79	\$17	-51.91%	10.59%	11.65%
	IMPORT	\$328	\$303	\$326	\$378	\$495	\$135	67.94%	30.85%	23.29%
	OTHER - TOTAL	\$362	\$324	\$367	\$449	\$573	\$152	31.81%	27.64%	21.69%
OTHER NUT	IMPORT	\$4	\$1	\$1	\$15	\$7	\$1	-19.53%	-56.43%	0.00%
	OTHER NUT - TOTAL	\$4	\$1	\$1	\$15	\$7	\$1	-19.53%	-56.43%	0.00%
PEACH	DOMESTIC	\$1,098	\$1,060	\$1,124	\$1,161	\$1,260	\$326	24.52%	8.49%	52.37%
	IMPORT	\$79	\$52	\$31	\$25	\$30	\$16	278.40%	19.90%	60.05%
	PEACH - TOTAL	\$1,177	\$1,112	\$1,155	\$1,186	\$1,290	\$341	28.49%	8.73%	52.55%
PEAR	DOMESTIC	\$3	\$1	\$1	\$1	\$4	\$0	-100.00%	241.88%	0.00%
	IMPORT	\$108	\$104	\$87	\$84	\$92	\$21	18.36%	9.66%	17.54%
	PEAR - TOTAL	\$112	\$105	\$88	\$85	\$96	\$21	17.92%	12.80%	17.06%
PINEAPPLE	DOMESTIC	\$212	\$106	\$59	\$38	\$0	\$0	-99.07%	-98.75%	8.35%

SPIRITS MARKET - LIQUEURS
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE 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 2014
PINEAPPLE	IMPORT	\$0	\$10	\$8	\$9	\$4	\$1	-62.53%	-49.55%	0.00%
	PINEAPPLE - TOTAL	\$212	\$115	\$67	\$47	\$5	\$1	-87.50%	-89.54%	0.81%
PLUM	DOMESTIC	\$0	\$0	\$0	\$0	\$1	\$0	n/a	n/a	0.00%
	IMPORT	\$25	\$18	\$24	\$22	\$22	\$4	9.68%	-0.21%	2.55%
	PLUM - TOTAL	\$25	\$18	\$24	\$22	\$23	\$4	9.68%	2.10%	2.60%
RASPBERRY	DOMESTIC	\$85	\$95	\$118	\$131	\$131	\$31	24.70%	0.19%	21.24%
	IMPORT	\$2,718	\$2,619	\$2,602	\$2,379	\$2,157	\$503	2.66%	-9.33%	45.44%
	RASPBERRY - TOTAL	\$2,802	\$2,714	\$2,720	\$2,509	\$2,288	\$534	3.71%	-8.84%	44.06%
SPICE	DOMESTIC	\$9,133	\$9,978	\$10,573	\$11,060	\$11,906	\$2,730	15.37%	7.64%	5.78%
	IMPORT	\$404	\$393	\$370	\$380	\$355	\$69	2.08%	-6.42%	35.20%
	SPICE - TOTAL	\$9,537	\$10,371	\$10,943	\$11,440	\$12,261	\$2,798	15.00%	7.18%	6.63%
STRAWBERRY	DOMESTIC	\$0	\$0	\$0	\$130	\$548	\$117	-2.65%	321.98%	4.39%
	IMPORT	\$25	\$23	\$161	\$168	\$122	\$24	-6.41%	-27.25%	6.06%
	STRAWBERRY - TOTAL	\$25	\$23	\$161	\$298	\$671	\$141	-3.31%	125.10%	4.69%
TANGERINE	IMPORT	\$22	\$21	\$21	\$18	\$17	\$3	-36.78%	-5.60%	46.49%
	TANGERINE - TOTAL	\$22	\$21	\$21	\$18	\$17	\$3	-36.78%	-5.60%	46.49%
WALNUT	IMPORT	\$3	\$3	\$2	\$3	\$4	\$0	n/a	57.47%	0.00%
	WALNUT - TOTAL	\$3	\$3	\$2	\$3	\$4	\$0	n/a	57.47%	0.00%
WHISKY	DOMESTIC	\$417	\$325	\$333	\$370	\$388	\$90	18.53%	4.88%	3.89%
	IMPORT	\$4,582	\$4,258	\$5,125	\$5,504	\$5,903	\$1,245	10.31%	7.24%	11.73%
	WHISKY - TOTAL	\$4,999	\$4,583	\$5,458	\$5,875	\$6,291	\$1,336	10.83%	7.09%	11.24%
LIQUEURS - TOTAL		\$105,418	\$103,875	\$104,029	\$101,425	\$103,761	\$21,760	13.38%	2.30%	17.47%

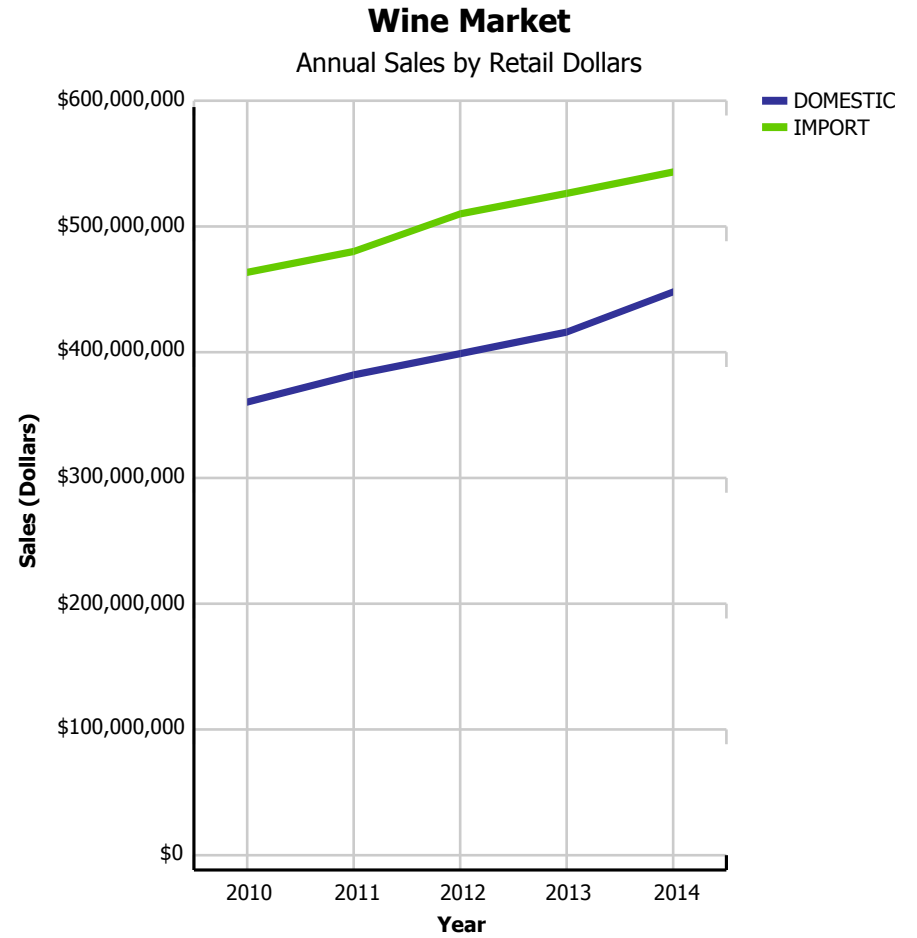
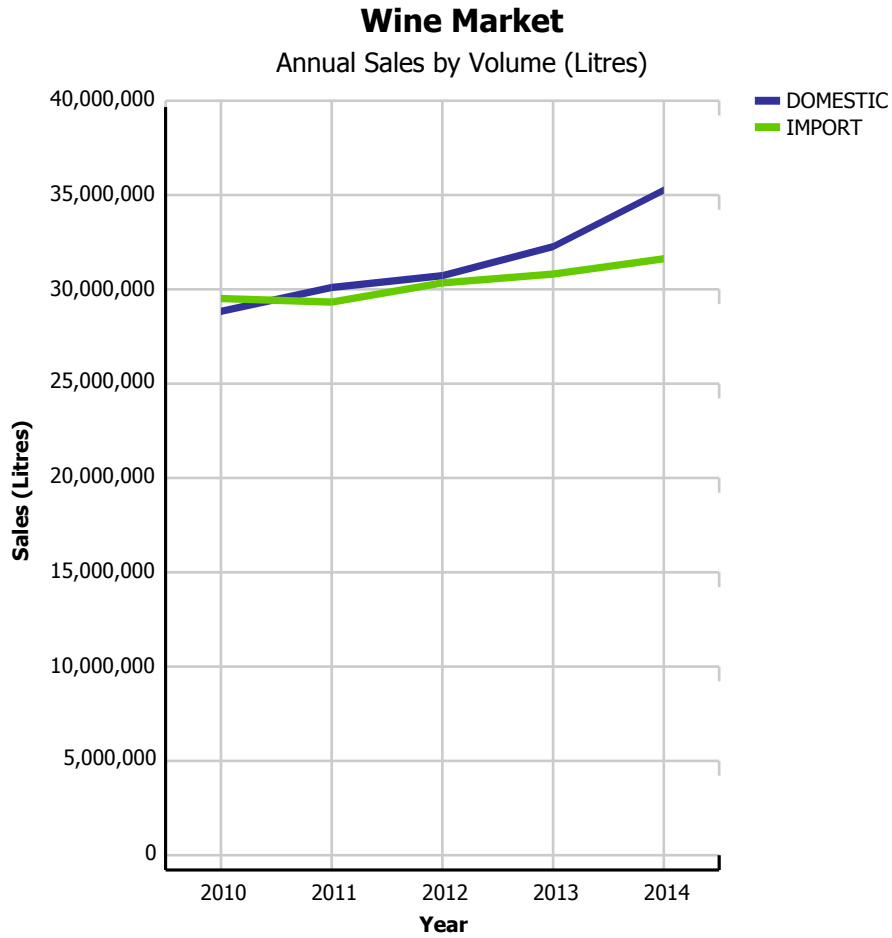
SPIRITS MARKET - OVERALL
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE OF EACH LABELLED YEAR
SALES IN LITRES

	2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
SPIRITS DOMESTIC	14,067,284	13,194,554	13,008,460	12,881,647	12,910,516	3,086,902	6.58%	0.22%	10.88%
IMPORT	10,607,153	10,620,750	11,076,273	11,323,973	11,728,466	2,715,194	11.36%	3.57%	14.71%
SPIRITS	24,674,437	23,815,304	24,084,733	24,205,620	24,638,982	5,802,096	8.76%	1.79%	12.70%

SPIRITS MARKET - OVERALL
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE 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 2014
SPIRITS DOMESTIC	\$394,552	\$388,529	\$381,777	\$373,685	\$367,017	\$87,482	7.08%	-1.78%	10.65%
IMPORT	\$355,616	\$369,131	\$387,386	\$390,860	\$403,394	\$92,825	13.37%	3.21%	15.22%
SPIRITS	\$750,168	\$757,660	\$769,162	\$764,545	\$770,411	\$180,307	10.23%	0.77%	13.04%

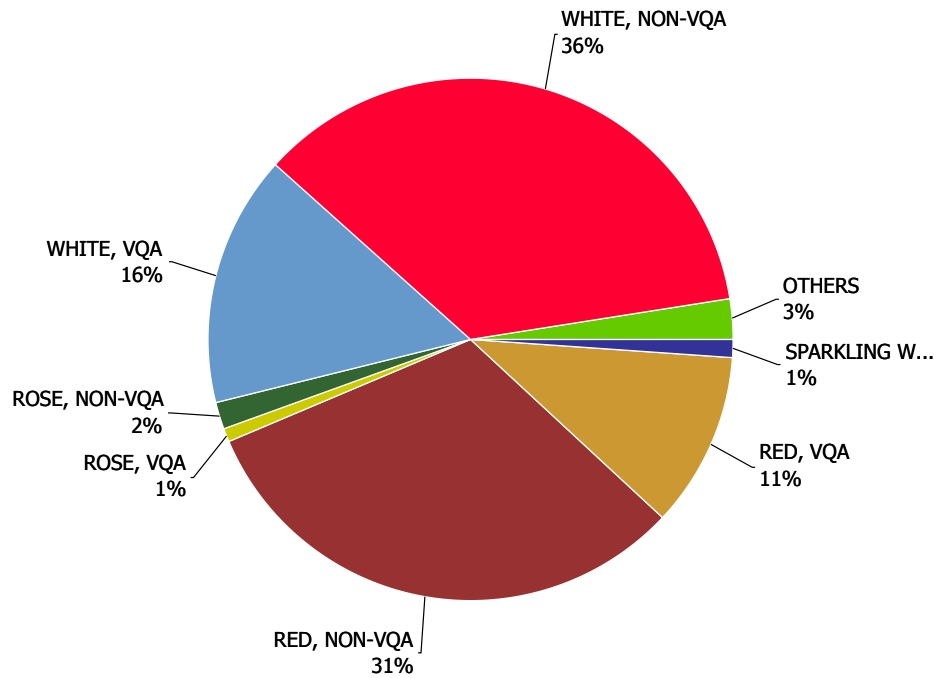
Wine Market (Domestic & Imported)



Wine Market - Domestic Wine

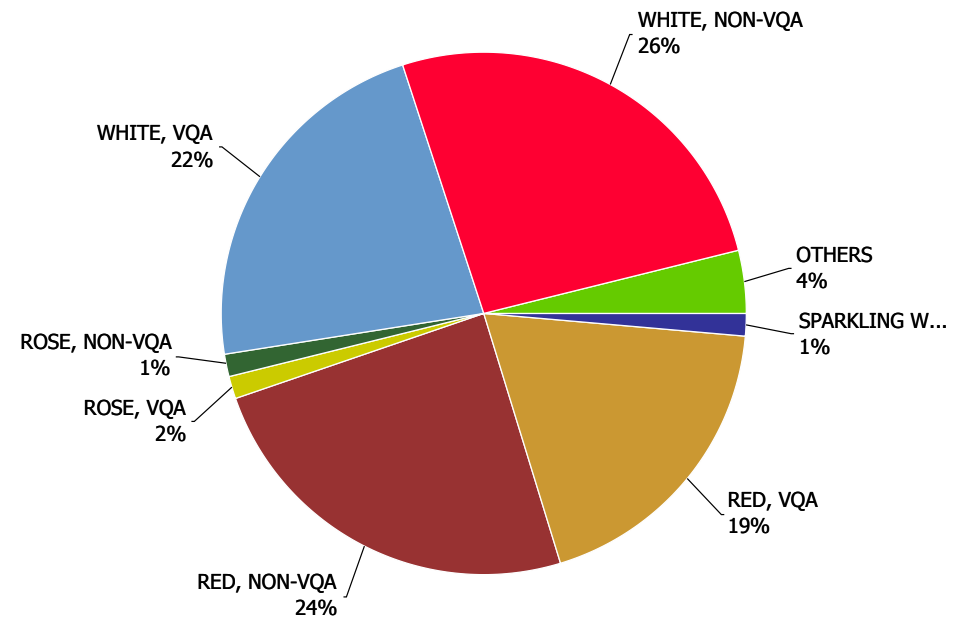
Domestic Wine Market Share

Current Quarter by Volume (Litres)



