



QUARTERLY MARKET REVIEW

MARCH 2012



BRITISH
COLUMBIA
The Best Place on Earth

**LIQUOR
DISTRIBUTION
BRANCH**

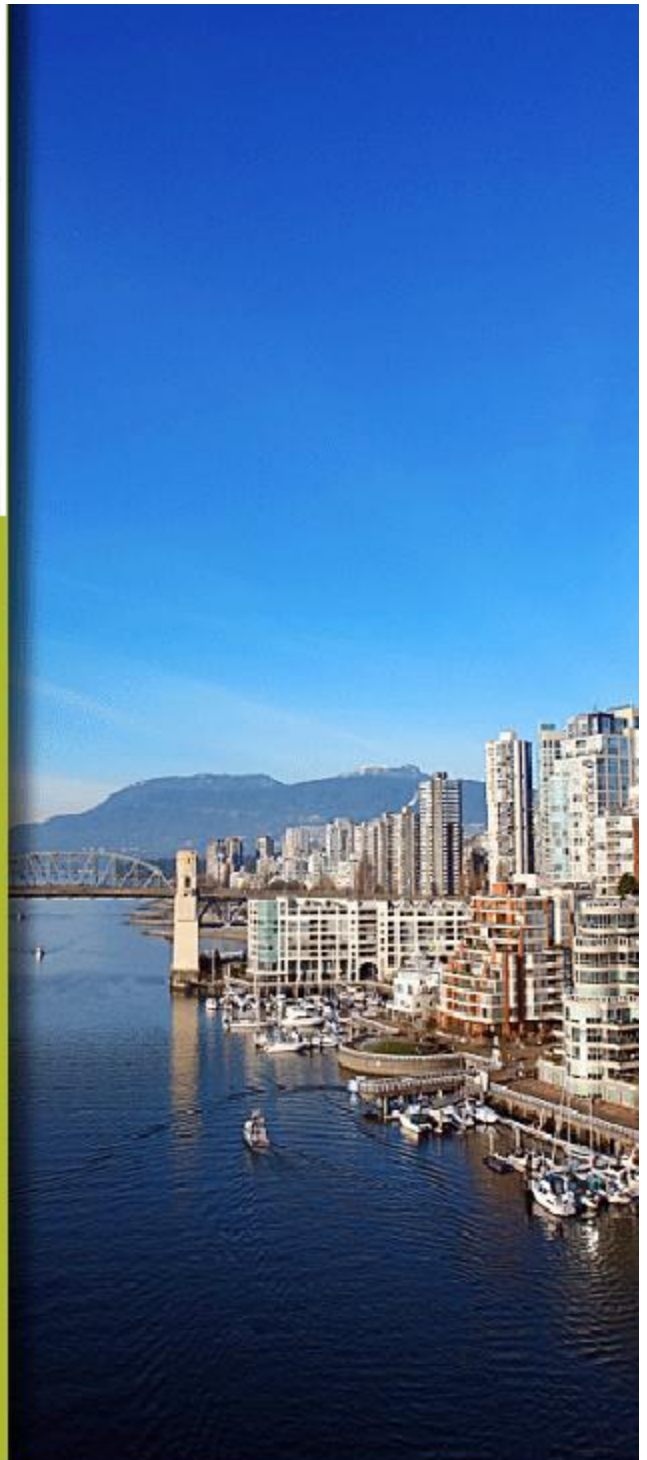


Table of Contents

Introduction	3
Highlights by Category	4
Charts - Overall Market	5
Charts - Overall Market (Domestic/Import)	6
Total Market (by Volume)	7
Total Market (by Retail Dollars)	8
Charts - Packaged vs Draft Beer	9
Charts - Domestic vs Import Beer	10
Charts - Import Beer Market	11
Domestic Beer Market (by Volume)	12
Domestic Beer Market (by Retail Dollars)	13
Import Beer Market (by Volume)	14
Import Beer Market (by Retail Dollars)	19
Charts - Coolers and Ciders	24
Cider Market (by Volume)	25
Cider Market (by Retail Dollars)	26
Cooler Market (by Volume)	27
Cooler Market (by Retail Dollars)	28
Charts - Spirits	29
Charts - Spirits Sales Breakdown	30
Spirits Market (by Volume)	31
Spirits Market (by Retail Dollars)	33
Spirits Market - Liqueurs (by Volume)	35
Spirits Market - Liqueurs (by Retail Dollars)	40
Spirits Market - Overall (by Volume)	45
Spirits Market - Overall (by Retail Dollars)	46
Charts - Wine (Domestic/Import)	47
Charts - Domestic Wine	48
Charts - Import Wine	49
Domestic Wine Market (by Volume)	50
Domestic Wine Market (by Retail Dollars)	53
Import Wine Market (by Volume)	56
Import Wine Market (by Retail Dollars)	69
Glossary and Explanatory Notes	82
Contact Information	83

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).

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.).

The Quarterly Market Review was revised for the March 2008 edition and this impacts the comparability with previous editions. The source of data used to produce the QMR from March 2008 forward was changed resulting in small differences in historical sales comparability. More significantly, the definition of dollar sales value was changed to exclude sales taxes (PST, GST) which, as of March 2008, were 10% and 5% respectively. The change to retail dollar sales reporting was made to make QMR sales data more consistent with sales reported in other LDB publications such as the Annual Report.

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	-2.51%
BREWERIES WITH ANNUAL PRODUCTION OVER 160,000HL - PACKAGED	1.51%
BREWERIES WITH ANNUAL PRODUCTION UP TO 160,000HL - DRAFT	12.99%
BREWERIES WITH ANNUAL PRODUCTION UP TO 160,000HL - PACKAGED	15.94%

BEER - IMPORTED	% Change
UNITED STATES OF AMERICA	-18.92%
MEXICO	-2.03%
NETHERLANDS	-1.71%
BELGIUM	3.27%
IRELAND	11.36%
GERMANY	-1.92%

CIDER - DOMESTIC	% Change
CIDER	4.88%

CIDER - IMPORTED	% Change
CIDER	14.72%

COOLERS - DOMESTIC	% Change
WINE	-14.88%
SPIRIT	11.75%
BEER	100.00%

COOLERS - IMPORTED	% Change
WINE	3.12%
SPIRIT	-11.99%
BEER	-37.34%

SPIRITS - DOMESTIC	% Change
CANADIAN WHISKY	1.19%
VODKA	0.24%
RUM	-2.56%
LIQUEURS	7.06%
GIN	-3.90%
BRANDY	-5.02%

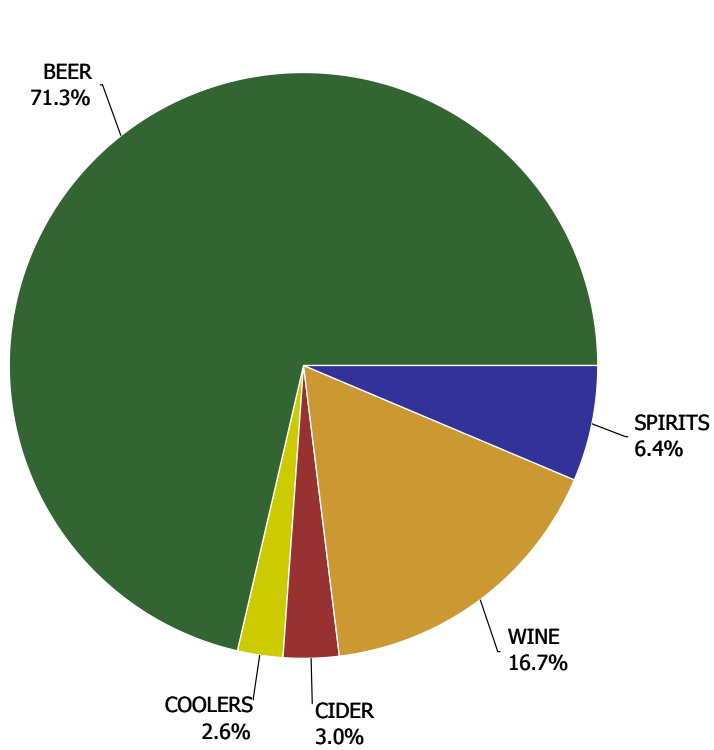
SPIRITS - IMPORTED	% Change
SCOTCH WHISKY	-1.23%
VODKA	5.57%
RUM	13.22%
LIQUEURS	2.97%
GIN	7.96%
BRANDY	-0.22%

WINE - DOMESTIC	% Change
TABLE WINE RED	4.00%
TABLE WINE ROSE	2.47%
TABLE WINE WHITE	5.05%
SPARKLING WINE	-3.56%
APERITIF, DESSERT AND FORTIFIED WINE	-3.14%

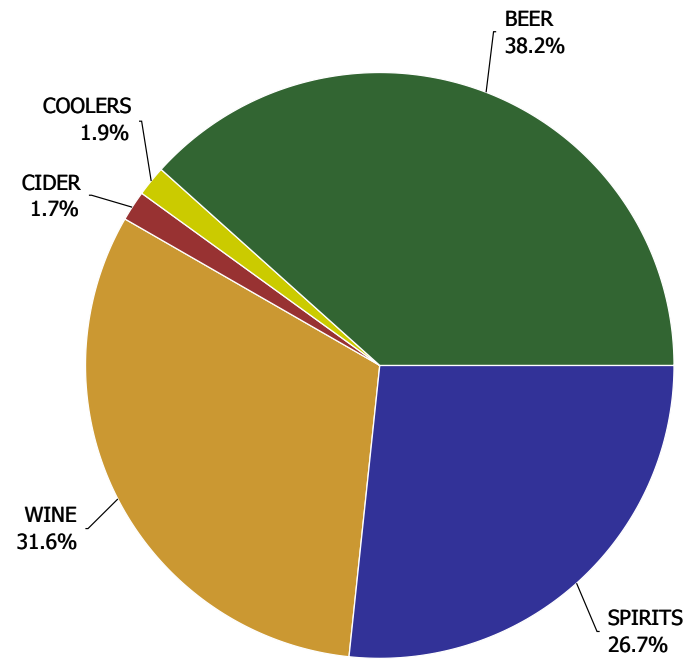
WINE - IMPORTED	% Change
TABLE WINE RED	8.13%
TABLE WINE ROSE	-0.82%
TABLE WINE WHITE	10.11%
SPARKLING WINE	6.97%
APERITIF, DESSERT AND FORTIFIED WINE	-0.30%