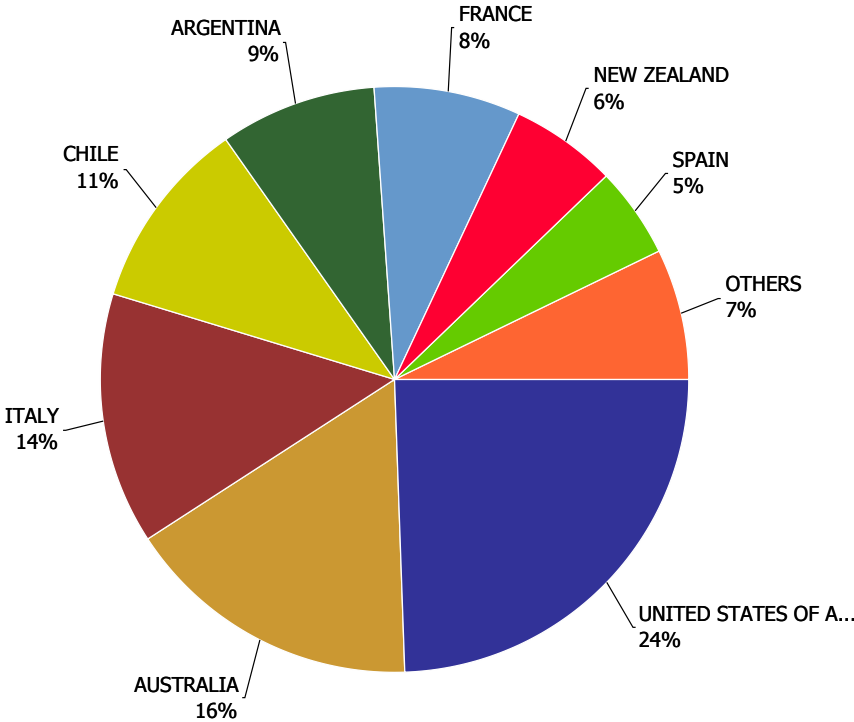
Domestic Wine Market Share

Current Quarter by Retail Dollars

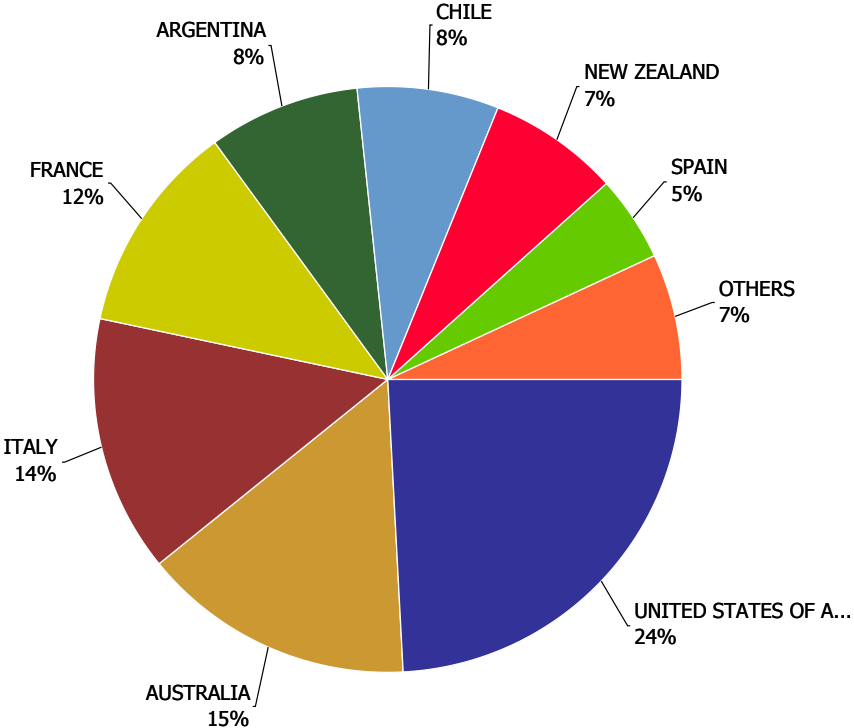


Wine Market - Import Wine

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 JUNE 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 2014
APERITIF, DESSERT AND FORTIFIED WINE	FLAVOURED	OTHER	NON-VQA	6,055	6,606	6,925	7,163	7,628	1,426	2.22%	6.47%	1.95%
		BC	NON-VQA	780	695	749	794	857	284	198.95%	7.62%	9.45%
FLAVOURED				6,835	7,301	7,674	7,957	8,485	1,710	14.77%	6.58%	2.71%
FRUIT	FRUIT	OTHER	NON-VQA	2,109	2,828	3,453	2,517	2,464	332	-34.77%	-2.30%	1.06%
		BC	NON-VQA	147,907	147,232	142,930	149,778	158,817	24,882	3.61%	6.01%	1.66%
		FRUIT		150,016	150,060	146,383	152,295	161,281	25,214	2.81%	5.87%	1.65%
OTHER	OTHER	BC	NON-VQA	5,599	8,925	13,317	13,580	17,555	3,354	52.45%	29.28%	2.27%
			VQA	0	30	15	34	20	1	-75.00%	-44.12%	0.00%
		OTHER		5,599	8,955	13,332	13,614	17,575	3,355	52.22%	29.10%	2.27%
OTHER FORTIFIED	OTHER FORTIFIED	OTHER	NON-VQA	876	649	553	342	85	46	64.29%	-75.22%	0.00%
			VQA	0	0	0	0	63	36	n/a	n/a	0.00%
		BC	NON-VQA	792,304	816,366	779,329	738,351	728,834	169,178	1.58%	-1.29%	1.55%
			VQA	8,549	11,520	12,547	15,095	17,278	3,996	35.69%	14.41%	4.68%
		OTHER FORTIFIED		801,729	828,535	792,429	753,788	746,260	173,256	2.21%	-1.00%	1.63%
PORT	PORT	OTHER	NON-VQA	6	0	8	9	0	0	n/a	-100.00%	0.00%
		BC	NON-VQA	1,566	1,878	1,361	1,736	1,456	124	-54.07%	-16.03%	1.17%
			VQA	154	131	225	100	88	0	-100.00%	-13.73%	0.00%
		PORT		1,726	2,009	1,594	1,845	1,544	124	-55.87%	-16.32%	1.10%
SAKE	SAKE	BC	NON-VQA	11,029	10,005	10,941	6,060	6,190	1,467	5.69%	2.28%	15.67%
		SAKE		11,029	10,005	10,941	6,060	6,190	1,467	5.69%	2.28%	15.67%
SHERRY	SHERRY	BC	NON-VQA	60,494	11,823	3,757	585	0	0	n/a	-100.00%	0.00%
		SHERRY		60,494	11,823	3,757	585	0	0	n/a	-100.00%	0.00%
APERITIF, DESSERT AND FORTIFIED WINE				1,037,357	1,018,600	976,021	936,049	941,162	204,994	2.86%	0.54%	1.74%
SPARKLING WINE	SPARKLING ICE WINE	OTHER	VQA	9	0	0	0	0	0	n/a	n/a	0.00%
		BC	VQA	74	19	9	1,546	5,461	1,269	13.71%	252.68%	15.11%

DOMESTIC WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE 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 2014
SPARKLING WINE	SPARKLING ICE WINE	SPARKLING ICE WINE	83	19	9	1,546	5,461	1,269	13.71%	252.68%	15.11%
	RED	OTHER NON-VQA	48,035	49,670	48,291	44,824	44,127	7,842	-3.77%	-1.54%	1.55%
		BC NON-VQA	575	1,604	3,551	3,563	4,170	796	53.97%	16.90%	0.38%
		VQA	671	0	0	0	263	139	n/a	n/a	0.00%
		SPARKLING WINE RED	49,281	51,274	51,842	48,387	48,560	8,777	1.28%	0.36%	1.44%
	ROSE	OTHER VQA	0	18	0	90	0	0	n/a	-100.00%	0.00%
		BC NON-VQA	2,086	3,593	10,121	9,727	6,651	1,495	42.38%	-31.65%	28.19%
		VQA	4,525	5,936	6,993	8,082	9,582	2,588	63.90%	18.66%	8.05%
		SPARKLING WINE ROSE	6,611	9,547	17,114	17,899	16,233	4,083	55.31%	-9.29%	16.30%
	WHITE	OTHER NON-VQA	268,210	265,345	250,535	223,106	224,750	45,358	11.35%	0.74%	19.13%
		VQA	115	143	53	0	0	0	n/a	n/a	0.00%
		BC NON-VQA	42,649	40,852	44,101	47,945	51,972	10,222	8.26%	8.40%	37.80%
		VQA	83,241	90,260	88,937	98,900	112,492	23,358	22.24%	13.73%	25.38%
		SPARKLING WINE WHITE	394,215	396,600	383,626	369,951	389,214	78,938	13.93%	5.21%	23.43%
		SPARKLING WINE	450,171	457,409	452,569	437,751	459,428	93,015	13.90%	4.95%	20.75%
TABLE WINE	ICE WINE RED	OTHER NON-VQA	0	33	2,216	1,796	1,092	339	-10.55%	-39.20%	0.00%
		VQA	264	267	33	101	114	33	230.00%	9.80%	0.00%
		BC NON-VQA	97	110	9	5	36	0	n/a	620.00%	0.00%
		VQA	4,876	4,468	8,494	7,451	6,359	1,183	4.88%	-14.77%	1.12%
		ICE WINE RED	5,237	4,878	10,752	9,353	7,601	1,555	2.50%	-18.84%	0.93%
	ICE WINE ROSE	BC VQA	15	2	0	0	0	0	n/a	n/a	0.00%
		ICE WINE ROSE	15	2	0	0	0	0	n/a	n/a	0.00%
	ICE WINE WHITE	OTHER NON-VQA	176	45	5,375	18,088	19,853	8,259	71.88%	9.75%	0.00%
		VQA	12,966	11,545	14,774	17,973	13,601	2,308	0.61%	-24.33%	0.43%
		BC NON-VQA	1,420	1,112	276	19	25	0	-100.00%	35.29%	0.00%

DOMESTIC WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE 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 2014
TABLE WINE	ICE WINE WHITE	BC	VQA	27,625	29,511	25,025	22,457	27,719	4,268	-19.03%	23.35%	4.02%
		ICE WINE WHITE		42,187	42,213	45,450	58,537	61,198	14,835	19.87%	4.51%	1.92%
RED	OTHER	NON-VQA	2,448	1,896	4,583	5,304	5,433	1,381	27.40%	2.35%	19.29%	
		VQA	18,741	14,276	10,419	8,003	7,461	1,559	18.92%	-6.86%	2.08%	
	BC	NON-VQA	9,015,231	9,665,898	9,743,552	10,200,025	11,209,640	2,686,794	15.51%	9.90%	10.33%	
		VQA	3,326,962	3,479,226	3,643,264	3,743,153	4,223,671	938,964	23.43%	12.84%	22.66%	
	TABLE WINE RED		12,363,382	13,161,296	13,401,818	13,956,485	15,446,205	3,628,698	17.47%	10.67%	13.70%	
	ROSE	BC	NON-VQA	519,916	523,269	553,257	565,983	567,736	136,594	6.16%	0.31%	4.93%
VQA		186,328	205,177	204,256	240,628	305,492	83,044	28.14%	26.96%	7.39%		
TABLE WINE ROSE		706,244	728,446	757,513	806,611	873,228	219,638	13.52%	8.26%	5.79%		
WHITE	OTHER	NON-VQA	2,026	2,055	3,123	4,958	4,595	1,318	22.60%	-7.30%	18.67%	
		VQA	12,722	9,871	9,242	12,024	15,390	3,141	49.15%	27.95%	4.38%	
	BC	NON-VQA	9,917,106	10,365,318	10,892,552	11,629,693	12,286,553	3,046,489	9.79%	5.65%	10.74%	
		VQA	4,445,797	4,452,296	4,353,807	4,605,770	5,336,062	1,344,160	26.84%	15.85%	23.25%	
	TABLE WINE WHITE		14,377,651	14,829,540	15,258,724	16,252,445	17,642,600	4,395,108	14.52%	8.55%	14.52%	
	TABLE WINE		27,494,716	28,766,375	29,474,257	31,083,431	34,030,832	8,259,834	15.78%	9.48%	13.90%	
WINE - GIFT PACKS	WINE - GIFT PACKS ALL	OTHER	NON-VQA	4,751	4,821	3,205	2,771	1,914	234	234.29%	-30.96%	0.00%
		VQA	5	1,008	0	0	0	0	n/a	n/a	0.00%	
	BC	VQA	44,202	47,499	15,185	239	24,590	253	n/a	10,104.98%	0.26%	
	WINE - GIFT PACKS ALL		48,958	53,328	18,390	3,010	26,504	487	595.71%	780.05%	0.24%	
WINE - GIFT PACKS		48,958	53,328	18,390	3,010	26,504	487	595.71%	780.05%	0.24%		
DOMESTIC WINE - TOTAL				29,031,202	30,295,712	30,920,372	32,431,737	35,438,657	8,553,466	15.44%	9.27%	13.62%

DOMESTIC WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE 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 2014
APERITIF, DESSERT AND FORTIFIED WINE	FLAVOURED	OTHER	NON-VQA	\$91	\$102	\$107	\$110	\$115	\$21	2.03%	4.13%	1.95%
		BC	NON-VQA	\$30	\$22	\$24	\$24	\$31	\$11	316.41%	30.80%	10.22%
	FLAVOURED				\$121	\$124	\$131	\$134	\$146	\$33	38.37%	8.88%
FRUIT	OTHER	OTHER	NON-VQA	\$78	\$121	\$188	\$100	\$104	\$16	-15.45%	3.90%	1.58%
		BC	NON-VQA	\$3,906	\$3,961	\$3,967	\$4,099	\$4,202	\$660	1.40%	2.51%	1.84%
	FRUIT				\$3,984	\$4,082	\$4,155	\$4,199	\$4,306	\$676	0.92%	2.54%
OTHER	BC	NON-VQA		\$167	\$262	\$389	\$396	\$491	\$91	47.59%	23.99%	2.46%
		VQA		\$0	\$1	\$0	\$1	\$1	\$0	-62.79%	-42.25%	0.00%
	OTHER				\$167	\$263	\$389	\$397	\$492	\$91	47.36%	23.81%
OTHER FORTIFIED	OTHER	NON-VQA		\$41	\$31	\$26	\$14	\$2	\$1	27.09%	-85.52%	0.00%
		VQA		\$0	\$0	\$0	\$0	\$1	\$1	n/a	n/a	0.00%
	BC	NON-VQA		\$6,279	\$6,599	\$6,505	\$6,399	\$6,315	\$1,436	3.76%	-1.30%	2.04%
		VQA		\$381	\$520	\$566	\$597	\$693	\$149	28.29%	16.04%	5.28%
OTHER FORTIFIED				\$6,701	\$7,149	\$7,097	\$7,011	\$7,012	\$1,588	5.73%	0.02%	2.37%
PORT	OTHER	NON-VQA		\$0	\$0	\$1	\$1	\$0	\$0	n/a	-100.00%	0.00%
		BC	NON-VQA	\$74	\$85	\$64	\$92	\$66	\$6	-54.50%	-28.10%	1.16%
		VQA	\$3	\$2	\$3	\$2	\$1	\$0	-100.00%	-14.08%	0.00%	
	PORT				\$77	\$87	\$68	\$94	\$68	\$6	-55.07%	-28.35%
SAKE	BC	NON-VQA		\$238	\$254	\$279	\$237	\$246	\$56	3.65%	3.44%	13.63%
		SAKE				\$238	\$254	\$279	\$237	\$246	\$56	3.65%
SHERRY	BC	NON-VQA		\$532	\$106	\$34	\$5	\$0	\$0	n/a	-100.00%	0.00%
		SHERRY				\$532	\$106	\$34	\$5	\$0	\$0	n/a
APERITIF, DESSERT AND FORTIFIED WINE				\$11,820	\$12,065	\$12,153	\$12,078	\$12,269	\$2,449	5.41%	1.58%	2.42%
SPARKLING WINE	SPARKLING ICE WINE	OTHER	VQA	\$1	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		BC	VQA	\$10	\$3	\$1	\$58	\$180	\$41	23.45%	210.30%	12.47%
		SPARKLING ICE WINE				\$11	\$3	\$1	\$58	\$180	\$41	23.45%

DOMESTIC WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE 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 2014	
SPARKLING WINE	RED	OTHER	NON-VQA	\$374	\$387	\$386	\$356	\$343	\$61	-3.93%	-3.60%	1.56%	
		BC	NON-VQA	\$20	\$45	\$83	\$84	\$95	\$18	47.58%	12.72%	0.41%	
		VQA	\$20	\$0	\$0	\$0	\$7	\$4	n/a	n/a	0.00%		
	SPARKLING WINE RED			\$414	\$432	\$469	\$440	\$445	\$82	9.14%	1.11%	1.29%	
ROSE	OTHER	VQA	\$0	\$1	\$0	\$3	\$0	\$0	\$0	n/a	-100.00%	0.00%	
	BC	NON-VQA	\$67	\$126	\$242	\$262	\$217	\$48	\$48	50.30%	-17.16%	28.83%	
		VQA	\$149	\$182	\$201	\$218	\$254	\$67	\$67	67.87%	16.46%	8.08%	
	SPARKLING WINE ROSE			\$216	\$309	\$444	\$484	\$471	\$115	60.09%	-2.53%	17.63%	
WHITE	OTHER	NON-VQA	\$1,995	\$2,025	\$1,923	\$1,762	\$1,749	\$366	\$366	14.78%	-0.71%	19.65%	
		VQA	\$4	\$5	\$2	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
	BC	NON-VQA	\$801	\$898	\$996	\$1,110	\$1,198	\$238	\$238	12.38%	7.98%	40.14%	
		VQA	\$2,522	\$2,678	\$2,535	\$2,788	\$3,079	\$632	\$632	20.59%	10.45%	22.96%	
	SPARKLING WINE WHITE			\$5,322	\$5,606	\$5,457	\$5,660	\$6,027	\$1,236	17.18%	6.49%	25.41%	
	SPARKLING WINE			\$5,963	\$6,350	\$6,371	\$6,642	\$7,124	\$1,474	19.35%	7.26%	23.06%	
TABLE WINE	ICE WINE RED	OTHER	NON-VQA	\$0	\$5	\$159	\$150	\$103	\$32	-10.64%	-31.25%	0.00%	
			VQA	\$38	\$35	\$5	\$12	\$13	\$4	245.37%	8.39%	0.00%	
		BC	NON-VQA	\$18	\$16	\$2	\$1	\$8	\$0	\$0	n/a	510.49%	0.00%
			VQA	\$693	\$715	\$1,601	\$1,384	\$919	\$161	\$161	-6.62%	-33.60%	0.97%
	ICE WINE RED			\$749	\$771	\$1,767	\$1,547	\$1,043	\$197	-6.02%	-32.61%	0.85%	
	ICE WINE ROSE	BC	VQA	\$1	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		ICE WINE ROSE			\$1	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	ICE WINE WHITE	OTHER	NON-VQA	\$16	\$4	\$383	\$1,279	\$1,431	\$595	\$595	76.90%	11.90%	0.00%
			VQA	\$1,302	\$1,239	\$1,482	\$1,451	\$1,126	\$192	\$192	-7.31%	-22.40%	0.53%
		BC	NON-VQA	\$125	\$122	\$35	\$3	\$3	\$0	\$0	-90.21%	0.24%	0.00%
VQA			\$3,595	\$3,991	\$3,382	\$2,987	\$3,340	\$548	\$548	-14.75%	11.83%	3.94%	
ICE WINE WHITE			\$5,038	\$5,356	\$5,282	\$5,720	\$5,900	\$1,336	12.47%	3.15%	2.33%		

DOMESTIC WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE 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 2014	
TABLE WINE	RED	OTHER	NON-VQA	\$56	\$47	\$111	\$126	\$98	\$26	20.71%	-21.95%	13.82%	
			VQA	\$355	\$274	\$196	\$140	\$114	\$24	5.47%	-19.07%	2.52%	
		BC	NON-VQA	\$86,653	\$93,129	\$96,104	\$100,811	\$108,025	\$25,590	14.71%	7.16%	10.88%	
			VQA	\$75,535	\$81,635	\$85,658	\$86,095	\$94,677	\$20,028	20.83%	9.97%	19.17%	
	TABLE WINE RED				\$162,599	\$175,085	\$182,069	\$187,173	\$202,914	\$45,667	17.31%	8.41%	14.74%
	ROSE	BC	NON-VQA	\$5,064	\$5,241	\$5,933	\$6,332	\$6,251	\$1,467	2.83%	-1.28%	7.78%	
			VQA	\$3,352	\$3,781	\$4,008	\$4,789	\$6,148	\$1,700	31.82%	28.38%	7.54%	
		TABLE WINE ROSE				\$8,416	\$9,022	\$9,942	\$11,121	\$12,399	\$3,167	16.60%	11.49%
WHITE	OTHER	NON-VQA	\$42	\$60	\$59	\$73	\$82	\$17	-0.98%	11.53%	13.94%		
		VQA	\$347	\$317	\$498	\$570	\$480	\$103	-7.90%	-15.82%	2.86%		
	BC	NON-VQA	\$88,876	\$94,064	\$101,314	\$107,878	\$112,520	\$27,684	9.48%	4.30%	11.15%		
		VQA	\$78,091	\$80,099	\$81,789	\$85,960	\$95,283	\$23,394	21.75%	10.85%	21.45%		
	TABLE WINE WHITE				\$167,356	\$174,541	\$183,660	\$194,481	\$208,365	\$51,198	14.72%	7.14%	15.84%
TABLE WINE				\$344,159	\$364,775	\$382,719	\$400,041	\$430,620	\$101,564	15.85%	7.64%	14.87%	
WINE - GIFT PACKS	WINE - GIFT PACKS ALL	OTHER	NON-VQA	\$440	\$467	\$315	\$202	\$508	\$114	1,691.54%	151.52%	0.00%	
			VQA	\$1	\$162	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
		BC	VQA	\$906	\$1,096	\$267	\$4	\$394	\$4	n/a	9,717.98%	0.28%	
		WINE - GIFT PACKS ALL				\$1,347	\$1,725	\$582	\$206	\$903	\$118	1,760.32%	337.90%
	WINE - GIFT PACKS				\$1,347	\$1,725	\$582	\$206	\$903	\$118	1,760.32%	337.90%	0.12%
DOMESTIC WINE - TOTAL				\$363,290	\$384,914	\$401,802	\$418,512	\$450,611	\$105,525	15.78%	7.67%	14.59%	

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE 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 2014
APERITIF, DESSERT AND FORTIFIED WINE	FLAVOURED	AUSTRALIA	2,517	2,716	2,151	1,794	1,668	265	-16.40%	-6.96%	2.58%
		FRANCE	0	0	204	380	29	5	-50.00%	-92.23%	0.00%
		ITALY	5	8,510	16,835	14,422	11,861	3,728	48.35%	-17.74%	22.00%
		SLOVAK REPUBLIC	0	0	0	58	0	0	n/a	-100.00%	0.00%
		SOUTH AFRICA	0	0	2,637	1,611	342	108	-91.18%	-78.77%	0.00%
		UNITED KINGDOM	0	0	0	0	831	1	n/a	n/a	0.00%
		UNITED STATES OF AMERICA	3,272	3,598	4,818	21,096	23,518	4,315	24.10%	11.53%	1.71%
		FLAVOURED	5,794	14,824	26,645	39,361	38,249	8,422	11.67%	-4.91%	8.24%
FRUIT	DENMARK	0	0	-1	1	-1	-1	n/a	n/a	0.00%	
	FRANCE	0	17	9	9	0	0	n/a	-100.00%	0.00%	
	JAPAN	11,056	10,252	10,490	11,037	10,156	2,415	0.67%	-7.93%	29.88%	
	KOREA - SOUTH	142	179	182	645	1,363	274	-39.38%	111.11%	37.64%	
	TURKEY	21	3	0	0	0	0	n/a	n/a	0.00%	
	UNITED STATES OF AMERICA	2,286	3,718	3,770	7,572	8,374	1,369	-17.78%	10.57%	24.71%	
FRUIT	13,505	14,169	14,450	19,264	19,892	4,057	-10.14%	3.30%	28.24%		
MADEIRA	PORTUGAL	5,307	5,213	5,169	4,664	5,039	929	14.55%	8.03%	30.68%	
	MADEIRA	5,307	5,213	5,169	4,664	5,039	929	14.55%	8.03%	30.68%	
MONTILLA	SPAIN	9,783	10,251	11,126	11,608	11,112	1,928	-26.19%	-4.28%	7.06%	
	MONTILLA	9,783	10,251	11,126	11,608	11,112	1,928	-26.19%	-4.28%	7.06%	
OTHER	AUSTRALIA	8	0	206	287	243	72	60.00%	-15.33%	0.00%	
	OTHER	8	0	206	287	243	72	60.00%	-15.33%	0.00%	
OTHER FORTIFIED	ARGENTINA	0	29	8	0	3	0	n/a	n/a	0.00%	
	AUSTRALIA	49,972	53,864	54,965	47,860	44,058	9,233	-14.03%	-7.97%	4.48%	
	CHINA	6,251	9,710	8,862	8,227	7,938	1,550	1.17%	-3.47%	13.59%	
	FRANCE	33,518	32,485	33,916	34,827	34,458	8,152	10.90%	-1.09%	10.09%	
	GREECE	68	103	1	0	0	0	n/a	n/a	0.00%	

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE 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 2014
APERITIF, DESSERT AND FORTIFIED WINE	OTHER FORTIFIED	ITALY	15,075	14,619	14,415	14,055	14,611	3,151	15.21%	3.97%	31.45%
		JAPAN	149	486	1,061	1,425	1,862	488	16.19%	30.80%	84.37%
		KOREA - SOUTH	7,791	11,685	13,590	14,906	35,746	9,177	113.72%	139.80%	34.07%
		SOUTH AFRICA	39,756	45,782	39,375	28,115	32,559	7,280	1,004.70%	15.77%	3.85%
		SPAIN	44	0	0	0	0	0	n/a	n/a	0.00%
		UNITED STATES OF AMERICA	1,766	1,691	1,642	1,443	1,136	243	-23.34%	-21.12%	30.11%
		URUGUAY	5	9	0	0	0	0	n/a	n/a	0.00%
		OTHER FORTIFIED	154,395	170,463	167,835	150,858	172,371	39,274	40.02%	14.24%	15.35%
PORT	AUSTRALIA	357	413	183	41	0	0	n/a	-100.00%	0.00%	
	PORTUGAL	85,904	84,494	81,282	80,811	82,897	15,654	5.69%	2.63%	10.15%	
	SOUTH AFRICA	12	0	0	0	0	0	n/a	n/a	0.00%	
	UNITED STATES OF AMERICA	28	12	0	0	0	0	n/a	n/a	0.00%	
	PORT	86,301	84,919	81,465	80,852	82,897	15,654	5.69%	2.57%	10.15%	
SAKE	JAPAN	68,714	71,639	75,450	85,345	96,952	23,112	16.54%	13.64%	44.41%	
	KOREA - SOUTH	2,374	1,701	2,025	1,797	1,395	308	-26.49%	-22.32%	71.33%	
	UNITED STATES OF AMERICA	320,301	308,588	314,960	309,250	323,175	75,855	9.74%	4.50%	66.27%	
	SAKE	391,389	381,928	392,435	396,392	421,522	99,275	11.08%	6.35%	61.26%	
SHERRY	NEW ZEALAND	20,582	1,194	-2	0	0	0	n/a	n/a	0.00%	
	SPAIN	67,632	65,958	62,804	60,117	60,086	11,629	2.74%	-0.04%	2.81%	
	SHERRY	88,214	67,152	62,802	60,117	60,086	11,629	2.74%	-0.04%	2.81%	
VERMOUTH	AUSTRALIA	0	0	0	0	166	75	n/a	n/a	6.02%	
	FRANCE	21,072	18,804	17,638	11,465	1,094	55	-97.81%	-90.46%	21.85%	
	ITALY	207,143	197,705	188,016	186,861	199,490	47,555	13.85%	6.77%	7.66%	
	SLOVAK REPUBLIC	0	0	0	58	0	0	n/a	-100.00%	0.00%	
	UNITED STATES OF AMERICA	180	246	230	339	342	76	-28.97%	0.00%	27.19%	
	VERMOUTH	228,395	216,755	205,884	198,723	201,092	47,761	7.43%	1.11%	7.77%	