Total Market Share

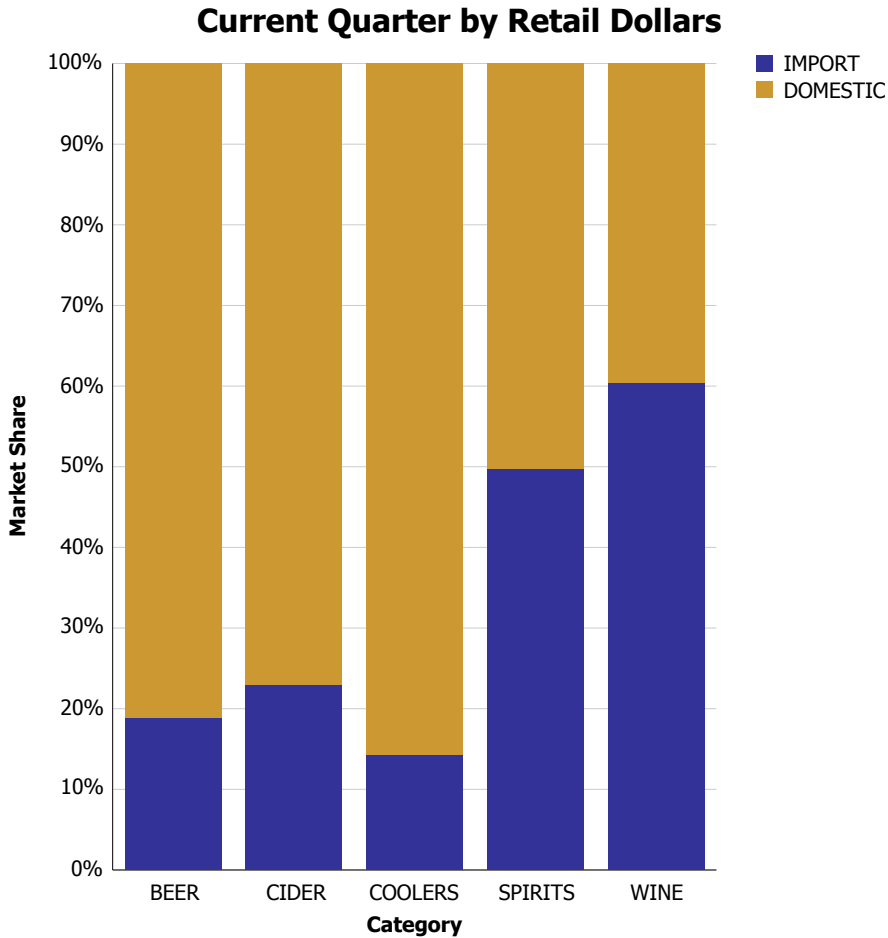
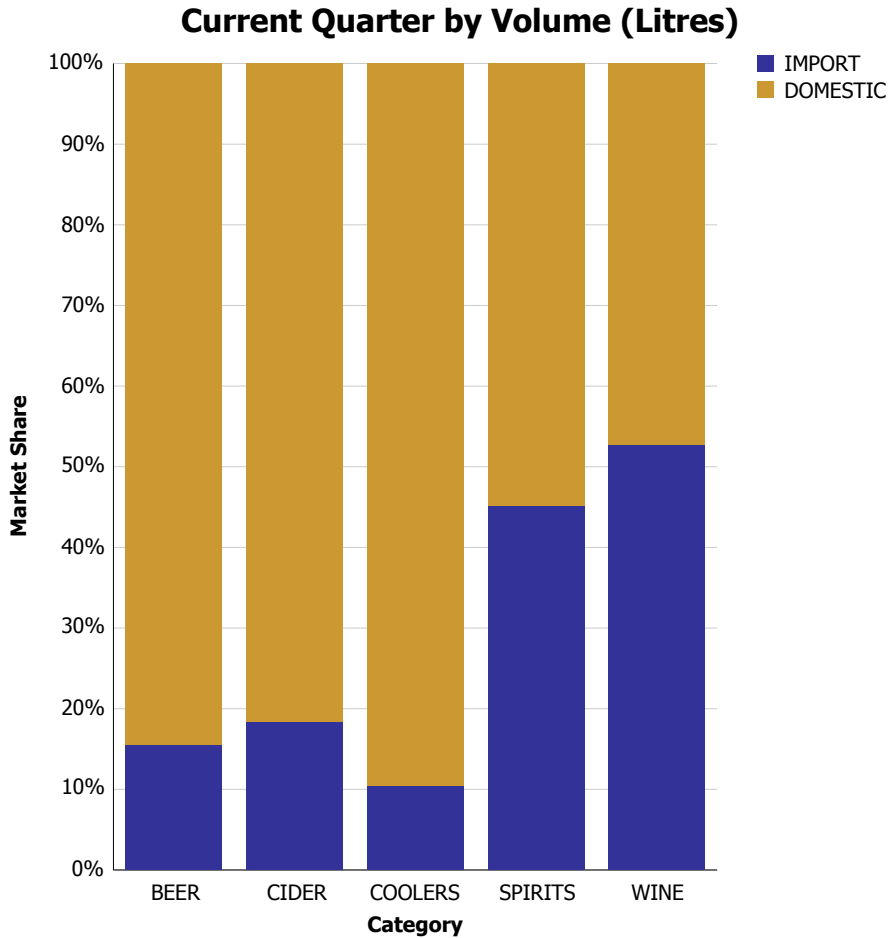
Total Market Share
Current Quarter by Volume (Litres)



Total Market Share
Current Quarter by Retail Dollars



Domestic-Import Share by Category



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

		2008	2009	2010	2011	2012	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2012
BEER	DOMESTIC	241,374,455	236,406,265	245,213,482	221,767,337	227,920,387	46,903,786	2.33%	2.77%	22.87%
	IMPORT	43,962,538	46,705,053	48,784,193	50,686,767	44,548,149	8,624,681	-7.29%	-12.11%	20.83%
	BEER	285,336,993	283,111,319	293,997,675	272,454,103	272,468,536	55,528,467	0.71%	0.01%	22.53%
COOLERS AND CIDERS	DOMESTIC	18,972,947	19,225,020	22,450,793	22,075,379	22,357,091	3,707,975	5.56%	1.28%	6.84%
	IMPORT	3,100,963	3,931,687	3,921,968	3,596,443	3,684,393	634,927	1.50%	2.45%	19.29%
	COOLERS AND CIDERS	22,073,910	23,156,707	26,372,761	25,671,822	26,041,484	4,342,901	4.95%	1.44%	8.60%
SPIRITS	DOMESTIC	15,042,303	15,080,595	14,125,897	13,383,667	13,160,971	2,728,015	1.06%	-1.66%	11.17%
	IMPORT	10,286,088	10,655,884	10,576,249	10,610,155	11,017,713	2,242,415	6.64%	3.84%	14.66%
	SPIRITS	25,328,390	25,736,479	24,702,146	23,993,822	24,178,684	4,970,429	3.50%	0.77%	12.76%
WINE	DOMESTIC	26,382,246	27,428,578	28,778,485	30,183,232	30,773,998	6,167,271	0.98%	1.96%	14.38%
	IMPORT	29,244,464	29,907,202	29,999,611	30,019,802	30,844,283	6,861,828	6.43%	2.75%	12.12%
	WINE	55,626,710	57,335,780	58,778,096	60,203,034	61,618,281	13,029,100	3.78%	2.35%	13.25%
TOTAL LIQUOR MARKET		388,366,002	389,340,285	403,850,678	382,322,782	384,306,986	77,870,897	1.61%	0.52%	19.49%

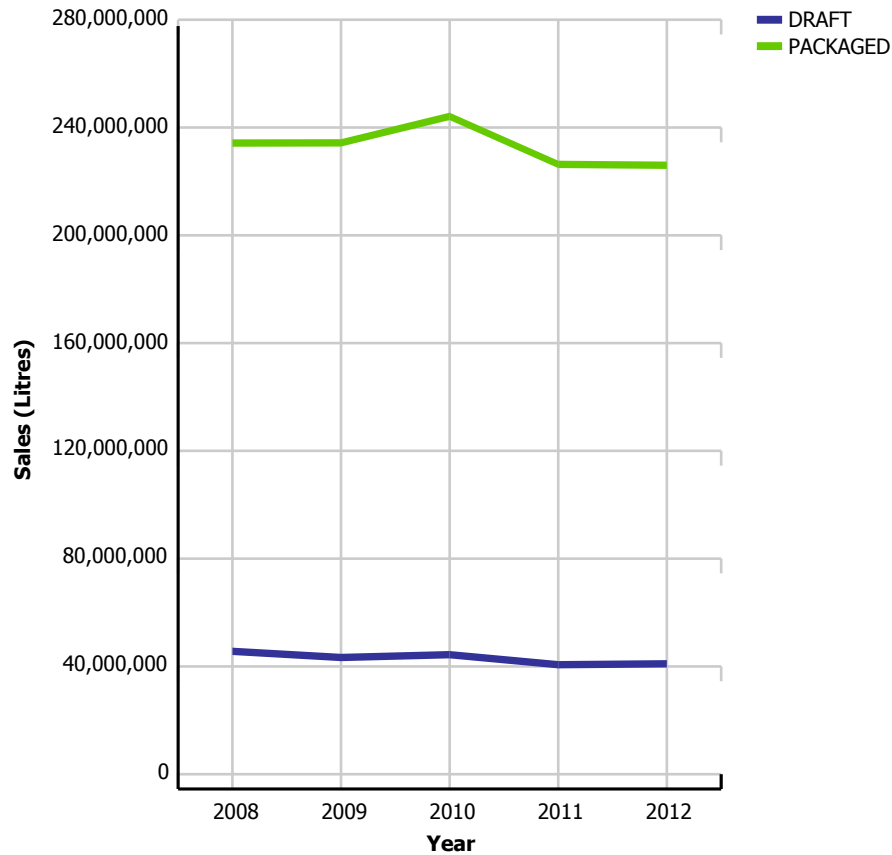
TOTAL MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH OF EACH LABELLED YEAR
SALES IN RETAIL DOLLARS (000's)

		2008	2009	2010	2011	2012	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2012
BEER	DOMESTIC	\$891,388	\$901,163	\$944,995	\$877,119	\$907,091	\$184,783	3.02%	3.42%	20.05%
	IMPORT	\$199,837	\$218,183	\$232,643	\$237,802	\$220,223	\$42,765	-3.13%	-7.39%	21.26%
	BEER	\$1,091,225	\$1,119,346	\$1,177,638	\$1,114,922	\$1,127,314	\$227,548	1.80%	1.11%	20.29%
COOLERS AND CIDERS	DOMESTIC	\$90,877	\$90,858	\$102,336	\$99,333	\$102,800	\$17,087	7.59%	3.49%	7.37%
	IMPORT	\$19,414	\$23,733	\$24,109	\$21,744	\$22,373	\$3,841	3.81%	2.89%	16.64%
	COOLERS AND CIDERS	\$110,291	\$114,592	\$126,446	\$121,078	\$125,173	\$20,928	6.87%	3.38%	9.02%
SPIRITS	DOMESTIC	\$391,819	\$408,162	\$394,665	\$390,898	\$387,191	\$79,901	0.48%	-0.95%	10.82%
	IMPORT	\$330,564	\$352,019	\$354,322	\$366,242	\$385,185	\$78,898	6.06%	5.17%	15.05%
	SPIRITS	\$722,383	\$760,181	\$748,986	\$757,140	\$772,375	\$158,799	3.18%	2.01%	12.93%
WINE	DOMESTIC	\$322,534	\$341,275	\$361,707	\$381,007	\$398,198	\$74,375	3.62%	4.51%	15.17%
	IMPORT	\$458,687	\$477,975	\$469,942	\$485,745	\$514,095	\$113,567	8.18%	5.84%	14.69%
	WINE	\$781,221	\$819,250	\$831,649	\$866,752	\$912,293	\$187,942	6.33%	5.25%	14.90%
TOTAL LIQUOR MARKET		\$2,705,119	\$2,813,369	\$2,884,719	\$2,859,891	\$2,937,155	\$595,218	3.74%	2.70%	16.20%