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 2014	
IMPORT APERITIF, DESSERT AND FORTIFIED WINE - TOTAL			983,019	965,585	967,944	962,033	1,012,394	228,858	12.54%	5.24%	31.75%	
TABLE WINE	ARGENTINA	RED	IMPORT BOTTLED	2,318,733	2,474,479	2,603,589	2,553,601	2,457,041	581,936	2.75%	-3.78%	14.31%
		RED - TOTAL	2,318,733	2,474,479	2,603,589	2,553,601	2,457,041	581,936	2.75%	-3.78%	14.31%	
	ROSE	IMPORT BOTTLED	4,191	7,569	9,223	5,785	11,970	3,086	169.52%	106.77%	0.82%	
		ROSE - TOTAL	4,191	7,569	9,223	5,785	11,970	3,086	169.52%	106.77%	0.82%	
	WHITE	IMPORT BOTTLED	329,668	343,689	375,923	359,033	339,704	81,323	-1.36%	-5.37%	7.30%	
		WHITE - TOTAL	329,668	343,689	375,923	359,033	339,704	81,323	-1.36%	-5.37%	7.30%	
	TOTAL		2,652,592	2,825,737	2,988,735	2,918,419	2,808,715	666,345	2.52%	-3.76%	13.40%	
	ARMENIA	WHITE	IMPORT BOTTLED	14	0	14	0	5	0	n/a	n/a	0.00%
			WHITE - TOTAL	14	0	14	0	5	0	n/a	n/a	0.00%
		TOTAL		14	0	14	0	5	0	n/a	n/a	0.00%
AUSTRALIA	RED	CANADA BOTTLED	11,128	4,428	11	0	0	0	n/a	n/a	0.00%	
		IMPORT BOTTLED	4,528,033	4,151,263	4,073,153	3,601,833	3,282,545	728,621	-2.23%	-8.86%	9.67%	
		RED - TOTAL	4,539,161	4,155,691	4,073,164	3,601,833	3,282,545	728,621	-2.23%	-8.86%	9.67%	
	ROSE	IMPORT BOTTLED	19,612	14,539	11,959	14,397	22,259	9,869	141.24%	54.50%	3.64%	
		ROSE - TOTAL	19,612	14,539	11,959	14,397	22,259	9,869	141.24%	54.50%	3.64%	
	WHITE	CANADA BOTTLED	6,061	1,776	0	16	0	0	n/a	-100.00%	0.00%	
		IMPORT BOTTLED	2,069,207	1,890,418	1,961,889	1,954,274	1,924,257	486,906	11.45%	-1.54%	6.47%	
		WHITE - TOTAL	2,075,268	1,892,194	1,961,889	1,954,290	1,924,257	486,906	11.45%	-1.54%	6.47%	
	TOTAL		6,634,041	6,062,424	6,047,012	5,570,520	5,229,061	1,225,396	3.30%	-6.13%	8.47%	
	AUSTRIA	RED	IMPORT BOTTLED	1,173	617	1,360	1,699	1,542	527	65.72%	-9.17%	20.62%
RED - TOTAL			1,173	617	1,360	1,699	1,542	527	65.72%	-9.17%	20.62%	
ROSE		IMPORT BOTTLED	405	0	0	0	9	0	n/a	n/a	0.00%	
		ROSE - TOTAL	405	0	0	0	9	0	n/a	n/a	0.00%	
WHITE		IMPORT BOTTLED	8,749	11,575	9,179	6,965	9,493	3,503	111.53%	36.27%	21.00%	
		WHITE - TOTAL	8,749	11,575	9,179	6,965	9,493	3,503	111.53%	36.27%	21.00%	

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			2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014	
TABLE WINE	AUSTRIA	TOTAL	10,327	12,192	10,539	8,664	11,044	4,030	104.15%	27.37%	20.95%	
	BULGARIA	RED	IMPORT BOTTLED	3	206	630	660	1,886	252	88.06%	183.93%	4.03%
		RED - TOTAL	3	206	630	660	1,886	252	88.06%	183.93%	4.03%	
	WHITE	IMPORT BOTTLED	0	342	855	189	0	0	-100.00%	-100.00%	0.00%	
		WHITE - TOTAL	0	342	855	189	0	0	-100.00%	-100.00%	0.00%	
	TOTAL	3	548	1,485	849	1,886	252	56.52%	121.17%	4.03%		
	CHILE	RED	CANADA BOTTLED	232,906	168,868	133,496	100,659	90,230	19,708	-8.73%	-10.36%	29.96%
			IMPORT BOTTLED	2,173,584	2,217,937	2,177,426	2,073,235	2,140,468	519,747	9.77%	3.24%	5.19%
		RED - TOTAL	2,406,490	2,386,805	2,310,922	2,173,894	2,230,698	539,455	8.96%	2.61%	6.19%	
		ROSE	IMPORT BOTTLED	7,574	6,152	6,895	4,344	10,984	3,547	378.03%	152.48%	2.02%
			ROSE - TOTAL	7,574	6,152	6,895	4,344	10,984	3,547	378.03%	152.48%	2.02%
		WHITE	CANADA BOTTLED	181,414	126,618	97,298	80,994	73,160	18,053	4.58%	-9.67%	34.57%
IMPORT BOTTLED	931,859		983,225	1,016,543	1,048,700	995,606	260,221	4.99%	-5.07%	8.24%		
WHITE - TOTAL	1,113,273	1,109,843	1,113,841	1,129,694	1,068,766	278,274	4.97%	-5.40%	10.04%			
TOTAL	3,527,337	3,502,800	3,431,658	3,307,932	3,310,448	821,276	7.93%	0.07%	7.42%			
CHINA	RED	IMPORT BOTTLED	3,164	2,589	1,172	402	232	60	-3.23%	-42.51%	0.00%	
		RED - TOTAL	3,164	2,589	1,172	402	232	60	-3.23%	-42.51%	0.00%	
	WHITE	IMPORT BOTTLED	190	366	908	1,234	52	0	-100.00%	-95.72%	0.00%	
		WHITE - TOTAL	190	366	908	1,234	52	0	-100.00%	-95.72%	0.00%	
TOTAL	3,354	2,955	2,080	1,636	284	60	-53.12%	-82.56%	0.00%			
CROATIA	RED	IMPORT BOTTLED	3,807	2,883	852	92	103	50	n/a	11.83%	4.85%	
		RED - TOTAL	3,807	2,883	852	92	103	50	n/a	11.83%	4.85%	
	WHITE	IMPORT BOTTLED	126	162	0	0	154	127	n/a	n/a	50.00%	
		WHITE - TOTAL	126	162	0	0	154	127	n/a	n/a	50.00%	
TOTAL	3,933	3,045	852	92	257	177	n/a	11.83%	31.91%			
CZECH REPUBLIC	RED	IMPORT BOTTLED	311	2	1	0	0	0	n/a	n/a	0.00%	

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TABLE WINE	CZECH REPUBLIC	RED	RED - TOTAL	311	2	1	0	0	n/a	n/a	0.00%
		WHITE	IMPORT BOTTLED	409	9	0	0	0	n/a	n/a	0.00%
			WHITE - TOTAL	409	9	0	0	0	n/a	n/a	0.00%
			TOTAL	720	11	1	0	0	n/a	n/a	0.00%
FRANCE	RED	CANADA BOTTLED	183,156	152,235	178,654	217,437	247,788	58,738	21.91%	13.96%	1.55%
		IMPORT BOTTLED	1,408,122	1,393,132	1,405,893	1,418,864	1,436,250	310,992	6.83%	1.23%	9.46%
		RED - TOTAL	1,591,278	1,545,367	1,584,547	1,636,301	1,684,038	369,730	8.97%	2.92%	8.30%
	ROSE	IMPORT BOTTLED	67,725	61,253	69,391	84,339	117,171	49,573	83.84%	38.92%	9.67%
		ROSE - TOTAL	67,725	61,253	69,391	84,339	117,171	49,573	83.84%	38.92%	9.67%
	WHITE	CANADA BOTTLED	78,196	44,144	62,100	75,124	84,708	20,760	25.76%	12.76%	1.87%
		IMPORT BOTTLED	612,615	591,943	563,914	578,097	582,569	140,020	4.17%	0.78%	16.31%
		WHITE - TOTAL	690,811	636,087	626,014	653,221	667,277	160,780	6.53%	2.15%	14.48%
	TOTAL	2,349,814	2,242,707	2,279,952	2,373,861	2,468,486	580,083	12.17%	3.99%	10.03%	
GEORGIA	RED	IMPORT BOTTLED	438	7,510	8,659	11,967	9,544	1,883	-28.35%	-20.19%	0.65%
		RED - TOTAL	438	7,510	8,659	11,967	9,544	1,883	-28.35%	-20.19%	0.65%
	WHITE	IMPORT BOTTLED	45	117	721	3,028	2,432	601	28.69%	-19.67%	3.17%
		WHITE - TOTAL	45	117	721	3,028	2,432	601	28.69%	-19.67%	3.17%
	TOTAL	483	7,627	9,380	14,995	11,976	2,484	-19.74%	-20.09%	1.16%	
GERMANY	ICE WINE WHITE	IMPORT BOTTLED	0	0	7	3	4	0	n/a	33.33%	0.00%
		ICE WINE WHITE - TOTAL	0	0	7	3	4	0	n/a	33.33%	0.00%
	RED	IMPORT BOTTLED	16,882	18,135	10,449	11,044	11,628	2,200	-2.44%	5.32%	2.25%
		RED - TOTAL	16,882	18,135	10,449	11,044	11,628	2,200	-2.44%	5.32%	2.25%
	ROSE	IMPORT BOTTLED	0	0	0	0	2,233	1,293	n/a	n/a	0.63%
		ROSE - TOTAL	0	0	0	0	2,233	1,293	n/a	n/a	0.63%
	WHITE	IMPORT BOTTLED	473,620	477,355	470,116	467,239	453,822	109,527	10.82%	-2.87%	6.91%
		WHITE - TOTAL	473,620	477,355	470,116	467,239	453,822	109,527	10.82%	-2.87%	6.91%

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TABLE WINE	GERMANY	TOTAL	490,502	495,490	480,572	478,286	467,687	113,020	10.53%	-2.68%	6.76%	
	GREECE	RED	IMPORT BOTTLED	61,010	53,232	49,293	45,855	43,880	10,356	-6.50%	-4.30%	65.52%
		RED - TOTAL	61,010	53,232	49,293	45,855	43,880	10,356	-6.50%	-4.30%	65.52%	
	ROSE	IMPORT BOTTLED	14	0	0	0	0	0	n/a	n/a	0.00%	
		ROSE - TOTAL	14	0	0	0	0	0	n/a	n/a	0.00%	
	WHITE	IMPORT BOTTLED	55,906	53,398	48,634	47,407	45,953	11,588	-7.57%	-3.05%	55.13%	
		WHITE - TOTAL	55,906	53,398	48,634	47,407	45,953	11,588	-7.57%	-3.05%	55.13%	
	TOTAL	116,930	106,630	97,927	93,262	89,833	21,944	-7.07%	-3.67%	60.21%		
	HUNGARY	RED	IMPORT BOTTLED	25,014	22,996	20,856	29,982	23,557	4,791	-9.81%	-21.40%	2.37%
		RED - TOTAL	25,014	22,996	20,856	29,982	23,557	4,791	-9.81%	-21.40%	2.37%	
		WHITE	IMPORT BOTTLED	85,724	83,064	86,575	73,248	67,228	16,120	-1.37%	-8.19%	7.66%
		WHITE - TOTAL	85,724	83,064	86,575	73,248	67,228	16,120	-1.37%	-8.19%	7.66%	
	TOTAL	110,738	106,060	107,431	103,230	90,785	20,911	-3.44%	-12.03%	6.29%		
	INDIA	ROSE	IMPORT BOTTLED	-13	0	0	0	0	0	n/a	n/a	0.00%
		ROSE - TOTAL	-13	0	0	0	0	0	n/a	n/a	0.00%	
WHITE		IMPORT BOTTLED	2	0	0	1,384	1,041	203	-45.87%	-24.51%	46.69%	
WHITE - TOTAL		2	0	0	1,384	1,041	203	-45.87%	-24.51%	46.69%		
TOTAL	-11	0	0	1,384	1,041	203	-45.87%	-24.51%	46.69%			
ISRAEL	RED	IMPORT BOTTLED	7,326	6,862	6,195	6,435	6,268	2,193	120.85%	-2.70%	1.48%	
	RED - TOTAL	7,326	6,862	6,195	6,435	6,268	2,193	120.85%	-2.70%	1.48%		
	ROSE	IMPORT BOTTLED	0	213	774	703	540	208	71.90%	-23.20%	0.93%	
	ROSE - TOTAL	0	213	774	703	540	208	71.90%	-23.20%	0.93%		
	WHITE	IMPORT BOTTLED	3,116	3,832	3,207	3,177	2,861	903	64.48%	-9.91%	1.82%	
	WHITE - TOTAL	3,116	3,832	3,207	3,177	2,861	903	64.48%	-9.91%	1.82%		
TOTAL	10,442	10,907	10,176	10,315	9,669	3,304	98.68%	-6.32%	1.55%			
ITALY	RED	CANADA BOTTLED	0	0	0	117	1,521	410	250.43%	1,203.42%	100.00%	

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TABLE WINE	ITALY	RED	IMPORT BOTTLED	2,187,914	2,118,559	2,139,933	2,215,051	2,261,713	545,144	9.20%	2.11%	16.82%
		RED - TOTAL	2,187,914	2,118,559	2,139,933	2,215,168	2,263,234	545,554	9.26%	2.17%	16.88%	
		ROSE	IMPORT BOTTLED	13,547	33,317	41,234	43,328	43,817	12,314	14.43%	1.12%	5.08%
		ROSE - TOTAL	13,547	33,317	41,234	43,328	43,817	12,314	14.43%	1.12%	5.08%	
		WHITE	CANADA BOTTLED	0	0	0	117	2,457	839	617.09%	2,003.42%	100.00%
			IMPORT BOTTLED	1,169,942	1,201,903	1,290,296	1,391,389	1,456,288	369,358	8.46%	4.66%	21.02%
		WHITE - TOTAL	1,169,942	1,201,903	1,290,296	1,391,506	1,458,745	370,197	8.67%	4.83%	21.15%	
		TOTAL	3,371,403	3,353,779	3,471,463	3,650,002	3,765,796	928,065	9.09%	3.17%	18.40%	
	LEBANON	RED	IMPORT BOTTLED	473	395	352	421	579	134	42.55%	38.06%	42.66%
			RED - TOTAL	473	395	352	421	579	134	42.55%	38.06%	42.66%
ROSE		IMPORT BOTTLED	43	108	198	63	174	24	-57.89%	174.60%	83.33%	
		ROSE - TOTAL	43	108	198	63	174	24	-57.89%	174.60%	83.33%	
WHITE		IMPORT BOTTLED	132	169	117	49	63	34	277.78%	28.57%	95.24%	
		WHITE - TOTAL	132	169	117	49	63	34	277.78%	28.57%	95.24%	
	TOTAL	648	672	667	533	816	192	20.00%	53.27%	55.39%		
MEXICO	RED	IMPORT BOTTLED	792	947	752	527	722	141	63.95%	36.72%	24.79%	
		RED - TOTAL	792	947	752	527	722	141	63.95%	36.72%	24.79%	
	WHITE	IMPORT BOTTLED	225	279	112	85	37	36	111.76%	-56.98%	48.65%	
		WHITE - TOTAL	225	279	112	85	37	36	111.76%	-56.98%	48.65%	
	TOTAL	1,017	1,226	864	612	759	177	71.84%	23.66%	25.96%		
MOLDOVA, REPUBLIC OF	RED	IMPORT BOTTLED	9	0	0	0	0	0	n/a	n/a	0.00%	
		RED - TOTAL	9	0	0	0	0	0	n/a	n/a	0.00%	
		TOTAL	9	0	0	0	0	0	n/a	n/a	0.00%	
MONTENEGRO	RED	IMPORT BOTTLED	3,705	4,297	4,057	4,340	3,784	1,106	39.12%	-12.78%	0.69%	
		RED - TOTAL	3,705	4,297	4,057	4,340	3,784	1,106	39.12%	-12.78%	0.69%	
		TOTAL	3,705	4,297	4,057	4,340	3,784	1,106	39.12%	-12.78%	0.69%	

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			2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
TABLE WINE	MOROCCO	RED	IMPORT BOTTLED	3	2	0	0	0	n/a	n/a	0.00%
		RED - TOTAL		3	2	0	0	0	n/a	n/a	0.00%
		TOTAL		3	2	0	0	0	n/a	n/a	0.00%
NEW ZEALAND	RED	IMPORT BOTTLED	75,114	85,829	109,688	107,937	104,342	24,052	6.03%	-3.34%	16.19%
		RED - TOTAL		75,114	85,829	109,688	107,937	104,342	24,052	6.03%	-3.34%
	ROSE	IMPORT BOTTLED	788	1,439	329	0	1,877	1,877	n/a	n/a	0.32%
		ROSE - TOTAL		788	1,439	329	0	1,877	1,877	n/a	n/a
	WHITE	CANADA BOTTLED	0	0	338	12,662	8,487	454	-88.44%	-32.98%	71.82%
		IMPORT BOTTLED	676,565	820,612	1,004,940	1,198,074	1,445,563	415,111	34.09%	20.65%	17.99%
WHITE - TOTAL		676,565	820,612	1,005,278	1,210,736	1,454,050	415,565	32.55%	20.09%	18.31%	
TOTAL		752,467	907,880	1,115,295	1,318,673	1,560,269	441,494	30.76%	18.17%	18.14%	
PORTUGAL	RED	CANADA BOTTLED	0	0	0	18	0	0	n/a	-100.00%	0.00%
		IMPORT BOTTLED	106,996	138,390	119,048	112,966	133,515	30,165	16.55%	18.18%	3.87%
		RED - TOTAL		106,996	138,390	119,048	112,984	133,515	30,165	16.55%	18.16%
	ROSE	IMPORT BOTTLED	64,315	75,895	69,163	70,387	67,102	17,335	17.84%	-4.67%	1.72%
		ROSE - TOTAL		64,315	75,895	69,163	70,387	67,102	17,335	17.84%	-4.67%
	WHITE	IMPORT BOTTLED	101,987	100,774	111,977	116,885	120,969	39,796	24.05%	3.50%	4.98%
WHITE - TOTAL		101,987	100,774	111,977	116,885	120,969	39,796	24.05%	3.50%	4.98%	
TOTAL		273,298	315,059	300,188	300,256	321,586	87,296	20.12%	7.10%	3.84%	
ROMANIA	WHITE	IMPORT BOTTLED	0	0	19	0	0	0	n/a	n/a	0.00%
		WHITE - TOTAL		0	0	19	0	0	n/a	n/a	0.00%
	TOTAL		0	0	19	0	0	0	n/a	n/a	0.00%
SERBIA	RED	IMPORT BOTTLED	0	0	0	0	45	9	n/a	n/a	0.00%
		RED - TOTAL		0	0	0	0	45	9	n/a	n/a
	TOTAL		0	0	0	0	45	9	n/a	n/a	0.00%
SLOVENIA	RED	IMPORT BOTTLED	0	59	0	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 2014	
TABLE WINE	SLOVENIA	RED	RED - TOTAL	0	59	0	0	0	n/a	n/a	0.00%	
		WHITE	IMPORT BOTTLED	165	42	5	13	353	95	n/a	2,615.38%	72.52%
			WHITE - TOTAL	165	42	5	13	353	95	n/a	2,615.38%	72.52%
			TOTAL	165	101	5	13	353	95	n/a	2,615.38%	72.52%
SOUTH AFRICA	RED	CANADA BOTTLED	816	96	0	0	0	0	n/a	n/a	0.00%	
		IMPORT BOTTLED	625,332	590,153	564,628	517,065	516,105	110,193	10.77%	-0.18%	3.70%	
		RED - TOTAL	626,148	590,249	564,628	517,065	516,105	110,193	10.77%	-0.18%	3.70%	
	ROSE	IMPORT BOTTLED	497	2,286	37	117	780	290	n/a	566.67%	0.64%	
		ROSE - TOTAL	497	2,286	37	117	780	290	n/a	566.67%	0.64%	
	WHITE	CANADA BOTTLED	624	108	0	0	0	0	n/a	n/a	0.00%	
		IMPORT BOTTLED	376,639	408,786	417,174	402,262	409,891	97,237	4.92%	1.90%	5.08%	
		WHITE - TOTAL	377,263	408,894	417,174	402,262	409,891	97,237	4.92%	1.90%	5.08%	
	TOTAL	1,003,908	1,001,429	981,839	919,444	926,776	207,720	7.95%	0.80%	4.31%		
SPAIN	RED	IMPORT BOTTLED	735,391	861,790	1,009,758	1,150,885	1,315,482	289,734	8.68%	14.30%	6.14%	
		RED - TOTAL	735,391	861,790	1,009,758	1,150,885	1,315,482	289,734	8.68%	14.30%	6.14%	
	ROSE	IMPORT BOTTLED	10,892	13,798	9,985	13,590	14,460	5,582	26.00%	6.42%	16.69%	
		ROSE - TOTAL	10,892	13,798	9,985	13,590	14,460	5,582	26.00%	6.42%	16.69%	
	WHITE	IMPORT BOTTLED	49,652	66,303	67,036	86,506	120,457	28,437	10.97%	39.22%	14.79%	
		WHITE - TOTAL	49,652	66,303	67,036	86,506	120,457	28,437	10.97%	39.22%	14.79%	
	TOTAL	795,935	941,891	1,086,779	1,250,981	1,450,399	323,753	9.13%	15.93%	6.96%		
SWITZERLAND	WHITE	IMPORT BOTTLED	0	318	2	0	0	0	n/a	n/a	0.00%	
		WHITE - TOTAL	0	318	2	0	0	0	n/a	n/a	0.00%	
		TOTAL	0	318	2	0	0	0	n/a	n/a	0.00%	
TURKEY	RED	IMPORT BOTTLED	180	331	389	323	395	107	-0.93%	21.98%	0.00%	
		RED - TOTAL	180	331	389	323	395	107	-0.93%	21.98%	0.00%	
	WHITE	IMPORT BOTTLED	0	0	0	0	18	18	n/a	n/a	0.00%	

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			2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014	
TABLE WINE	TURKEY	WHITE	WHITE - TOTAL	0	0	0	0	18	n/a	n/a	0.00%	
		TOTAL	180	331	389	323	413	125	-0.93%	21.98%	0.00%	
UNITED STATES OF AMERICA	ICE WINE WHITE	IMPORT BOTTLED		0	0	14	0	0	n/a	n/a	0.00%	
		ICE WINE WHITE - TOTAL	0	0	14	0	0	0	n/a	n/a	0.00%	
	RED	CANADA BOTTLED		494,433	425,266	371,861	310,905	305,250	79,097	15.87%	-1.82%	1.84%
		IMPORT BOTTLED		2,814,418	2,963,201	3,432,373	3,938,060	4,281,484	1,042,854	18.30%	8.72%	12.85%
		RED - TOTAL	3,308,851	3,388,467	3,804,234	4,248,965	4,586,734	1,121,951	18.13%	7.95%	12.12%	
	ROSE	CANADA BOTTLED		10,200	1,921	1,035	225	0	0	n/a	-100.00%	0.00%
		IMPORT BOTTLED		490,295	471,526	464,058	466,919	489,465	129,883	21.80%	4.83%	5.13%
		ROSE - TOTAL	500,495	473,447	465,093	467,144	489,465	129,883	21.80%	4.78%	5.13%	
	WHITE	CANADA BOTTLED		257,812	217,830	173,780	119,554	123,460	33,445	37.05%	3.27%	3.30%
		IMPORT BOTTLED		1,678,928	1,712,272	1,829,751	1,912,787	1,947,861	509,348	12.71%	1.83%	10.58%
WHITE - TOTAL		1,936,740	1,930,102	2,003,531	2,032,341	2,071,321	542,793	13.95%	1.92%	10.14%		
TOTAL	5,746,086	5,792,016	6,272,872	6,748,450	7,147,520	1,794,627	17.09%	5.91%	11.07%			
URUGUAY	RED	IMPORT BOTTLED		1,796	2,252	958	790	5	0	-100.00%	-99.37%	0.00%
		RED - TOTAL	1,796	2,252	958	790	5	0	-100.00%	-99.37%	0.00%	
	WHITE	IMPORT BOTTLED		9	27	52	-1	0	0	n/a	100.00%	0.00%
WHITE - TOTAL		9	27	52	-1	0	0	n/a	100.00%	0.00%		
TOTAL	1,805	2,279	1,010	789	5	0	-100.00%	-99.37%	0.00%			
IMPORT TABLE WINE - SUMMARY	CANADA BOTTLED			1,456,746	1,143,290	1,018,573	917,828	937,061	231,504	15.54%	2.10%	8.28%
	IMPORT BOTTLED			26,405,102	26,557,123	27,684,690	28,160,033	28,742,637	7,012,640	10.43%	2.07%	11.31%
IMPORT TABLE WINE - TOTAL			27,861,848	27,700,413	28,703,263	29,077,861	29,679,698	7,244,144	10.59%	2.07%	11.21%	
SPARKLING WINE	ARGENTINA	RED		0	45	81	0	0	0	n/a	n/a	0.00%
		ROSE		81	73	204	438	211	78	-69.29%	-51.93%	4.27%
		WHITE		2,972	1,935	3,453	5,574	5,723	975	1.25%	2.75%	8.04%
		TOTAL	3,053	2,053	3,738	6,012	5,934	1,053	-13.48%	-1.24%	7.90%	

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			2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
SPARKLING WINE	AUSTRALIA	RED	11,671	9,955	9,567	8,206	6,564	1,174	-35.46%	-20.00%	0.62%
		ROSE	82,798	77,977	75,564	81,505	83,507	18,548	5.17%	2.45%	4.32%
		WHITE	110,528	93,746	91,582	104,512	105,981	25,665	38.42%	1.42%	5.96%
		TOTAL	204,997	181,678	176,713	194,223	196,052	45,387	19.45%	0.95%	5.08%
AUSTRIA	ROSE	0	0	9	9	9	0	n/a	n/a	0.00%	
	WHITE	0	0	0	0	72	72	n/a	n/a	0.00%	
	TOTAL	0	0	9	9	81	72	n/a	n/a	0.00%	
BRAZIL	WHITE	0	0	0	0	1,379	638	n/a	n/a	5.44%	
	TOTAL	0	0	0	0	1,379	638	n/a	n/a	5.44%	
CHILE	ROSE	14,372	17,729	17,968	15,759	13,510	2,976	16.98%	-14.25%	2.02%	
	WHITE	5	87	124	23	462	296	n/a	1,913.04%	0.00%	
	TOTAL	14,377	17,816	18,092	15,782	13,972	3,272	16.98%	-11.44%	2.02%	
CHINA	WHITE	0	44	175	88	6	0	-100.00%	-93.26%	0.00%	
	TOTAL	0	44	175	88	6	0	-100.00%	-93.26%	0.00%	
CZECH REPUBLIC	WHITE	3	0	0	0	0	0	n/a	n/a	0.00%	
	TOTAL	3	0	0	0	0	0	n/a	n/a	0.00%	
FRANCE	RED	0	0	1,979	0	0	0	n/a	n/a	0.00%	
	ROSE	31,442	41,211	50,280	50,754	47,915	10,234	-9.06%	-5.55%	8.61%	
	WHITE	180,188	177,146	178,848	190,166	208,794	42,246	18.53%	9.81%	25.03%	
	TOTAL	211,630	218,357	231,107	240,920	256,709	52,480	11.91%	6.57%	21.97%	
GERMANY	ROSE	15,327	15,407	19,387	20,264	19,113	3,219	-0.31%	-5.67%	3.31%	
	WHITE	156,531	162,879	155,543	156,340	166,347	30,715	20.73%	6.40%	11.70%	
	TOTAL	171,858	178,286	174,930	176,604	185,460	33,934	18.36%	5.01%	10.83%	
HUNGARY	ROSE	0	0	0	95	117	9	-72.73%	23.96%	7.69%	
	WHITE	19,622	18,917	15,643	12,620	13,653	2,403	-4.19%	8.16%	3.47%	
	TOTAL	19,622	18,917	15,643	12,715	13,770	2,412	-5.08%	8.28%	3.51%	