Beer Market - Packaged vs Draft (Domestic & Imported)

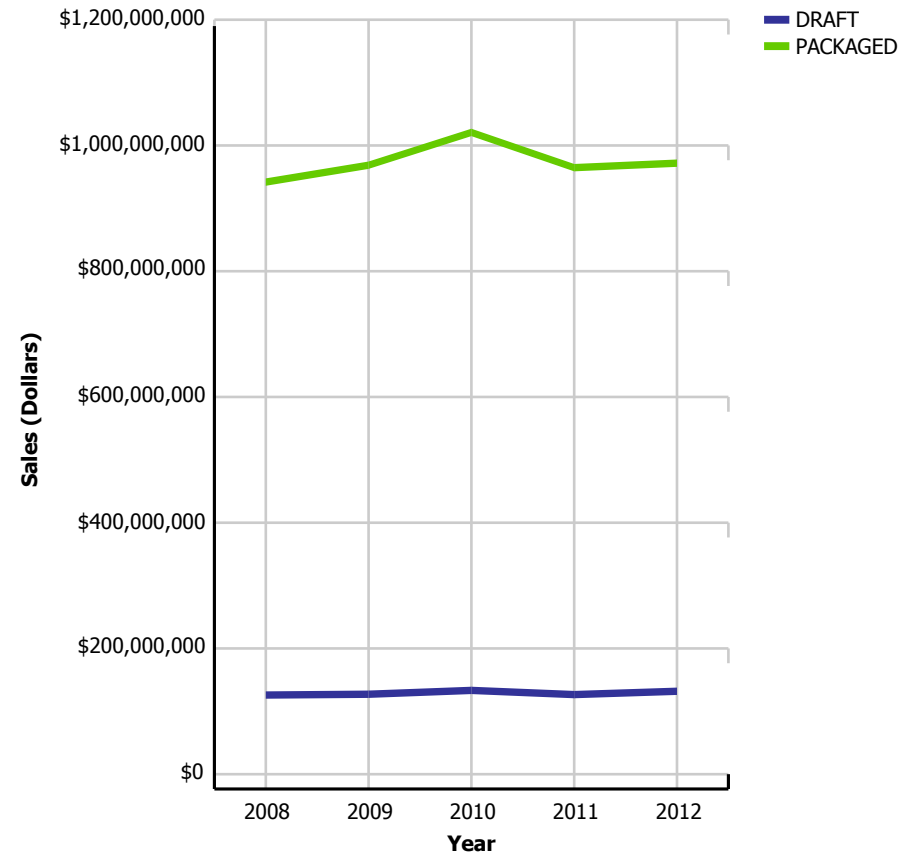
Beers (Domestic & Imported)

Annual Sales by Volume (Litres)

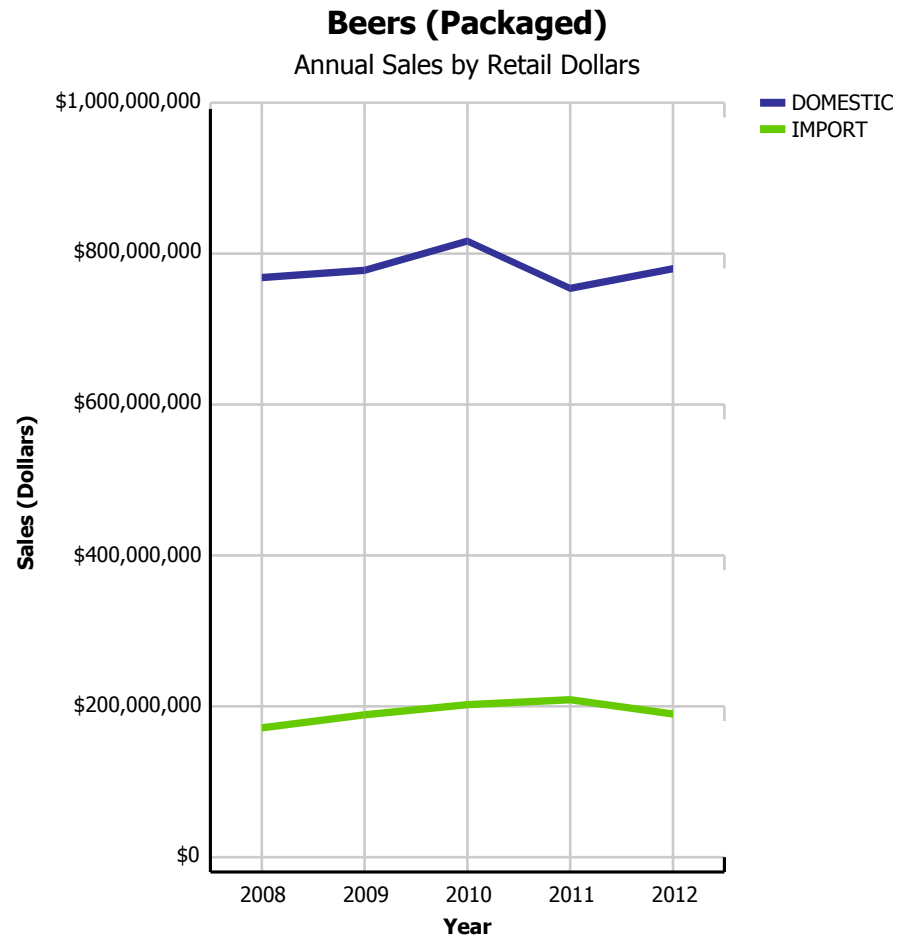
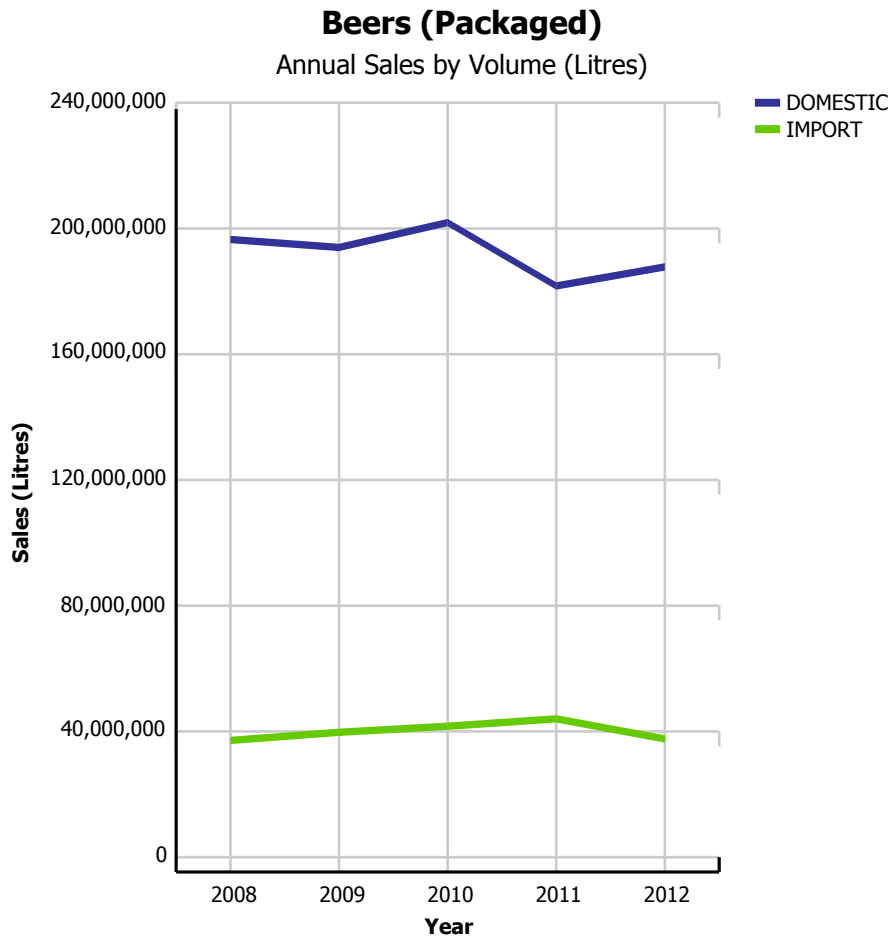


Beers (Domestic & Imported)

Annual Sales by Retail Dollars



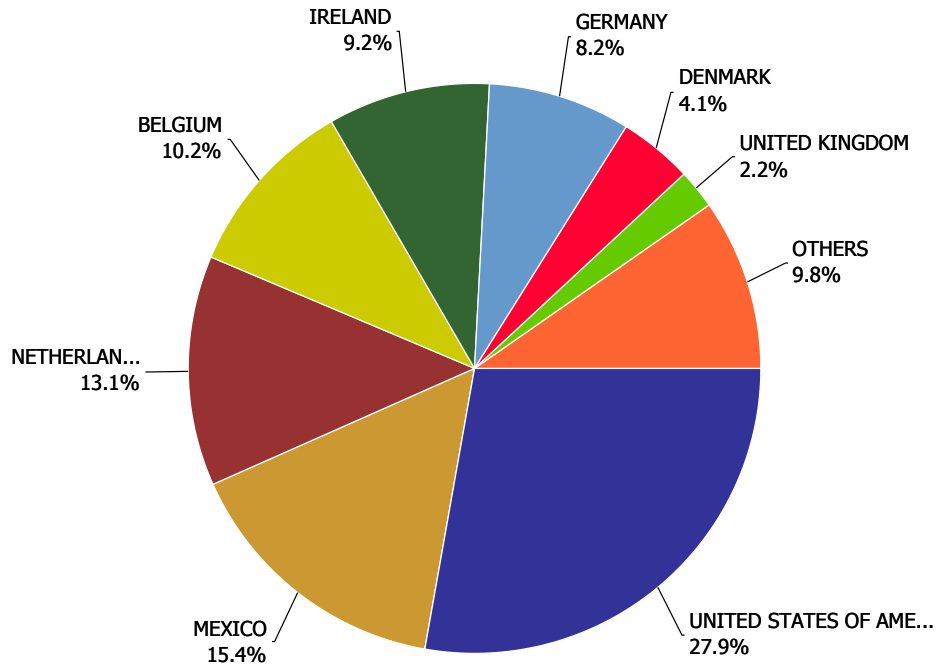
Beer Market - Domestic vs Import (Packaged)



Beer Market - Import Beer

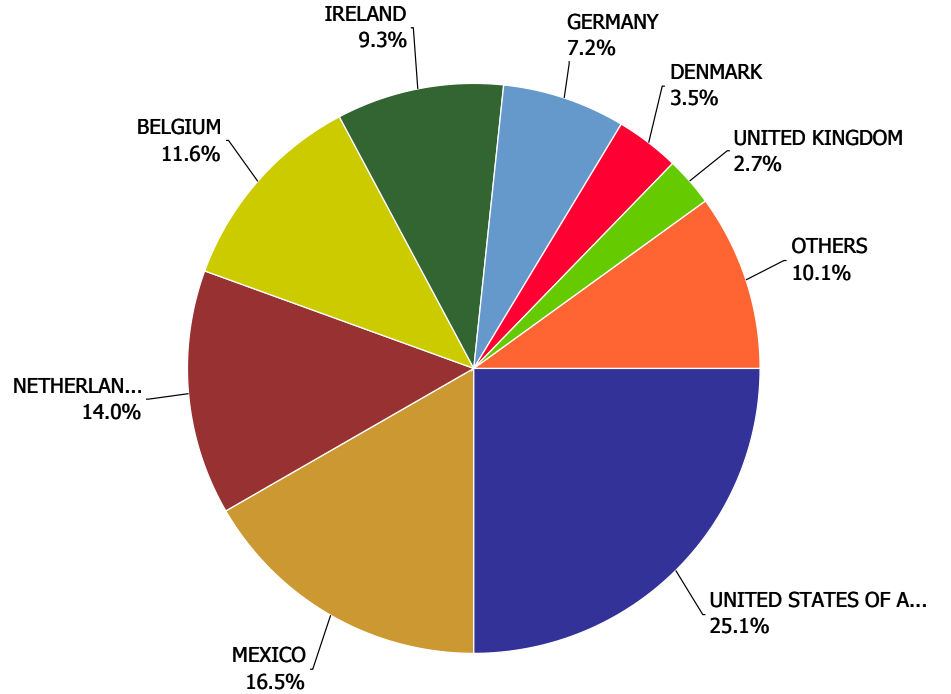
Import Beer Market Share

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 MARCH OF EACH LABELLED YEAR
SALES IN LITRES

		2008	2009	2010	2011	2012	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2012
Breweries with Annual Production Over 160,000HL	DRAFT	36,576,230	34,255,444	34,347,121	30,478,359	29,231,369	6,932,981	-5.35%	-4.09%	98.67%
	PACKAGED	185,613,967	182,001,831	186,057,057	160,622,656	162,379,155	31,972,226	1.45%	1.09%	8.25%
	TOTAL	222,190,198	216,257,276	220,404,178	191,101,015	191,610,524	38,905,206	0.16%	0.27%	22.04%
Breweries with Annual Production up to 160,000HL	DRAFT	7,119,681	7,000,462	7,800,017	8,393,643	9,733,071	2,276,484	12.82%	15.96%	94.59%
	PACKAGED	12,060,350	13,139,054	16,934,345	22,119,985	26,316,550	5,660,706	14.71%	18.97%	2.32%
	TOTAL	19,180,031	20,139,516	24,734,362	30,513,628	36,049,621	7,937,190	14.16%	18.14%	27.24%
DOMESTIC DRAFT - TOTAL		43,695,912	41,255,906	42,147,138	38,872,002	38,964,440	9,209,465	-1.43%	0.24%	97.65%
DOMESTIC PACKAGED - TOTAL		197,678,543	195,150,359	203,066,344	182,895,335	188,955,947	37,694,321	3.29%	3.31%	7.45%
DOMESTIC BEER - TOTAL		241,374,455	236,406,265	245,213,482	221,767,337	227,920,387	46,903,786	2.33%	2.77%	22.87%

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

		2008	2009	2010	2011	2012	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2012
Breweries with Annual Production Over 160,000HL	DRAFT	\$98,629	\$97,211	\$99,873	\$92,098	\$91,444	\$21,750	-2.51%	-0.71%	98.63%
	PACKAGED	\$729,089	\$732,789	\$756,594	\$672,416	\$680,128	\$133,320	1.51%	1.15%	8.73%
	TOTAL	\$827,718	\$830,000	\$856,467	\$764,514	\$771,572	\$155,070	0.93%	0.92%	19.38%
Breweries with Annual Production up to 160,000HL	DRAFT	\$19,517	\$21,140	\$23,583	\$26,129	\$30,694	\$7,129	12.60%	17.47%	94.43%
	PACKAGED	\$44,128	\$49,971	\$64,554	\$85,645	\$103,384	\$22,245	16.07%	20.71%	2.92%
	TOTAL	\$63,645	\$71,112	\$88,136	\$111,774	\$134,078	\$29,374	15.20%	19.95%	23.87%
DOMESTIC DRAFT - TOTAL		\$118,146	\$118,351	\$123,456	\$118,227	\$122,138	\$28,879	0.83%	3.31%	97.58%
DOMESTIC PACKAGED - TOTAL		\$773,242	\$782,812	\$821,539	\$758,892	\$784,953	\$155,905	3.43%	3.43%	7.99%
DOMESTIC BEER - TOTAL		\$891,388	\$901,163	\$944,995	\$877,119	\$907,091	\$184,783	3.02%	3.42%	20.05%

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

		2008	2009	2010	2011	2012	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2012
ARGENTINA	PACKAGED	90,248	15,230	150	1,196	2,253	459	23.40%	88.41%	34.09%
	ARGENTINA - Total	90,248	15,230	150	1,196	2,253	459	23.40%	88.41%	34.09%
AUSTRALIA	PACKAGED	129,022	57,634	43,947	33,537	26,644	7,333	-16.61%	-20.55%	19.65%
	AUSTRALIA - Total	129,022	57,634	43,947	33,537	26,644	7,333	-16.61%	-20.55%	19.65%
AUSTRIA	DRAFT	0	0	1,500	8,775	12,125	3,100	74.65%	38.18%	96.91%
	PACKAGED	6,020	26,793	55,055	59,091	62,806	16,223	25.66%	6.29%	37.55%
	AUSTRIA - Total	6,020	26,793	56,555	67,866	74,931	19,323	31.58%	10.41%	47.16%
BELGIUM	DRAFT	1,191,840	1,250,400	1,170,990	939,000	811,945	187,010	-9.69%	-13.53%	99.30%
	PACKAGED	4,120,149	4,548,646	4,070,737	3,375,292	3,452,282	691,899	3.81%	2.28%	18.07%
	BELGIUM - Total	5,311,989	5,799,046	5,241,727	4,314,292	4,264,227	878,909	0.61%	-1.16%	33.54%
BRAZIL	PACKAGED	1,181,435	880,581	437,665	136,831	290	-55	-101.02%	-99.79%	-4.41%
	BRAZIL - Total	1,181,435	880,581	437,665	136,831	290	-55	-101.02%	-99.79%	-4.41%
CHILE	PACKAGED	0	0	784	684	338	0	-100.00%	-50.61%	0.00%
	CHILE - Total	0	0	784	684	338	0	-100.00%	-50.61%	0.00%
CHINA	PACKAGED	260,534	286,880	351,113	322,523	307,553	70,428	7.98%	-4.64%	40.24%
	CHINA - Total	260,534	286,880	351,113	322,523	307,553	70,428	7.98%	-4.64%	40.24%
CROATIA	PACKAGED	0	30,374	71,835	66,320	42,336	7,520	-20.49%	-36.16%	4.11%
	CROATIA - Total	0	30,374	71,835	66,320	42,336	7,520	-20.49%	-36.16%	4.11%
CZECH REPUBLIC	DRAFT	0	967	24,817	37,563	41,489	8,819	9.06%	10.45%	83.40%
	PACKAGED	737,873	673,362	763,613	759,727	811,582	167,105	7.35%	6.83%	5.08%
	CZECH REPUBLIC - Total	737,873	674,329	788,430	797,290	853,070	175,924	7.43%	7.00%	8.89%
DENMARK	DRAFT	0	12,500	43,000	58,400	79,350	25,550	101.98%	35.87%	98.30%
	PACKAGED	986,335	1,181,951	1,393,953	1,361,971	1,352,297	328,641	7.38%	-0.71%	1.17%
	DENMARK - Total	986,335	1,194,451	1,436,953	1,420,371	1,431,647	354,191	11.13%	0.79%	6.55%
ESTONIA	PACKAGED	0	0	84	432	0	0	n/a	-100.00%	0.00%

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

		2008	2009	2010	2011	2012	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2012
ESTONIA	ESTONIA - Total	0	0	84	432	0	0	n/a	-100.00%	0.00%
FIJI	PACKAGED	1	0	0	0	0	0	n/a	n/a	0.00%
	FIJI - Total	1	0	0	0	0	0	n/a	n/a	0.00%
FRANCE	DRAFT	62,150	55,150	68,690	102,750	162,880	33,880	-3.14%	58.52%	99.82%
	PACKAGED	170,213	180,821	206,435	193,075	443,084	102,453	146.98%	129.49%	31.25%
	FRANCE - Total	232,363	235,971	275,125	295,825	605,964	136,333	78.30%	104.84%	49.68%
GERMANY	DRAFT	217,010	189,335	241,650	142,910	133,330	23,640	-6.34%	-6.70%	95.96%
	PACKAGED	3,025,951	3,459,246	3,452,991	3,245,726	3,301,820	680,909	-0.97%	1.73%	3.29%
	GERMANY - Total	3,242,961	3,648,581	3,694,641	3,388,636	3,435,150	704,549	-1.16%	1.37%	6.89%
GREECE	PACKAGED	8,461	8,354	10,057	8,064	11,599	2,435	29.07%	43.84%	76.66%
	GREECE - Total	8,461	8,354	10,057	8,064	11,599	2,435	29.07%	43.84%	76.66%
INDIA	PACKAGED	61,636	59,373	51,692	48,171	13,745	1,550	-85.50%	-71.47%	80.62%
	INDIA - Total	61,636	59,373	51,692	48,171	13,745	1,550	-85.50%	-71.47%	80.62%
IRELAND	DRAFT	1,319,950	1,365,800	1,360,300	1,221,050	1,266,650	377,800	4.86%	3.73%	99.73%
	PACKAGED	1,223,053	1,287,042	1,269,813	1,188,026	1,273,706	412,071	19.30%	7.21%	12.80%
	IRELAND - Total	2,543,003	2,652,842	2,630,113	2,409,076	2,540,356	789,871	11.93%	5.45%	56.14%
ITALY	DRAFT	0	0	0	0	22,110	11,550	n/a	n/a	99.86%
	PACKAGED	102,746	121,270	173,938	208,620	273,242	58,562	16.18%	30.98%	30.80%
	ITALY - Total	102,746	121,270	173,938	208,620	295,352	70,112	16.18%	30.98%	35.97%
JAMAICA	PACKAGED	180,393	200,724	230,710	222,895	233,938	45,896	5.89%	4.95%	20.95%
	JAMAICA - Total	180,393	200,724	230,710	222,895	233,938	45,896	5.89%	4.95%	20.95%
JAPAN	DRAFT	0	0	779	29,640	63,593	15,694	43.65%	114.55%	92.41%
	PACKAGED	419,350	477,905	528,644	502,222	471,902	104,787	-5.07%	-6.04%	63.61%
	JAPAN - Total	419,350	477,905	529,423	531,862	535,495	120,481	-0.69%	0.68%	67.03%
KENYA	PACKAGED	7,442	9,750	8,784	10,272	8,160	2,163	-0.39%	-20.55%	37.19%
	KENYA - Total	7,442	9,750	8,784	10,272	8,160	2,163	-0.39%	-20.55%	37.19%
KOREA - SOUTH	PACKAGED	15,458	11,966	10,897	10,978	23,795	4,309	141.67%	116.76%	47.26%