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 2014
SPARKLING WINE	ITALY	RED	41	0	95	34	79	6	-60.00%	122.22%	17.72%
		ROSE	11,451	11,698	11,448	12,922	16,683	3,557	69.22%	29.13%	7.71%
		WHITE	161,179	178,734	208,756	278,228	396,979	99,239	52.96%	42.67%	21.24%
		TOTAL	172,671	190,432	220,299	291,184	413,741	102,802	53.44%	42.08%	20.69%
	NEW ZEALAND	ROSE	36	180	3,517	5,311	5,285	1,114	4.11%	-0.49%	7.68%
		WHITE	3,078	8,336	13,412	13,128	12,191	2,290	5.97%	-7.12%	5.76%
		TOTAL	3,114	8,516	16,929	18,439	17,476	3,404	5.35%	-5.21%	6.34%
	PORTUGAL	ROSE	527	477	0	0	0	0	n/a	n/a	0.00%
		WHITE	279	421	199	311	959	72	-40.98%	205.40%	0.00%
		TOTAL	806	898	199	311	959	72	-40.98%	205.40%	0.00%
SLOVENIA	ROSE	0	0	0	0	55	7	n/a	n/a	0.00%	
	TOTAL	0	0	0	0	55	7	n/a	n/a	0.00%	
SOUTH AFRICA	ROSE	90	90	99	153	332	162	1,700.00%	117.65%	0.00%	
	WHITE	20,441	18,667	16,128	15,694	15,342	4,460	19.60%	-2.28%	6.04%	
	TOTAL	20,531	18,757	16,227	15,847	15,674	4,622	23.65%	-1.12%	6.04%	
SPAIN	RED	18	23	59	0	0	0	n/a	n/a	0.00%	
	ROSE	16,900	20,272	14,507	12,269	11,585	2,063	-7.94%	-5.55%	10.62%	
	WHITE	262,938	267,002	256,503	263,270	262,163	51,256	0.99%	-0.41%	17.85%	
	TOTAL	279,856	287,297	271,069	275,539	273,748	53,319	0.61%	-0.64%	17.54%	
UNITED STATES OF AMERICA	ROSE	20,200	8,122	2,900	2,048	1,687	519	63.72%	-17.71%	2.02%	
	WHITE	114,434	108,087	102,362	99,994	110,489	22,495	10.49%	10.49%	11.75%	
	TOTAL	134,634	116,209	105,262	102,042	112,176	23,014	11.31%	9.93%	11.60%	
IMPORT SPARKLING WINE - TOTAL			1,237,152	1,239,260	1,250,392	1,349,715	1,507,192	326,488	21.99%	11.67%	15.69%
WINE - GIFT PACKS	AUSTRALIA	7,107	3,935	3	0	0	0	n/a	n/a	0.00%	
	CHILE	0	0	859	318	30	0	-100.00%	-90.57%	0.00%	
	FRANCE	960	1,764	1,894	2,643	1,136	96	-50.77%	-56.95%	0.18%	

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		2010	2011	2012	2013	2014	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2014
WINE - GIFT PACKS	ITALY	2	0	1,801	0	0	0	n/a	n/a	0.00%
	PORTUGAL	20	0	0	0	540	0	n/a	n/a	0.00%
	SOUTH AFRICA	8,682	2	0	2,882	5	0	-100.00%	-99.79%	0.00%
	SPAIN	2,066	1,012	0	2,343	45	0	-100.00%	-98.08%	0.00%
	UNITED STATES OF AMERICA	0	0	2,915	14	8,352	157	1,021.43%	59,578.57%	0.90%
IMPORT WINE - GIFT PACKS - TOTAL		18,837	6,713	7,472	8,200	10,108	253	-25.15%	23.21%	0.76%
IMPORT WINE - TOTAL		30,100,856	29,911,971	30,929,071	31,397,809	32,209,392	7,799,743	11.08%	2.59%	12.07%

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE 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 2014
APERITIF, DESSERT AND FORTIFIED WINE	FLAVOURED	AUSTRALIA	\$64	\$71	\$56	\$47	\$44	\$7	-14.83%	-5.44%	2.56%
		FRANCE	\$0	\$0	\$11	\$21	\$1	\$0	-62.59%	-93.29%	0.00%
		ITALY	\$0	\$179	\$365	\$323	\$279	\$89	53.84%	-13.45%	24.15%
		SLOVAK REPUBLIC	\$0	\$0	\$0	\$1	\$0	\$0	n/a	-100.00%	0.00%
		SOUTH AFRICA	\$0	\$0	\$30	\$18	\$4	\$1	-91.20%	-78.91%	0.00%
		UNITED KINGDOM	\$0	\$0	\$0	\$0	\$13	\$0	n/a	n/a	0.00%
		UNITED STATES OF AMERICA	\$23	\$26	\$53	\$351	\$413	\$63	14.75%	17.51%	2.65%
		FLAVOURED	\$87	\$276	\$516	\$762	\$755	\$161	18.61%	-2.59%	10.80%
FRUIT	DENMARK	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
	FRANCE	\$0	\$1	\$0	\$0	\$0	\$0	n/a	-100.00%	0.00%	
	JAPAN	\$284	\$282	\$297	\$309	\$292	\$72	4.56%	-5.49%	36.84%	
	KOREA - SOUTH	\$3	\$4	\$4	\$16	\$35	\$7	-41.24%	115.76%	38.70%	
	TURKEY	\$1	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
	UNITED STATES OF AMERICA	\$38	\$64	\$64	\$150	\$163	\$28	-16.97%	8.95%	26.39%	
FRUIT	\$325	\$351	\$366	\$475	\$490	\$106	-6.49%	3.16%	33.49%		
MADEIRA	PORTUGAL	\$177	\$178	\$171	\$162	\$170	\$32	3.89%	4.75%	29.90%	
	MADEIRA	\$177	\$178	\$171	\$162	\$170	\$32	3.89%	4.75%	29.90%	
MONTILLA	SPAIN	\$179	\$189	\$207	\$221	\$217	\$48	0.71%	-1.73%	8.01%	
	MONTILLA	\$179	\$189	\$207	\$221	\$217	\$48	0.71%	-1.73%	8.01%	
OTHER	AUSTRALIA	\$0	\$0	\$5	\$7	\$6	\$2	59.46%	-17.24%	0.00%	
	OTHER	\$0	\$0	\$5	\$7	\$6	\$2	59.46%	-17.24%	0.00%	
OTHER FORTIFIED	ARGENTINA	\$0	\$1	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
	AUSTRALIA	\$796	\$841	\$835	\$752	\$670	\$141	-12.05%	-10.91%	6.57%	
	CHINA	\$138	\$203	\$185	\$167	\$190	\$35	14.71%	13.76%	14.42%	
	FRANCE	\$555	\$551	\$578	\$589	\$587	\$140	16.59%	-0.26%	12.78%	
	GREECE	\$1	\$2	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	

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APERITIF, DESSERT AND FORTIFIED WINE	OTHER FORTIFIED	ITALY	\$319	\$319	\$316	\$310	\$332	\$70	16.40%	7.24%	31.39%
		JAPAN	\$9	\$30	\$62	\$84	\$120	\$32	39.08%	43.49%	84.95%
		KOREA - SOUTH	\$187	\$197	\$211	\$243	\$413	\$103	73.41%	69.66%	33.90%
		SOUTH AFRICA	\$545	\$641	\$560	\$403	\$448	\$100	897.74%	11.18%	4.13%
		SPAIN	\$2	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		UNITED STATES OF AMERICA	\$66	\$65	\$66	\$56	\$42	\$9	-21.15%	-24.49%	29.97%
		URUGUAY	\$0	\$1	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		OTHER FORTIFIED	\$2,619	\$2,850	\$2,815	\$2,603	\$2,803	\$629	32.70%	7.65%	18.70%
PORT	AUSTRALIA	\$10	\$12	\$5	\$1	\$0	\$0	n/a	-100.00%	0.00%	
	PORTUGAL	\$3,285	\$3,315	\$3,047	\$2,966	\$3,121	\$624	17.26%	5.24%	11.67%	
	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%	
	PORT	\$3,298	\$3,328	\$3,052	\$2,967	\$3,121	\$624	17.26%	5.20%	11.67%	
SAKE	JAPAN	\$1,725	\$1,896	\$2,040	\$2,306	\$2,722	\$661	25.29%	18.03%	56.44%	
	KOREA - SOUTH	\$40	\$29	\$38	\$34	\$25	\$5	-32.17%	-25.11%	71.42%	
	UNITED STATES OF AMERICA	\$3,189	\$3,157	\$3,195	\$3,198	\$3,300	\$773	9.54%	3.19%	57.70%	
	SAKE	\$4,954	\$5,082	\$5,273	\$5,538	\$6,047	\$1,439	15.98%	9.19%	57.19%	
SHERRY	NEW ZEALAND	\$318	\$19	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
	SPAIN	\$1,426	\$1,446	\$1,365	\$1,323	\$1,295	\$249	2.03%	-2.15%	3.50%	
	SHERRY	\$1,744	\$1,465	\$1,365	\$1,323	\$1,295	\$249	2.03%	-2.15%	3.50%	
VERMOUTH	AUSTRALIA	\$0	\$0	\$0	\$0	\$10	\$5	n/a	n/a	5.56%	
	FRANCE	\$228	\$220	\$218	\$180	\$22	\$2	-95.46%	-87.88%	26.39%	
	ITALY	\$2,321	\$2,254	\$2,207	\$2,205	\$2,319	\$562	16.11%	5.17%	8.75%	
	SLOVAK REPUBLIC	\$0	\$0	\$0	\$1	\$0	\$0	n/a	-100.00%	0.00%	
	UNITED STATES OF AMERICA	\$6	\$9	\$8	\$12	\$13	\$3	-23.30%	4.22%	26.10%	
	VERMOUTH	\$2,555	\$2,483	\$2,433	\$2,398	\$2,364	\$571	7.32%	-1.85%	8.99%	

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE 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 2014	
IMPORT APERITIF, DESSERT AND FORTIFIED WINE - TOTAL			\$15,939	\$16,201	\$16,202	\$16,456	\$17,268	\$3,861	15.33%	4.93%	28.47%	
TABLE WINE	ARGENTINA	RED	IMPORT BOTTLED	\$33,998	\$38,504	\$41,569	\$41,256	\$40,282	\$9,549	6.34%	-2.36%	15.37%
		RED - TOTAL	\$33,998	\$38,504	\$41,569	\$41,256	\$40,282	\$9,549	6.34%	-2.36%	15.37%	
	ROSE	IMPORT BOTTLED	\$71	\$118	\$134	\$79	\$154	\$41	218.99%	94.86%	0.70%	
		ROSE - TOTAL	\$71	\$118	\$134	\$79	\$154	\$41	218.99%	94.86%	0.70%	
	WHITE	IMPORT BOTTLED	\$4,056	\$4,468	\$4,978	\$4,756	\$4,492	\$1,091	1.84%	-5.54%	8.14%	
		WHITE - TOTAL	\$4,056	\$4,468	\$4,978	\$4,756	\$4,492	\$1,091	1.84%	-5.54%	8.14%	
	TOTAL		\$38,125	\$43,089	\$46,681	\$46,091	\$44,929	\$10,680	6.13%	-2.52%	14.60%	
	ARMENIA	WHITE	IMPORT BOTTLED	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		WHITE - TOTAL		\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		TOTAL		\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
AUSTRALIA	RED	CANADA BOTTLED	\$113	\$51	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
		IMPORT BOTTLED	\$76,011	\$71,876	\$70,078	\$62,234	\$55,480	\$12,300	-2.90%	-10.85%	10.59%	
		RED - TOTAL	\$76,124	\$71,927	\$70,078	\$62,234	\$55,480	\$12,300	-2.90%	-10.85%	10.59%	
	ROSE	IMPORT BOTTLED	\$294	\$238	\$189	\$221	\$293	\$110	76.61%	32.16%	4.60%	
		ROSE - TOTAL	\$294	\$238	\$189	\$221	\$293	\$110	76.61%	32.16%	4.60%	
	WHITE	CANADA BOTTLED	\$62	\$21	\$0	\$0	\$0	\$0	n/a	-100.00%	0.00%	
		IMPORT BOTTLED	\$28,488	\$26,604	\$27,008	\$26,509	\$25,501	\$6,438	9.90%	-3.80%	6.95%	
		WHITE - TOTAL	\$28,550	\$26,625	\$27,008	\$26,509	\$25,501	\$6,438	9.90%	-3.80%	6.95%	
	TOTAL		\$104,969	\$98,790	\$97,275	\$88,965	\$81,274	\$18,848	1.40%	-8.64%	9.43%	
	AUSTRIA	RED	IMPORT BOTTLED	\$31	\$17	\$29	\$36	\$37	\$14	115.61%	4.42%	24.33%
RED - TOTAL			\$31	\$17	\$29	\$36	\$37	\$14	115.61%	4.42%	24.33%	
ROSE		IMPORT BOTTLED	\$6	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
		ROSE - TOTAL	\$6	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
WHITE		IMPORT BOTTLED	\$212	\$287	\$225	\$164	\$239	\$88	140.57%	45.98%	22.87%	
		WHITE - TOTAL	\$212	\$287	\$225	\$164	\$239	\$88	140.57%	45.98%	22.87%	