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

		2008	2009	2010	2011	2012	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2012
KOREA - SOUTH	KOREA - SOUTH - Total	15,458	11,966	10,897	10,978	23,795	4,309	141.67%	116.76%	47.26%
LAOS	PACKAGED	0	0	0	103	671	174	214.29%	551.92%	48.38%
	LAOS - Total	0	0	0	103	671	174	214.29%	551.92%	48.38%
LATVIA	PACKAGED	0	0	180	0	0	0	n/a	n/a	0.00%
	LATVIA - Total	0	0	180	0	0	0	n/a	n/a	0.00%
LEBANON	PACKAGED	0	0	0	0	292	133	n/a	n/a	89.14%
	LEBANON - Total	0	0	0	0	292	133	n/a	n/a	89.14%
LITHUANIA	PACKAGED	0	0	60	0	30	0	n/a	n/a	0.00%
	LITHUANIA - Total	0	0	60	0	30	0	n/a	n/a	0.00%
MEXICO	PACKAGED	11,061,293	11,464,077	12,032,548	9,747,599	8,472,786	1,329,823	-2.65%	-13.08%	22.22%
	MEXICO - Total	11,061,293	11,464,077	12,032,548	9,747,599	8,472,786	1,329,823	-2.65%	-13.08%	22.22%
MONTENEGRO	PACKAGED	2,783	2,018	1,563	2,134	1,205	0	-100.00%	-43.51%	0.00%
	MONTENEGRO - Total	2,783	2,018	1,563	2,134	1,205	0	-100.00%	-43.51%	0.00%
NETHERLANDS	DRAFT	404,800	481,870	600,410	482,090	502,310	108,800	-7.17%	4.19%	99.48%
	PACKAGED	6,449,412	6,517,044	6,330,359	5,465,610	5,339,670	1,017,890	-3.94%	-2.30%	16.17%
	NETHERLANDS - Total	6,854,212	6,998,914	6,930,769	5,947,700	5,841,980	1,126,690	-4.26%	-1.78%	23.33%
NEW ZEALAND	PACKAGED	98,568	82,705	85,798	71,279	74,541	16,079	-0.33%	4.58%	4.80%
	NEW ZEALAND - Total	98,568	82,705	85,798	71,279	74,541	16,079	-0.33%	4.58%	4.80%
NORWAY	PACKAGED	0	0	0	966	1,594	534	61.82%	64.96%	0.00%
	NORWAY - Total	0	0	0	966	1,594	534	61.82%	64.96%	0.00%
PHILIPPINES	PACKAGED	22,308	23,036	40,781	66,725	76,253	16,390	7.45%	14.28%	4.11%
	PHILIPPINES - Total	22,308	23,036	40,781	66,725	76,253	16,390	7.45%	14.28%	4.11%
POLAND	PACKAGED	106,865	100,040	100,516	115,878	113,028	20,164	-13.53%	-2.46%	5.33%

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

		2008	2009	2010	2011	2012	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2012
POLAND	POLAND - Total	106,865	100,040	100,516	115,878	113,028	20,164	-13.53%	-2.46%	5.33%
PORTUGAL	PACKAGED	1	0	0	0	10,850	2,810	n/a	n/a	19.27%
	PORTUGAL - Total	1	0	0	0	10,850	2,810	n/a	n/a	19.27%
RUSSIA (USSR)	PACKAGED	40,942	43,885	45,768	29,750	40,170	14,109	134.29%	35.02%	4.41%
	RUSSIA (USSR) - Total	40,942	43,885	45,768	29,750	40,170	14,109	134.29%	35.02%	4.41%
SERBIA	PACKAGED	0	0	0	586	1,882	592	1.06%	221.22%	2.53%
	SERBIA - Total	0	0	0	586	1,882	592	1.06%	221.22%	2.53%
SINGAPORE	PACKAGED	71,285	67,594	58,470	59,606	63,238	14,386	-5.79%	6.09%	33.45%
	SINGAPORE - Total	71,285	67,594	58,470	59,606	63,238	14,386	-5.79%	6.09%	33.45%
SLOVAK REPUBLIC	PACKAGED	1,414	0	3,968	3,850	1,902	354	-29.20%	-50.59%	1.05%
	SLOVAK REPUBLIC - Total	1,414	0	3,968	3,850	1,902	354	-29.20%	-50.59%	1.05%
SLOVENIA	PACKAGED	35,266	31,394	8,618	1,524	539	0	-100.00%	-64.63%	0.00%
	SLOVENIA - Total	35,266	31,394	8,618	1,524	539	0	-100.00%	-64.63%	0.00%
SOUTH AFRICA	PACKAGED	37,239	25,009	30,977	30,257	34,056	6,737	-6.66%	12.56%	3.90%
	SOUTH AFRICA - Total	37,239	25,009	30,977	30,257	34,056	6,737	-6.66%	12.56%	3.90%
SPAIN	PACKAGED	29,744	137,556	157,524	215,873	243,920	54,750	16.75%	12.99%	7.52%
	SPAIN - Total	29,744	137,556	157,524	215,873	243,920	54,750	16.75%	12.99%	7.52%
THAILAND	PACKAGED	102,367	85,585	78,273	81,424	90,072	18,483	0.00%	10.62%	55.76%
	THAILAND - Total	102,367	85,585	78,273	81,424	90,072	18,483	0.00%	10.62%	55.76%
TRINIDAD AND TOBAGO	PACKAGED	22,502	20,647	18,026	22,313	24,114	3,485	-10.48%	8.08%	12.08%
	TRINIDAD AND TOBAGO - Total	22,502	20,647	18,026	22,313	24,114	3,485	-10.48%	8.08%	12.08%
TURKEY	PACKAGED	46,886	45,508	33,631	32,959	51,877	12,263	80.56%	57.40%	15.87%

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

		2008	2009	2010	2011	2012	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2012
TURKEY	TURKEY - Total	46,886	45,508	33,631	32,959	51,877	12,263	80.56%	57.40%	15.87%
UKRAINE	PACKAGED	8,584	7,306	7,402	2,630	0	0	-100.00%	-100.00%	0.00%
	UKRAINE - Total	8,584	7,306	7,402	2,630	0	0	-100.00%	-100.00%	0.00%
UNITED KINGDOM	DRAFT	86,377	75,072	57,622	61,440	69,810	18,000	0.33%	13.62%	99.07%
	PACKAGED	693,190	749,678	759,899	727,395	719,444	171,590	16.72%	-1.09%	7.52%
	UNITED KINGDOM - Total	779,567	824,750	817,521	788,835	789,254	189,590	14.94%	0.05%	15.61%
UNITED STATES OF AMERICA	DRAFT	8,955	14,999	23,439	64,122	228,371	84,816	255.00%	256.15%	98.55%
	PACKAGED	9,109,231	10,337,162	12,263,236	19,104,321	13,676,889	2,320,018	-28.01%	-28.41%	9.41%
	UNITED STATES OF AMERICA - Total	9,118,186	10,352,161	12,286,674	19,168,442	13,905,260	2,404,834	-25.93%	-27.46%	10.87%
VIETNAM	PACKAGED	5,258	814	503	593	1,791	571	134.06%	201.92%	87.06%
	VIETNAM - Total	5,258	814	503	593	1,791	571	134.06%	201.92%	87.06%
IMPORT DRAFT - TOTAL		3,291,082	3,446,093	3,593,197	3,147,739	3,393,963	898,660	9.58%	7.82%	98.97%
IMPORT PACKAGED - TOTAL		40,671,455	43,258,961	45,190,996	47,539,027	41,154,186	7,726,021	-8.92%	-13.43%	14.39%
IMPORT BEER - TOTAL		43,962,538	46,705,053	48,784,193	50,686,767	44,548,149	8,624,681	-7.29%	-12.11%	20.83%

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

		2008	2009	2010	2011	2012	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2012
ARGENTINA	PACKAGED	\$391	\$70	\$1	\$6	\$12	\$2	23.53%	89.24%	34.10%
	ARGENTINA - Total	\$391	\$70	\$1	\$6	\$12	\$2	23.53%	89.24%	34.10%
AUSTRALIA	PACKAGED	\$639	\$296	\$237	\$184	\$141	\$38	-22.49%	-23.49%	20.36%
	AUSTRALIA - Total	\$639	\$296	\$237	\$184	\$141	\$38	-22.49%	-23.49%	20.36%
AUSTRIA	DRAFT	\$0	\$0	\$8	\$46	\$64	\$16	74.65%	38.73%	96.91%
	PACKAGED	\$27	\$114	\$238	\$260	\$281	\$71	23.94%	8.04%	37.16%
	AUSTRIA - Total	\$27	\$114	\$245	\$306	\$345	\$87	31.11%	12.68%	48.29%
BELGIUM	DRAFT	\$4,989	\$5,403	\$5,171	\$4,388	\$3,954	\$923	-5.54%	-9.90%	99.27%
	PACKAGED	\$20,797	\$23,952	\$22,545	\$19,713	\$20,103	\$4,043	5.52%	1.98%	18.43%
	BELGIUM - Total	\$25,786	\$29,354	\$27,716	\$24,101	\$24,056	\$4,966	3.27%	-0.18%	31.72%
BRAZIL	PACKAGED	\$5,258	\$4,034	\$2,185	\$687	\$2	\$0	-101.02%	-99.77%	-4.41%
	BRAZIL - Total	\$5,258	\$4,034	\$2,185	\$687	\$2	\$0	-101.02%	-99.77%	-4.41%
CHILE	PACKAGED	\$0	\$0	\$6	\$5	\$1	\$0	-100.00%	-73.69%	0.00%
	CHILE - Total	\$0	\$0	\$6	\$5	\$1	\$0	-100.00%	-73.69%	0.00%
CHINA	PACKAGED	\$1,225	\$1,351	\$1,609	\$1,502	\$1,474	\$338	9.83%	-1.85%	41.77%
	CHINA - Total	\$1,225	\$1,351	\$1,609	\$1,502	\$1,474	\$338	9.83%	-1.85%	41.77%
CROATIA	PACKAGED	\$0	\$120	\$269	\$277	\$189	\$34	-18.37%	-31.85%	4.12%
	CROATIA - Total	\$0	\$120	\$269	\$277	\$189	\$34	-18.37%	-31.85%	4.12%
CZECH REPUBLIC	DRAFT	\$0	\$4	\$100	\$155	\$172	\$37	9.06%	11.27%	83.40%
	PACKAGED	\$3,270	\$3,079	\$3,651	\$3,549	\$3,755	\$781	6.08%	5.79%	5.23%
	CZECH REPUBLIC - Total	\$3,270	\$3,083	\$3,751	\$3,704	\$3,927	\$818	6.21%	6.02%	8.65%
DENMARK	DRAFT	\$0	\$53	\$182	\$252	\$346	\$111	101.98%	37.07%	98.30%
	PACKAGED	\$3,733	\$4,724	\$5,752	\$5,808	\$5,841	\$1,398	8.16%	0.57%	1.37%
	DENMARK - Total	\$3,733	\$4,777	\$5,935	\$6,060	\$6,186	\$1,509	12.00%	2.08%	6.78%
ESTONIA	PACKAGED	\$0	\$0	\$0	\$2	\$0	\$0	n/a	-100.00%	0.00%

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

		2008	2009	2010	2011	2012	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2012
ESTONIA	ESTONIA - Total	\$0	\$0	\$0	\$2	\$0	\$0	n/a	-100.00%	0.00%
FIJI	PACKAGED	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	FIJI - Total	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
FRANCE	DRAFT	\$235	\$208	\$276	\$467	\$735	\$150	-7.47%	57.41%	99.82%
	PACKAGED	\$876	\$961	\$1,114	\$1,103	\$2,515	\$588	143.38%	127.94%	30.15%
	FRANCE - Total	\$1,111	\$1,169	\$1,391	\$1,570	\$3,250	\$738	82.81%	106.96%	45.91%
GERMANY	DRAFT	\$826	\$741	\$1,063	\$629	\$599	\$107	-5.55%	-4.89%	96.05%
	PACKAGED	\$12,731	\$14,546	\$14,792	\$14,252	\$14,282	\$2,957	-1.78%	0.22%	4.00%
	GERMANY - Total	\$13,557	\$15,287	\$15,855	\$14,881	\$14,881	\$3,063	-1.92%	0.00%	7.71%
GREECE	PACKAGED	\$57	\$54	\$61	\$50	\$72	\$15	29.78%	43.86%	76.80%
	GREECE - Total	\$57	\$54	\$61	\$50	\$72	\$15	29.78%	43.86%	76.80%
INDIA	PACKAGED	\$369	\$377	\$333	\$319	\$91	\$10	-86.52%	-71.37%	80.47%
	INDIA - Total	\$369	\$377	\$333	\$319	\$91	\$10	-86.52%	-71.37%	80.47%
IRELAND	DRAFT	\$5,561	\$5,907	\$5,998	\$5,496	\$5,790	\$1,723	5.48%	5.35%	99.73%
	PACKAGED	\$6,455	\$6,950	\$6,955	\$6,699	\$7,180	\$2,267	16.29%	7.18%	12.82%
	IRELAND - Total	\$12,017	\$12,856	\$12,952	\$12,195	\$12,970	\$3,990	11.36%	6.36%	51.62%
ITALY	DRAFT	\$0	\$0	\$0	\$0	\$112	\$58	n/a	n/a	99.86%
	PACKAGED	\$532	\$662	\$998	\$1,207	\$1,606	\$348	18.41%	33.03%	31.85%
	ITALY - Total	\$532	\$662	\$998	\$1,207	\$1,717	\$407	18.41%	33.03%	36.28%
JAMAICA	PACKAGED	\$916	\$1,040	\$1,197	\$1,179	\$1,247	\$247	5.66%	5.69%	21.05%
	JAMAICA - Total	\$916	\$1,040	\$1,197	\$1,179	\$1,247	\$247	5.66%	5.69%	21.05%
JAPAN	DRAFT	\$0	\$0	\$4	\$156	\$336	\$83	43.65%	115.54%	92.41%
	PACKAGED	\$2,118	\$2,468	\$2,749	\$2,702	\$2,565	\$568	-5.77%	-5.07%	63.57%
	JAPAN - Total	\$2,118	\$2,468	\$2,753	\$2,858	\$2,901	\$651	-1.45%	1.51%	66.91%
KENYA	PACKAGED	\$46	\$62	\$56	\$67	\$53	\$14	-0.31%	-19.90%	37.19%
	KENYA - Total	\$46	\$62	\$56	\$67	\$53	\$14	-0.31%	-19.90%	37.19%
KOREA - SOUTH	PACKAGED	\$70	\$55	\$51	\$52	\$118	\$21	147.22%	124.52%	47.19%

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

		2008	2009	2010	2011	2012	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2012
KOREA - SOUTH	KOREA - SOUTH - Total	\$70	\$55	\$51	\$52	\$118	\$21	147.22%	124.52%	47.19%
LAOS	PACKAGED	\$0	\$0	\$0	\$1	\$4	\$1	214.30%	553.46%	48.38%
	LAOS - Total	\$0	\$0	\$0	\$1	\$4	\$1	214.30%	553.46%	48.38%
LATVIA	PACKAGED	\$0	\$0	\$1	\$0	\$0	\$0	n/a	n/a	0.00%
	LATVIA - Total	\$0	\$0	\$1	\$0	\$0	\$0	n/a	n/a	0.00%
LEBANON	PACKAGED	\$0	\$0	\$0	\$0	\$2	\$1	n/a	n/a	89.14%
	LEBANON - Total	\$0	\$0	\$0	\$0	\$2	\$1	n/a	n/a	89.14%
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	\$51,401	\$54,841	\$57,773	\$48,771	\$45,536	\$7,059	-2.03%	-6.63%	21.37%
	MEXICO - Total	\$51,401	\$54,841	\$57,773	\$48,771	\$45,536	\$7,059	-2.03%	-6.63%	21.37%
MONTENEGRO	PACKAGED	\$14	\$10	\$7	\$11	\$4	\$0	-100.00%	-58.54%	0.00%
	MONTENEGRO - Total	\$14	\$10	\$7	\$11	\$4	\$0	-100.00%	-58.54%	0.00%
NETHERLANDS	DRAFT	\$1,663	\$2,047	\$2,595	\$2,170	\$2,329	\$508	-4.46%	7.34%	99.48%
	PACKAGED	\$31,498	\$32,874	\$32,633	\$28,677	\$28,483	\$5,481	-1.45%	-0.68%	17.12%
	NETHERLANDS - Total	\$33,162	\$34,922	\$35,228	\$30,847	\$30,812	\$5,990	-1.71%	-0.11%	23.34%
NEW ZEALAND	PACKAGED	\$442	\$387	\$408	\$375	\$416	\$91	-0.06%	11.11%	4.74%
	NEW ZEALAND - Total	\$442	\$387	\$408	\$375	\$416	\$91	-0.06%	11.11%	4.74%
NORWAY	PACKAGED	\$0	\$0	\$0	\$13	\$19	\$7	51.58%	45.68%	0.00%
	NORWAY - Total	\$0	\$0	\$0	\$13	\$19	\$7	51.58%	45.68%	0.00%
PHILIPPINES	PACKAGED	\$109	\$115	\$195	\$309	\$364	\$79	9.64%	17.51%	4.44%
	PHILIPPINES - Total	\$109	\$115	\$195	\$309	\$364	\$79	9.64%	17.51%	4.44%
POLAND	PACKAGED	\$491	\$472	\$474	\$544	\$534	\$98	-11.15%	-1.71%	5.44%
	POLAND - Total	\$491	\$472	\$474	\$544	\$534	\$98	-11.15%	-1.71%	5.44%

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

		2008	2009	2010	2011	2012	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2012
PORTUGAL	PACKAGED	\$0	\$0	\$0	\$0	\$64	\$16	n/a	n/a	19.43%
	PORTUGAL - Total	\$0	\$0	\$0	\$0	\$64	\$16	n/a	n/a	19.43%
RUSSIA (USSR)	PACKAGED	\$161	\$179	\$191	\$131	\$179	\$63	133.08%	36.10%	4.49%
	RUSSIA (USSR) - Total	\$161	\$179	\$191	\$131	\$179	\$63	133.08%	36.10%	4.49%
SERBIA	PACKAGED	\$0	\$0	\$0	\$3	\$8	\$3	4.94%	188.69%	2.63%
	SERBIA - Total	\$0	\$0	\$0	\$3	\$8	\$3	4.94%	188.69%	2.63%
SINGAPORE	PACKAGED	\$333	\$325	\$285	\$285	\$304	\$68	-6.92%	6.92%	35.64%
	SINGAPORE - Total	\$333	\$325	\$285	\$285	\$304	\$68	-6.92%	6.92%	35.64%
SLOVAK REPUBLIC	PACKAGED	\$6	\$0	\$20	\$19	\$11	\$2	-29.14%	-42.92%	1.05%
	SLOVAK REPUBLIC - Total	\$6	\$0	\$20	\$19	\$11	\$2	-29.14%	-42.92%	1.05%
SLOVENIA	PACKAGED	\$136	\$123	\$34	\$6	\$2	\$0	-100.00%	-64.45%	0.00%
	SLOVENIA - Total	\$136	\$123	\$34	\$6	\$2	\$0	-100.00%	-64.45%	0.00%
SOUTH AFRICA	PACKAGED	\$141	\$99	\$123	\$121	\$138	\$27	-6.67%	14.46%	3.90%
	SOUTH AFRICA - Total	\$141	\$99	\$123	\$121	\$138	\$27	-6.67%	14.46%	3.90%
SPAIN	PACKAGED	\$125	\$517	\$617	\$934	\$1,077	\$242	11.66%	15.39%	9.98%
	SPAIN - Total	\$125	\$517	\$617	\$934	\$1,077	\$242	11.66%	15.39%	9.98%
THAILAND	PACKAGED	\$514	\$443	\$416	\$423	\$472	\$99	8.37%	11.48%	56.12%
	THAILAND - Total	\$514	\$443	\$416	\$423	\$472	\$99	8.37%	11.48%	56.12%
TRINIDAD AND TOBAGO	PACKAGED	\$110	\$100	\$91	\$118	\$126	\$19	-10.46%	6.55%	12.19%
	TRINIDAD AND TOBAGO - Total	\$110	\$100	\$91	\$118	\$126	\$19	-10.46%	6.55%	12.19%
TURKEY	PACKAGED	\$205	\$205	\$160	\$160	\$253	\$59	79.92%	58.77%	16.90%
	TURKEY - Total	\$205	\$205	\$160	\$160	\$253	\$59	79.92%	58.77%	16.90%

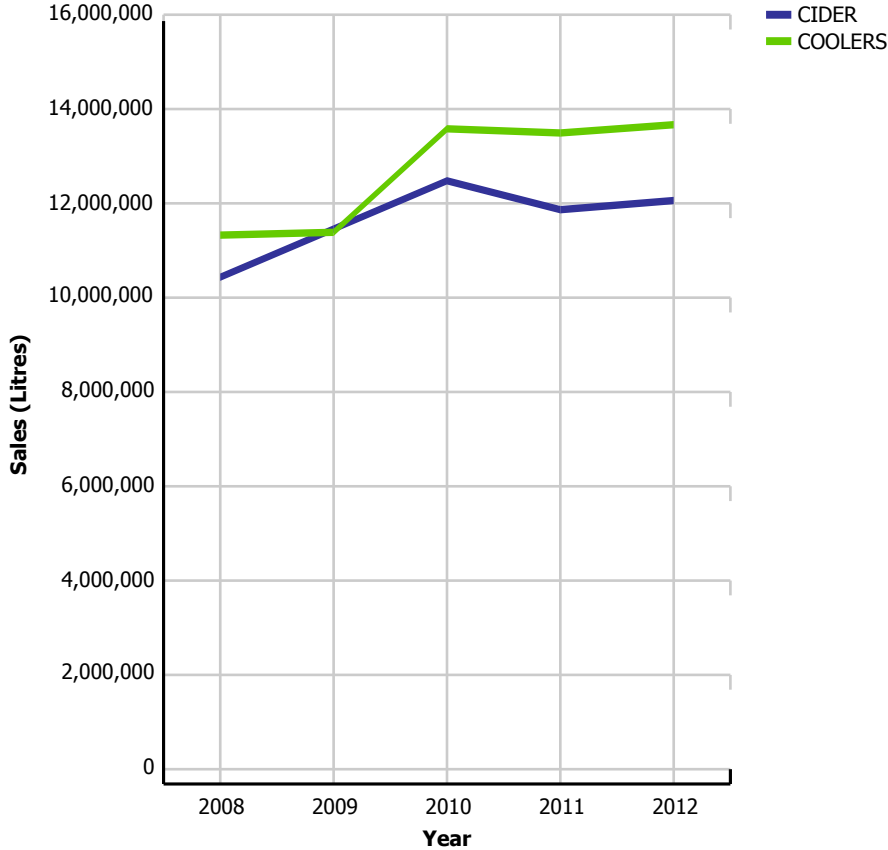
IMPORT BEER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH OF EACH LABELLED YEAR
SALES IN RETAIL DOLLARS (000s)