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE 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 2014	
TABLE WINE	AUSTRIA	TOTAL	\$250	\$304	\$254	\$200	\$277	\$102	136.81%	38.54%	23.07%	
	BULGARIA	RED	IMPORT BOTTLED	\$0	\$4	\$12	\$16	\$40	\$6	105.78%	156.04%	4.23%
		RED - TOTAL	\$0	\$4	\$12	\$16	\$40	\$6	105.78%	156.04%	4.23%	
		WHITE	IMPORT BOTTLED	\$0	\$6	\$14	\$3	\$0	-100.00%	-100.00%	0.00%	
		WHITE - TOTAL	\$0	\$6	\$14	\$3	\$0	\$0	-100.00%	-100.00%	0.00%	
		TOTAL	\$0	\$10	\$26	\$18	\$40	\$6	83.04%	118.20%	4.23%	
	CHILE	RED	CANADA BOTTLED	\$2,049	\$1,556	\$1,185	\$857	\$754	\$166	-7.52%	-12.07%	27.65%
			IMPORT BOTTLED	\$28,190	\$29,144	\$29,217	\$27,770	\$28,597	\$6,943	11.59%	2.98%	5.80%
		RED - TOTAL	\$30,239	\$30,700	\$30,402	\$28,627	\$29,351	\$7,109	11.05%	2.53%	6.36%	
		ROSE	IMPORT BOTTLED	\$122	\$100	\$109	\$65	\$146	\$44	289.25%	122.67%	2.30%
		ROSE - TOTAL	\$122	\$100	\$109	\$65	\$146	\$44	289.25%	122.67%	2.30%	
		WHITE	CANADA BOTTLED	\$1,590	\$1,162	\$867	\$690	\$636	\$167	15.36%	-7.78%	33.88%
			IMPORT BOTTLED	\$11,596	\$12,329	\$12,936	\$13,161	\$12,009	\$3,103	1.78%	-8.75%	8.90%
		WHITE - TOTAL	\$13,186	\$13,491	\$13,803	\$13,851	\$12,645	\$3,270	2.39%	-8.70%	10.16%	
		TOTAL	\$43,547	\$44,291	\$44,314	\$42,543	\$42,142	\$10,424	8.50%	-0.94%	7.49%	
	CHINA	RED	IMPORT BOTTLED	\$60	\$43	\$23	\$9	\$6	\$1	-0.88%	-37.38%	0.00%
		RED - TOTAL	\$60	\$43	\$23	\$9	\$6	\$1	-0.88%	-37.38%	0.00%	
		WHITE	IMPORT BOTTLED	\$3	\$6	\$14	\$15	\$1	\$0	-100.00%	-96.47%	0.00%
		WHITE - TOTAL	\$3	\$6	\$14	\$15	\$1	\$0	-100.00%	-96.47%	0.00%	
		TOTAL	\$64	\$49	\$37	\$24	\$6	\$1	-32.22%	-74.75%	0.00%	
	CROATIA	RED	IMPORT BOTTLED	\$52	\$38	\$11	\$3	\$3	\$2	n/a	12.00%	9.69%
		RED - TOTAL	\$52	\$38	\$11	\$3	\$3	\$2	n/a	12.00%	9.69%	
		WHITE	IMPORT BOTTLED	\$2	\$2	\$0	\$0	\$5	\$5	n/a	n/a	61.98%
		WHITE - TOTAL	\$2	\$2	\$0	\$0	\$5	\$5	n/a	n/a	61.98%	
		TOTAL	\$54	\$40	\$11	\$3	\$8	\$6	n/a	12.00%	41.78%	
	CZECH REPUBLIC	RED	IMPORT BOTTLED	\$4	\$0	\$0	\$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 2014
TABLE WINE	CZECH REPUBLIC	RED	RED - TOTAL	\$4	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		WHITE	IMPORT BOTTLED	\$6	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
			WHITE - TOTAL	\$6	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
			TOTAL	\$10	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
FRANCE	RED	CANADA BOTTLED		\$1,336	\$1,191	\$1,383	\$1,650	\$1,851	\$448	21.96%	12.14%	1.60%
		IMPORT BOTTLED		\$30,373	\$31,633	\$37,306	\$39,390	\$41,208	\$7,714	17.15%	4.62%	9.38%
		RED - TOTAL		\$31,709	\$32,824	\$38,689	\$41,040	\$43,058	\$8,162	17.40%	4.92%	9.04%
	ROSE	IMPORT BOTTLED		\$1,160	\$1,079	\$1,275	\$1,557	\$2,184	\$956	84.93%	40.26%	10.12%
		ROSE - TOTAL		\$1,160	\$1,079	\$1,275	\$1,557	\$2,184	\$956	84.93%	40.26%	10.12%
	WHITE	CANADA BOTTLED		\$570	\$345	\$480	\$567	\$631	\$158	25.79%	11.33%	1.88%
		IMPORT BOTTLED		\$11,450	\$11,575	\$11,818	\$12,372	\$13,059	\$3,088	11.18%	5.55%	18.75%
		WHITE - TOTAL		\$12,020	\$11,920	\$12,297	\$12,939	\$13,691	\$3,246	11.81%	5.81%	17.97%
	TOTAL		\$44,889	\$45,823	\$52,261	\$55,537	\$58,933	\$12,363	19.20%	6.12%	11.16%	
GEORGIA	RED	IMPORT BOTTLED		\$10	\$179	\$178	\$246	\$194	\$39	-27.05%	-20.93%	0.52%
		RED - TOTAL		\$10	\$179	\$178	\$246	\$194	\$39	-27.05%	-20.93%	0.52%
	WHITE	IMPORT BOTTLED		\$1	\$2	\$13	\$44	\$34	\$8	8.41%	-23.12%	3.08%
		WHITE - TOTAL		\$1	\$2	\$13	\$44	\$34	\$8	8.41%	-23.12%	3.08%
	TOTAL		\$11	\$181	\$191	\$290	\$228	\$46	-22.88%	-21.26%	0.90%	
GERMANY	ICE WINE WHITE	IMPORT BOTTLED		\$0	\$0	\$2	\$1	\$1	\$0	n/a	19.14%	0.00%
		ICE WINE WHITE - TOTAL		\$0	\$0	\$2	\$1	\$1	\$0	n/a	19.14%	0.00%
	RED	IMPORT BOTTLED		\$225	\$253	\$173	\$190	\$191	\$36	-3.22%	0.20%	2.42%
		RED - TOTAL		\$225	\$253	\$173	\$190	\$191	\$36	-3.22%	0.20%	2.42%
	ROSE	IMPORT BOTTLED		\$0	\$0	\$0	\$0	\$33	\$19	n/a	n/a	0.63%
		ROSE - TOTAL		\$0	\$0	\$0	\$0	\$33	\$19	n/a	n/a	0.63%
	WHITE	IMPORT BOTTLED		\$6,929	\$7,242	\$7,228	\$7,214	\$7,034	\$1,691	10.36%	-2.49%	8.76%
		WHITE - TOTAL		\$6,929	\$7,242	\$7,228	\$7,214	\$7,034	\$1,691	10.36%	-2.49%	8.76%

IMPORT WINE MARKET
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TABLE WINE	GERMANY	TOTAL	\$7,154	\$7,495	\$7,403	\$7,405	\$7,259	\$1,746	10.04%	-2.42%	8.56%	
	GREECE	RED	IMPORT BOTTLED	\$765	\$703	\$651	\$624	\$586	\$138	-8.47%	-6.02%	62.86%
		RED - TOTAL	\$765	\$703	\$651	\$624	\$586	\$138	-8.47%	-6.02%	62.86%	
	ROSE	IMPORT BOTTLED	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
		ROSE - TOTAL	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
	WHITE	IMPORT BOTTLED	\$660	\$652	\$587	\$589	\$558	\$140	-10.77%	-5.27%	53.36%	
		WHITE - TOTAL	\$660	\$652	\$587	\$589	\$558	\$140	-10.77%	-5.27%	53.36%	
	TOTAL		\$1,425	\$1,354	\$1,237	\$1,213	\$1,144	\$278	-9.65%	-5.66%	58.23%	
	HUNGARY	RED	IMPORT BOTTLED	\$272	\$257	\$237	\$408	\$302	\$64	-4.01%	-25.99%	2.56%
			RED - TOTAL	\$272	\$257	\$237	\$408	\$302	\$64	-4.01%	-25.99%	2.56%
		WHITE	IMPORT BOTTLED	\$1,058	\$1,054	\$1,126	\$1,023	\$937	\$226	4.13%	-8.43%	8.07%
			WHITE - TOTAL	\$1,058	\$1,054	\$1,126	\$1,023	\$937	\$226	4.13%	-8.43%	8.07%
	TOTAL		\$1,330	\$1,311	\$1,363	\$1,432	\$1,239	\$290	2.23%	-13.44%	6.73%	
	INDIA	ROSE	IMPORT BOTTLED	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
ROSE - TOTAL			\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
WHITE		IMPORT BOTTLED	\$0	\$0	\$0	\$29	\$23	\$5	-41.93%	-22.25%	46.73%	
		WHITE - TOTAL	\$0	\$0	\$0	\$29	\$23	\$5	-41.93%	-22.25%	46.73%	
TOTAL		\$0	\$0	\$0	\$29	\$23	\$5	-41.93%	-22.25%	46.73%		
ISRAEL	RED	IMPORT BOTTLED	\$169	\$164	\$151	\$159	\$148	\$52	116.95%	-6.98%	1.51%	
		RED - TOTAL	\$169	\$164	\$151	\$159	\$148	\$52	116.95%	-6.98%	1.51%	
	ROSE	IMPORT BOTTLED	\$0	\$4	\$16	\$15	\$11	\$4	71.42%	-24.74%	0.83%	
		ROSE - TOTAL	\$0	\$4	\$16	\$15	\$11	\$4	71.42%	-24.74%	0.83%	
	WHITE	IMPORT BOTTLED	\$66	\$80	\$70	\$73	\$62	\$20	62.82%	-14.50%	1.81%	
		WHITE - TOTAL	\$66	\$80	\$70	\$73	\$62	\$20	62.82%	-14.50%	1.81%	
TOTAL		\$236	\$248	\$236	\$247	\$222	\$76	96.95%	-10.27%	1.56%		
ITALY	RED	CANADA BOTTLED	\$0	\$0	\$0	\$2	\$28	\$8	250.07%	1,200.23%	100.00%	

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TABLE WINE	ITALY	RED	IMPORT BOTTLED	\$36,684	\$36,862	\$38,071	\$39,694	\$41,623	\$9,961	16.41%	4.86%	22.15%
		RED - TOTAL	\$36,684	\$36,862	\$38,071	\$39,696	\$41,651	\$9,968	16.47%	4.93%	22.20%	
		ROSE	IMPORT BOTTLED	\$246	\$630	\$802	\$844	\$832	\$234	13.61%	-1.36%	4.81%
		ROSE - TOTAL	\$246	\$630	\$802	\$844	\$832	\$234	13.61%	-1.36%	4.81%	
		WHITE	CANADA BOTTLED	\$0	\$0	\$0	\$2	\$43	\$15	616.64%	1,999.81%	100.00%
			IMPORT BOTTLED	\$17,073	\$18,405	\$20,059	\$21,776	\$22,711	\$5,755	11.73%	4.30%	22.48%
		WHITE - TOTAL	\$17,073	\$18,405	\$20,059	\$21,778	\$22,754	\$5,769	11.97%	4.48%	22.63%	
	TOTAL	\$54,004	\$55,897	\$58,932	\$62,318	\$65,238	\$15,972	14.76%	4.69%	22.13%		
	LEBANON	RED	IMPORT BOTTLED	\$28	\$26	\$21	\$23	\$32	\$7	48.38%	43.06%	31.53%
			RED - TOTAL	\$28	\$26	\$21	\$23	\$32	\$7	48.38%	43.06%	31.53%
ROSE		IMPORT BOTTLED	\$1	\$3	\$6	\$2	\$5	\$1	-56.00%	175.23%	83.62%	
		ROSE - TOTAL	\$1	\$3	\$6	\$2	\$5	\$1	-56.00%	175.23%	83.62%	
WHITE		IMPORT BOTTLED	\$6	\$7	\$4	\$2	\$2	\$1	275.10%	24.09%	93.30%	
		WHITE - TOTAL	\$6	\$7	\$4	\$2	\$2	\$1	275.10%	24.09%	93.30%	
TOTAL	\$35	\$36	\$31	\$26	\$39	\$9	32.15%	51.27%	41.13%			
MEXICO	RED	IMPORT BOTTLED	\$16	\$20	\$15	\$10	\$13	\$3	36.01%	35.42%	23.15%	
		RED - TOTAL	\$16	\$20	\$15	\$10	\$13	\$3	36.01%	35.42%	23.15%	
	WHITE	IMPORT BOTTLED	\$4	\$6	\$2	\$1	\$1	\$1	81.06%	-50.00%	48.99%	
		WHITE - TOTAL	\$4	\$6	\$2	\$1	\$1	\$1	81.06%	-50.00%	48.99%	
TOTAL	\$20	\$26	\$17	\$11	\$14	\$3	42.51%	26.08%	24.27%			
MOLDOVA, REPUBLIC OF	RED	IMPORT BOTTLED	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
		RED - TOTAL	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
	TOTAL	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%		
MONTENEGRO	RED	IMPORT BOTTLED	\$53	\$63	\$60	\$65	\$59	\$17	38.82%	-9.25%	0.68%	
		RED - TOTAL	\$53	\$63	\$60	\$65	\$59	\$17	38.82%	-9.25%	0.68%	
	TOTAL	\$53	\$63	\$60	\$65	\$59	\$17	38.82%	-9.25%	0.68%		

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TABLE WINE	MOROCCO	RED	IMPORT BOTTLED	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
			RED - TOTAL	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
			TOTAL	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
NEW ZEALAND	RED	IMPORT BOTTLED	\$1,966	\$2,255	\$2,719	\$2,632	\$2,586	\$613	13.57%	-1.73%	16.89%
		RED - TOTAL	\$1,966	\$2,255	\$2,719	\$2,632	\$2,586	\$613	13.57%	-1.73%	16.89%
	ROSE	IMPORT BOTTLED	\$15	\$26	\$5	\$0	\$39	\$39	n/a	n/a	0.32%
		ROSE - TOTAL	\$15	\$26	\$5	\$0	\$39	\$39	n/a	n/a	0.32%
	WHITE	CANADA BOTTLED	\$0	\$0	\$5	\$208	\$130	\$7	-88.05%	-37.62%	69.49%
		IMPORT BOTTLED	\$14,857	\$18,025	\$21,868	\$25,594	\$30,206	\$8,560	31.87%	18.02%	18.72%
		WHITE - TOTAL	\$14,857	\$18,025	\$21,874	\$25,802	\$30,336	\$8,568	30.73%	17.57%	18.94%
	TOTAL	\$16,838	\$20,306	\$24,598	\$28,434	\$32,962	\$9,219	29.42%	15.79%	18.76%	
PORTUGAL	RED	CANADA BOTTLED	\$0	\$0	\$0	\$0	\$0	\$0	n/a	-100.00%	0.00%
		IMPORT BOTTLED	\$1,655	\$2,104	\$1,832	\$1,738	\$2,052	\$489	27.18%	18.09%	5.39%
		RED - TOTAL	\$1,655	\$2,104	\$1,832	\$1,738	\$2,052	\$489	27.18%	18.06%	5.39%
	ROSE	IMPORT BOTTLED	\$719	\$872	\$793	\$802	\$759	\$198	18.44%	-5.37%	1.76%
		ROSE - TOTAL	\$719	\$872	\$793	\$802	\$759	\$198	18.44%	-5.37%	1.76%
	WHITE	IMPORT BOTTLED	\$1,302	\$1,343	\$1,506	\$1,583	\$1,599	\$519	20.03%	1.02%	5.47%
		WHITE - TOTAL	\$1,302	\$1,343	\$1,506	\$1,583	\$1,599	\$519	20.03%	1.02%	5.47%
	TOTAL	\$3,676	\$4,319	\$4,131	\$4,123	\$4,410	\$1,206	22.56%	6.96%	4.79%	
ROMANIA	WHITE	IMPORT BOTTLED	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		WHITE - TOTAL	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		TOTAL	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
SERBIA	RED	IMPORT BOTTLED	\$0	\$0	\$0	\$0	\$1	\$0	n/a	n/a	0.00%
		RED - TOTAL	\$0	\$0	\$0	\$0	\$1	\$0	n/a	n/a	0.00%
		TOTAL	\$0	\$0	\$0	\$0	\$1	\$0	n/a	n/a	0.00%
SLOVENIA	RED	IMPORT BOTTLED	\$0	\$1	\$0	\$0	\$0	\$0	n/a	n/a	0.00%