		2008	2009	2010	2011	2012	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2012
UKRAINE	PACKAGED	\$39	\$34	\$34	\$12	\$0	\$0	-100.00%	-100.00%	0.00%
	UKRAINE - Total	\$39	\$34	\$34	\$12	\$0	\$0	-100.00%	-100.00%	0.00%
UNITED KINGDOM	DRAFT	\$357	\$317	\$241	\$268	\$319	\$85	7.43%	19.32%	99.09%
	PACKAGED	\$3,905	\$4,370	\$4,599	\$4,428	\$4,544	\$1,080	15.83%	2.63%	7.83%
	UNITED KINGDOM - Total	\$4,262	\$4,686	\$4,840	\$4,695	\$4,863	\$1,165	15.17%	3.58%	13.82%
UNITED STATES OF AMERICA	DRAFT	\$35	\$64	\$115	\$317	\$942	\$330	189.27%	197.34%	98.50%
	PACKAGED	\$37,006	\$43,427	\$54,028	\$78,495	\$60,450	\$10,395	-20.73%	-22.99%	10.04%
	UNITED STATES OF AMERICA - Total	\$37,042	\$43,491	\$54,143	\$78,812	\$61,392	\$10,725	-18.92%	-22.10%	11.40%
VIETNAM	PACKAGED	\$25	\$4	\$2	\$3	\$9	\$3	134.43%	203.24%	87.04%
	VIETNAM - Total	\$25	\$4	\$2	\$3	\$9	\$3	134.43%	203.24%	87.04%
IMPORT DRAFT - TOTAL		\$13,667	\$14,743	\$15,753	\$14,344	\$15,697	\$4,131	9.69%	9.44%	98.98%
IMPORT PACKAGED - TOTAL		\$186,170	\$203,440	\$216,890	\$223,459	\$204,525	\$38,634	-4.32%	-8.47%	15.29%
IMPORT BEER - TOTAL		\$199,837	\$218,183	\$232,643	\$237,802	\$220,223	\$42,765	-3.13%	-7.39%	21.26%

Cooler and Cider Sales

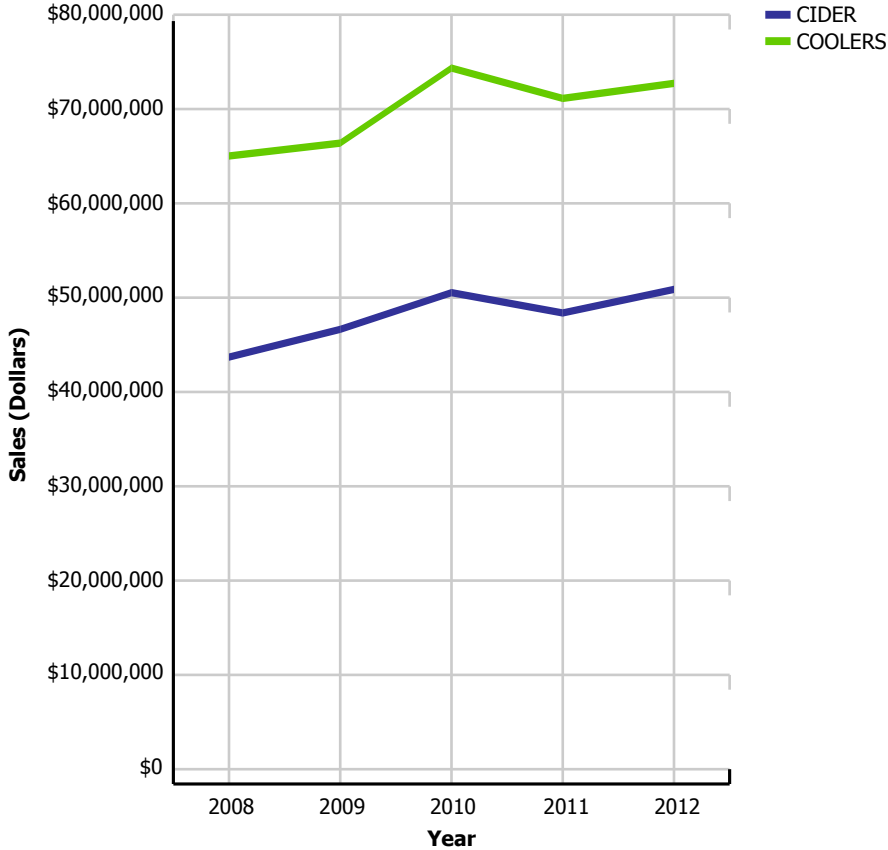
Coolers and Ciders (Domestic & Imported)

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 MARCH OF EACH LABELLED YEAR
SALES IN LITRES

		2008	2009	2010	2011	2012	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2012
DOMESTIC	DRAFT	33,976	45,555	76,848	92,232	108,080	22,993	15.59%	17.18%	94.64%
	PACKAGED	9,299,649	9,729,988	10,494,492	9,877,185	9,835,182	1,846,547	1.62%	-0.43%	5.84%
	PACKAGED - OTHER	32,714	19,120	28,121	31,291	32,010	4,851	-9.48%	2.30%	3.52%
	DOMESTIC - TOTAL	9,366,338	9,794,663	10,599,461	10,000,708	9,975,272	1,874,391	1.73%	-0.25%	6.80%
IMPORT	DRAFT	393,100	426,650	406,100	361,250	378,275	85,925	6.21%	4.71%	99.44%
	PACKAGED	752,749	1,314,356	1,551,732	1,582,181	1,785,279	337,019	7.73%	12.84%	14.91%
	IMPORT - TOTAL	1,145,849	1,741,006	1,957,832	1,943,431	2,163,554	422,944	7.41%	11.33%	29.69%
CIDER - TOTAL		10,512,187	11,535,669	12,557,293	11,944,139	12,138,825	2,297,335	2.73%	1.63%	10.88%

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

		2008	2009	2010	2011	2012	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2012
DOMESTIC	DRAFT	\$118	\$176	\$292	\$362	\$420	\$89	14.22%	16.11%	94.97%
	PACKAGED	\$37,461	\$37,738	\$39,683	\$37,943	\$38,745	\$7,427	4.92%	2.11%	6.06%
	PACKAGED - OTHER	\$630	\$482	\$610	\$591	\$546	\$81	-7.07%	-7.66%	3.86%
DOMESTIC - TOTAL		\$38,209	\$38,396	\$40,585	\$38,897	\$39,711	\$7,597	4.88%	2.09%	6.97%
IMPORT	DRAFT	\$1,754	\$1,909	\$1,972	\$1,643	\$1,724	\$391	6.17%	4.93%	99.42%
	PACKAGED	\$4,129	\$6,727	\$8,369	\$8,234	\$9,837	\$1,878	16.68%	19.46%	15.89%
	IMPORT - TOTAL	\$5,882	\$8,636	\$10,341	\$9,877	\$11,561	\$2,269	14.72%	17.05%	28.35%
CIDER - TOTAL		\$44,091	\$47,032	\$50,927	\$48,774	\$51,272	\$9,866	6.99%	5.12%	11.79%

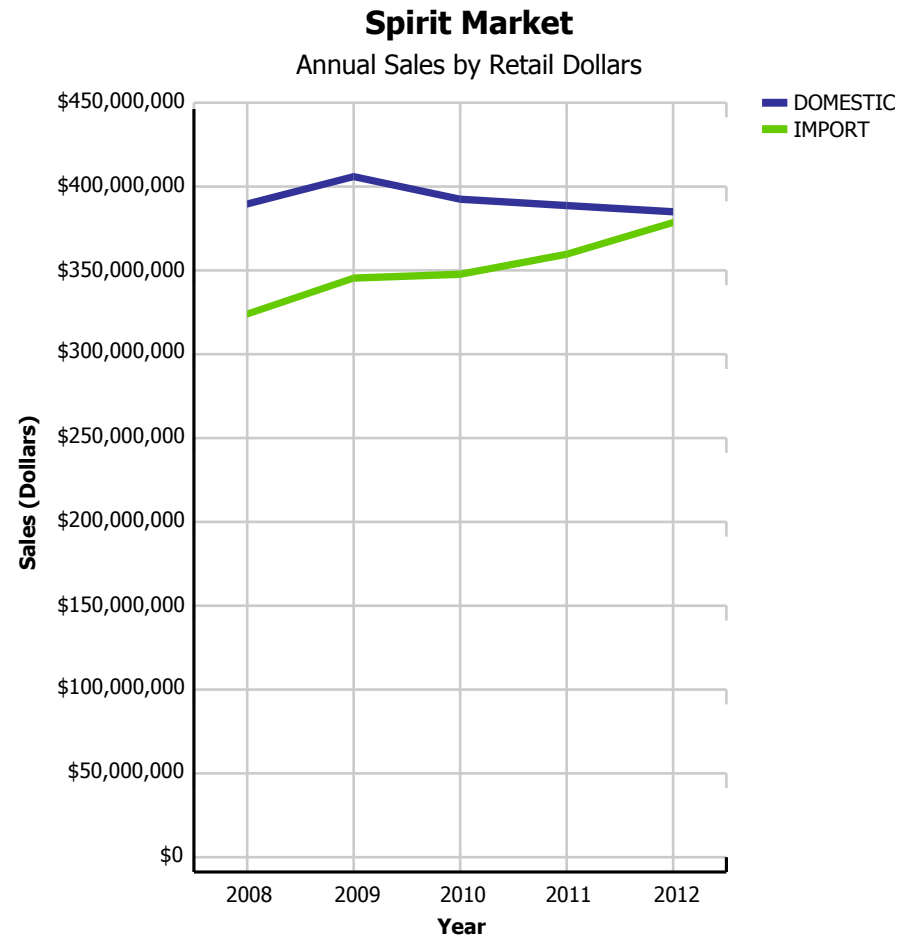
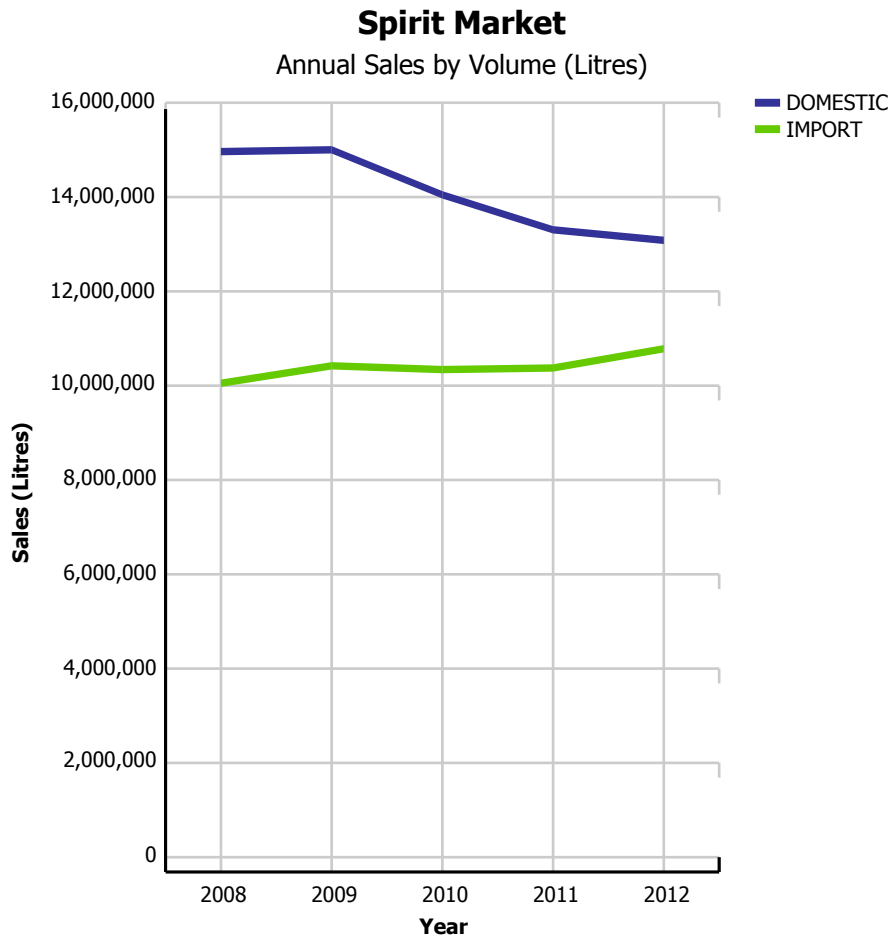
COOLER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH OF EACH LABELLED YEAR
SALES IN LITRES