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE 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 2014	
TABLE WINE	SLOVENIA	RED	RED - TOTAL	\$0	\$1	\$0	\$0	\$0	n/a	n/a	0.00%	
		WHITE	IMPORT BOTTLED	\$6	\$1	\$0	\$1	\$13	\$4	n/a	2,247.47%	71.31%
			WHITE - TOTAL	\$6	\$1	\$0	\$1	\$13	\$4	n/a	2,247.47%	71.31%
			TOTAL	\$6	\$2	\$0	\$1	\$13	\$4	n/a	2,247.47%	71.31%
SOUTH AFRICA	RED	CANADA BOTTLED	\$11	\$1	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
		IMPORT BOTTLED	\$8,797	\$8,341	\$8,246	\$7,597	\$7,460	\$1,649	10.47%	-1.80%	3.94%	
		RED - TOTAL	\$8,808	\$8,343	\$8,246	\$7,597	\$7,460	\$1,649	10.47%	-1.80%	3.94%	
	ROSE	IMPORT BOTTLED	\$8	\$26	\$1	\$2	\$12	\$4	n/a	425.58%	0.58%	
		ROSE - TOTAL	\$8	\$26	\$1	\$2	\$12	\$4	n/a	425.58%	0.58%	
	WHITE	CANADA BOTTLED	\$9	\$2	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
		IMPORT BOTTLED	\$4,546	\$5,023	\$5,199	\$5,126	\$5,128	\$1,229	4.64%	0.04%	5.70%	
		WHITE - TOTAL	\$4,554	\$5,024	\$5,199	\$5,126	\$5,128	\$1,229	4.64%	0.04%	5.70%	
	TOTAL	\$13,371	\$13,393	\$13,446	\$12,725	\$12,599	\$2,882	7.90%	-0.98%	4.66%		
SPAIN	RED	IMPORT BOTTLED	\$12,101	\$14,352	\$16,519	\$18,224	\$20,662	\$4,555	10.69%	13.38%	7.71%	
		RED - TOTAL	\$12,101	\$14,352	\$16,519	\$18,224	\$20,662	\$4,555	10.69%	13.38%	7.71%	
	ROSE	IMPORT BOTTLED	\$181	\$226	\$184	\$238	\$253	\$92	18.25%	6.28%	16.58%	
		ROSE - TOTAL	\$181	\$226	\$184	\$238	\$253	\$92	18.25%	6.28%	16.58%	
	WHITE	IMPORT BOTTLED	\$743	\$1,006	\$1,042	\$1,249	\$1,607	\$398	16.66%	28.72%	19.32%	
		WHITE - TOTAL	\$743	\$1,006	\$1,042	\$1,249	\$1,607	\$398	16.66%	28.72%	19.32%	
	TOTAL	\$13,025	\$15,584	\$17,745	\$19,711	\$22,522	\$5,045	11.27%	14.26%	8.64%		
SWITZERLAND	WHITE	IMPORT BOTTLED	\$0	\$9	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
		WHITE - TOTAL	\$0	\$9	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
		TOTAL	\$0	\$9	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
TURKEY	RED	IMPORT BOTTLED	\$3	\$5	\$5	\$5	\$6	\$2	19.67%	15.60%	0.00%	
		RED - TOTAL	\$3	\$5	\$5	\$5	\$6	\$2	19.67%	15.60%	0.00%	
	WHITE	IMPORT BOTTLED	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE 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 2014	
TABLE WINE	TURKEY	WHITE	WHITE - TOTAL	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
		TOTAL	\$3	\$5	\$5	\$5	\$6	\$2	19.67%	15.60%	0.00%	
UNITED STATES OF AMERICA	ICE WINE WHITE	IMPORT BOTTLED		\$0	\$0	\$2	\$0	\$0	n/a	n/a	0.00%	
		ICE WINE WHITE - TOTAL	\$0	\$0	\$2	\$0	\$0	\$0	n/a	n/a	0.00%	
	RED	CANADA BOTTLED		\$3,671	\$3,293	\$2,888	\$2,449	\$2,349	\$611	14.83%	-4.10%	2.78%
		IMPORT BOTTLED		\$50,936	\$56,254	\$66,611	\$77,646	\$85,720	\$20,651	20.71%	10.40%	17.06%
		RED - TOTAL	\$54,607	\$59,547	\$69,500	\$80,095	\$88,069	\$21,262	20.54%	9.96%	16.68%	
	ROSE	CANADA BOTTLED		\$76	\$15	\$8	\$2	\$0	\$0	n/a	-100.00%	0.00%
		IMPORT BOTTLED		\$4,332	\$4,276	\$4,161	\$4,184	\$4,556	\$1,323	37.84%	8.87%	5.99%
		ROSE - TOTAL	\$4,408	\$4,290	\$4,169	\$4,186	\$4,556	\$1,323	37.84%	8.82%	5.99%	
	WHITE	CANADA BOTTLED		\$1,907	\$1,677	\$1,345	\$947	\$939	\$261	35.22%	-0.83%	4.30%
		IMPORT BOTTLED		\$22,634	\$24,316	\$26,352	\$28,619	\$29,303	\$7,628	13.98%	2.39%	14.32%
WHITE - TOTAL		\$24,541	\$25,993	\$27,697	\$29,565	\$30,242	\$7,889	14.58%	2.29%	14.00%		
TOTAL	\$83,556	\$89,831	\$101,368	\$113,847	\$122,866	\$30,474	19.58%	7.92%	15.62%			
URUGUAY	RED	IMPORT BOTTLED		\$37	\$45	\$19	\$15	\$0	-100.00%	-99.59%	0.00%	
		RED - TOTAL	\$37	\$45	\$19	\$15	\$0	\$0	-100.00%	-99.59%	0.00%	
	WHITE	IMPORT BOTTLED		\$0	\$1	\$1	\$0	\$0	n/a	100.00%	0.00%	
		WHITE - TOTAL	\$0	\$1	\$1	\$0	\$0	\$0	n/a	100.00%	0.00%	
TOTAL	\$37	\$46	\$20	\$15	\$0	\$0	-100.00%	-99.59%	0.00%			
IMPORT TABLE WINE - SUMMARY		CANADA BOTTLED		\$11,395	\$9,314	\$8,163	\$7,375	\$7,361	\$1,841	14.40%	-0.19%	9.96%
		IMPORT BOTTLED		\$415,294	\$433,190	\$463,481	\$477,901	\$491,093	\$117,864	13.29%	2.76%	13.70%
IMPORT TABLE WINE - TOTAL			\$426,689	\$442,505	\$471,644	\$485,276	\$498,454	\$119,705	13.30%	2.72%	13.64%	
SPARKLING WINE	ARGENTINA	RED		\$0	\$1	\$2	\$0	\$0	n/a	n/a	0.00%	
		ROSE		\$1	\$2	\$4	\$10	\$4	\$1	-77.66%	-59.28%	5.37%
		WHITE		\$61	\$40	\$65	\$124	\$127	\$23	6.30%	2.37%	6.09%
		TOTAL	\$62	\$43	\$70	\$135	\$131	\$24	-11.83%	-2.43%	6.06%	

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN JUNE 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 2014
SPARKLING WINE	AUSTRALIA	RED	\$214	\$177	\$168	\$152	\$119	\$22	-36.52%	-21.85%	1.03%
		ROSE	\$1,332	\$1,266	\$1,207	\$1,309	\$1,282	\$282	1.74%	-2.04%	4.28%
		WHITE	\$1,855	\$1,612	\$1,499	\$1,656	\$1,653	\$388	32.89%	-0.20%	6.15%
		TOTAL	\$3,401	\$3,056	\$2,874	\$3,118	\$3,054	\$691	14.65%	-2.03%	5.17%
AUSTRIA	ROSE	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
	WHITE	\$0	\$0	\$0	\$0	\$3	\$3	n/a	n/a	0.00%	
	TOTAL	\$0	\$0	\$0	\$0	\$3	\$3	n/a	n/a	0.00%	
BRAZIL	WHITE	\$0	\$0	\$0	\$0	\$25	\$11	n/a	n/a	5.41%	
	TOTAL	\$0	\$0	\$0	\$0	\$25	\$11	n/a	n/a	5.41%	
CHILE	ROSE	\$277	\$338	\$337	\$299	\$246	\$53	13.63%	-17.99%	2.03%	
	WHITE	\$0	\$2	\$2	\$1	\$8	\$5	n/a	1,088.20%	0.00%	
	TOTAL	\$278	\$340	\$339	\$300	\$253	\$58	13.63%	-15.55%	2.03%	
CHINA	WHITE	\$0	\$1	\$4	\$2	\$0	\$0	-100.00%	-93.35%	0.00%	
	TOTAL	\$0	\$1	\$4	\$2	\$0	\$0	-100.00%	-93.35%	0.00%	
CZECH REPUBLIC	WHITE	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
	TOTAL	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
FRANCE	RED	\$0	\$0	\$21	\$0	\$0	\$0	n/a	n/a	0.00%	
	ROSE	\$1,194	\$1,489	\$1,707	\$1,938	\$1,861	\$393	-8.24%	-3.99%	15.83%	
	WHITE	\$10,142	\$9,988	\$10,308	\$10,764	\$11,656	\$2,394	20.30%	8.28%	27.07%	
	TOTAL	\$11,336	\$11,477	\$12,037	\$12,703	\$13,517	\$2,787	15.25%	6.41%	25.52%	
GERMANY	ROSE	\$256	\$257	\$344	\$362	\$335	\$58	0.75%	-7.51%	3.34%	
	WHITE	\$2,649	\$2,863	\$2,804	\$2,780	\$2,866	\$531	17.59%	3.12%	12.16%	
	TOTAL	\$2,904	\$3,120	\$3,148	\$3,142	\$3,201	\$589	15.68%	1.89%	11.24%	
HUNGARY	ROSE	\$0	\$0	\$0	\$2	\$2	\$0	-79.95%	8.14%	6.60%	
	WHITE	\$312	\$306	\$265	\$221	\$224	\$40	-7.10%	1.20%	3.48%	
	TOTAL	\$312	\$306	\$265	\$223	\$226	\$40	-8.39%	1.27%	3.51%	

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 2014
SPARKLING WINE	ITALY	RED	\$1	\$0	\$3	\$1	\$2	\$0	-32.44%	90.12%	19.17%
		ROSE	\$236	\$229	\$226	\$261	\$359	\$78	96.01%	37.14%	8.44%
		WHITE	\$3,252	\$3,677	\$4,231	\$5,578	\$7,887	\$1,965	53.23%	41.39%	21.12%
		TOTAL	\$3,488	\$3,906	\$4,460	\$5,841	\$8,247	\$2,043	54.49%	41.21%	20.57%
	NEW ZEALAND	ROSE	\$1	\$3	\$99	\$149	\$144	\$30	4.26%	-2.87%	7.77%
		WHITE	\$59	\$229	\$353	\$336	\$323	\$63	13.08%	-3.89%	5.11%
		TOTAL	\$60	\$231	\$452	\$485	\$467	\$93	10.05%	-3.58%	5.93%
	PORTUGAL	ROSE	\$13	\$8	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		WHITE	\$6	\$6	\$4	\$5	\$12	\$1	-41.72%	126.99%	0.00%
		TOTAL	\$19	\$15	\$4	\$5	\$12	\$1	-41.72%	126.99%	0.00%
SLOVENIA	ROSE	\$0	\$0	\$0	\$0	\$3	\$0	n/a	n/a	0.00%	
	TOTAL	\$0	\$0	\$0	\$0	\$3	\$0	n/a	n/a	0.00%	
SOUTH AFRICA	ROSE	\$3	\$3	\$3	\$4	\$7	\$3	1,209.58%	99.84%	0.00%	
	WHITE	\$327	\$300	\$251	\$241	\$238	\$68	23.38%	-1.30%	6.09%	
	TOTAL	\$330	\$303	\$254	\$245	\$245	\$71	29.01%	0.23%	6.09%	
SPAIN	RED	\$1	\$1	\$1	\$0	\$0	\$0	n/a	n/a	0.00%	
	ROSE	\$311	\$361	\$277	\$234	\$219	\$42	-1.80%	-6.53%	11.34%	
	WHITE	\$4,686	\$4,815	\$4,729	\$4,812	\$4,677	\$934	2.20%	-2.79%	17.70%	
	TOTAL	\$4,997	\$5,176	\$5,008	\$5,046	\$4,896	\$976	2.02%	-2.97%	17.41%	
UNITED STATES OF AMERICA	ROSE	\$250	\$97	\$33	\$34	\$27	\$9	162.58%	-21.70%	5.91%	
	WHITE	\$1,904	\$1,898	\$1,788	\$1,761	\$1,844	\$373	9.03%	4.73%	11.76%	
	TOTAL	\$2,154	\$1,995	\$1,821	\$1,795	\$1,871	\$382	10.61%	4.23%	11.68%	
IMPORT SPARKLING WINE - TOTAL			\$29,341	\$29,969	\$30,735	\$33,039	\$36,153	\$7,769	21.13%	9.42%	18.81%
WINE - GIFT PACKS	AUSTRALIA	\$127	\$61	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
	CHILE	\$0	\$0	\$17	\$6	\$1	\$0	-100.00%	-90.77%	0.00%	
	FRANCE	\$87	\$160	\$156	\$230	\$99	\$12	-23.13%	-56.95%	0.13%	

IMPORT WINE MARKET
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WINE - GIFT PACKS	ITALY	\$0	\$0	\$30	\$0	\$0	\$0	n/a	n/a	0.00%
	PORTUGAL	\$3	\$0	\$0	\$0	\$25	\$0	n/a	n/a	0.00%
	SOUTH AFRICA	\$101	\$0	\$0	\$61	\$0	\$0	-100.00%	-99.85%	0.00%
	SPAIN	\$48	\$24	\$0	\$53	\$1	\$0	-100.00%	-98.35%	0.00%
	UNITED STATES OF AMERICA	\$0	\$0	\$43	\$2	\$134	\$7	179.56%	5,602.09%	4.56%
IMPORT WINE - GIFT PACKS - TOTAL		\$366	\$245	\$246	\$353	\$259	\$19	-9.36%	-26.62%	2.41%
IMPORT WINE - TOTAL		\$472,335	\$488,920	\$518,828	\$535,125	\$552,134	\$131,354	13.79%	3.18%	14.44%

GLOSSARY AND EXPLANATORY NOTES

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

Contact Information

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

Via phone: 604-252-3010

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