	2008	2009	2010	2011	2012	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2012
DOMESTIC BEER	5,026	1,204	355	-5	0	0	100.00%	100.00%	0.00%
OTHER	0	0	0	0	0	0	n/a	n/a	0.00%
SPIRIT	8,689,520	8,568,688	10,795,747	11,219,844	11,698,554	1,706,247	11.55%	4.27%	7.15%
WINE	912,062	860,465	1,055,230	854,832	683,265	127,336	-9.51%	-20.07%	2.16%
DOMESTIC - TOTAL	9,606,608	9,430,357	11,851,332	12,074,671	12,381,819	1,833,583	9.78%	2.54%	6.88%
IMPORT BEER	4,322	985	754	1,393	3,706	278	-23.87%	166.07%	0.97%
OTHER	0	0	0	0	-197	-45	n/a	n/a	36.12%
SPIRIT	1,574,392	1,773,102	1,537,891	1,327,120	1,225,094	159,858	-12.44%	-7.69%	4.12%
WINE	376,400	416,593	425,491	324,499	292,236	51,892	6.28%	-9.94%	6.08%
IMPORT - TOTAL	1,955,114	2,190,681	1,964,136	1,653,012	1,520,840	211,983	-8.54%	-8.00%	4.49%
COOLERS - TOTAL	11,561,723	11,621,038	13,815,468	13,727,683	13,902,659	2,045,566	7.55%	1.27%	6.61%

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

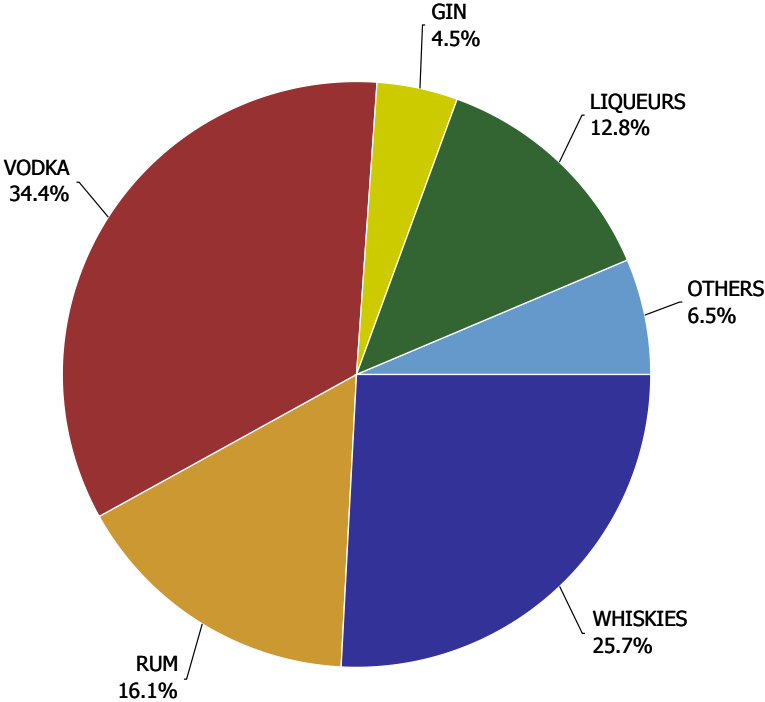
		2008	2009	2010	2011	2012	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2012
DOMESTIC	BEER	\$42	\$10	\$3	\$0	\$0	\$0	100.00%	100.00%	0.00%
	OTHER	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	SPIRIT	\$48,992	\$48,990	\$56,965	\$56,520	\$60,151	\$8,967	11.75%	6.42%	7.86%
	WINE	\$3,634	\$3,463	\$4,783	\$3,917	\$2,938	\$523	-14.88%	-24.99%	2.54%
	DOMESTIC - TOTAL	\$52,668	\$52,463	\$61,751	\$60,437	\$63,089	\$9,489	9.86%	4.39%	7.62%
IMPORT	BEER	\$21	\$5	\$3	\$8	\$20	\$1	-37.34%	142.95%	0.82%
	OTHER	\$0	\$0	\$0	\$0	(\$1)	\$0	n/a	n/a	36.12%
	SPIRIT	\$10,863	\$12,250	\$10,857	\$9,516	\$8,672	\$1,180	-11.99%	-8.87%	3.81%
	WINE	\$2,648	\$2,843	\$2,907	\$2,343	\$2,122	\$391	3.12%	-9.44%	5.42%
	IMPORT - TOTAL	\$13,532	\$15,097	\$13,768	\$11,867	\$10,812	\$1,572	-8.71%	-8.89%	4.11%
COOLERS - TOTAL		\$66,200	\$67,560	\$75,519	\$72,304	\$73,901	\$11,062	6.77%	2.21%	7.10%

Spirit Sales

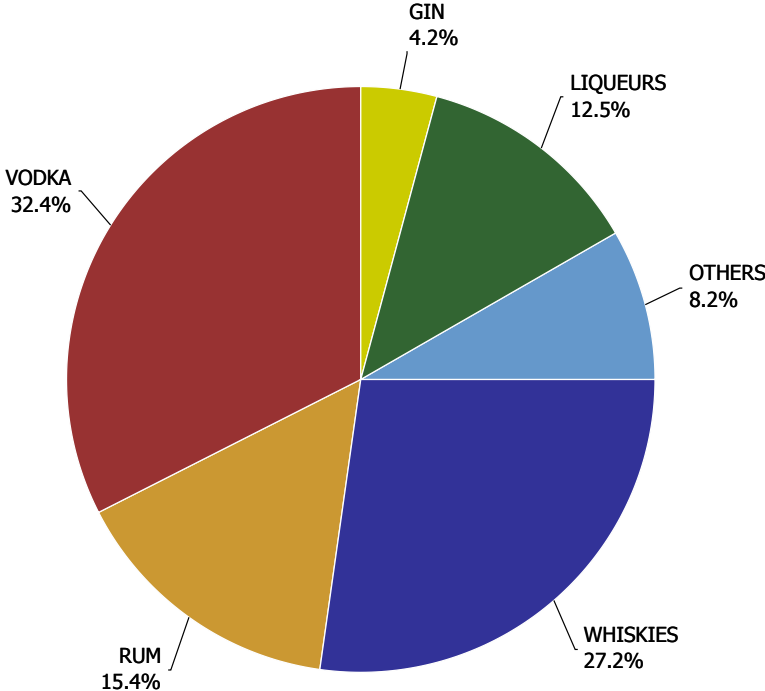


Spirit Market

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 MARCH OF EACH LABELLED YEAR
SALES IN LITRES

		2008	2009	2010	2011	2012	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2012
ARMAGNAC		1,156	1,384	1,472	1,374	1,984	474	23.72%	44.37%	9.45%
ASIAN SPIRITS		134,142	137,635	135,000	136,396	143,594	36,026	2.92%	5.28%	40.70%
BRANDY	DOMESTIC	96,850	91,029	83,009	73,516	68,231	15,194	-4.29%	-7.19%	7.31%
	IMPORT	442,125	430,937	400,919	391,521	383,119	86,312	1.12%	-2.15%	3.98%
BRANDY		538,975	521,965	483,928	465,037	451,350	101,506	0.27%	-2.94%	4.49%
CACHACA		4,086	4,590	4,840	4,466	3,992	775	-16.60%	-10.61%	43.91%
COGNAC		46,463	42,292	40,701	41,343	46,236	10,161	8.58%	11.83%	13.96%
EAUX DE VIE	DOMESTIC	1,303	942	767	722	723	184	47.01%	0.21%	10.48%
	IMPORT	12,134	14,711	16,082	16,018	14,949	3,365	-3.18%	-6.68%	8.88%
EAUX DE VIE		13,438	15,654	16,849	16,740	15,672	3,549	-1.44%	-6.38%	8.95%
GIN	DOMESTIC	394,360	368,013	376,224	320,720	302,439	59,341	-3.77%	-5.70%	18.20%
	IMPORT	844,077	866,351	835,444	823,798	857,394	162,761	10.21%	4.08%	15.10%
GIN		1,238,437	1,234,365	1,211,668	1,144,518	1,159,833	222,101	6.09%	1.34%	15.91%
RUM	AMBER									
	DOMESTIC	1,091,983	1,159,199	1,126,973	1,161,072	1,149,911	217,141	1.48%	-0.96%	7.14%
	IMPORT	573,864	599,841	659,864	704,106	748,785	148,237	11.09%	6.35%	6.55%
	AMBER	1,665,847	1,759,040	1,786,837	1,865,179	1,898,696	365,378	5.17%	1.80%	6.91%
	DARK									
	DOMESTIC	514,376	500,925	468,708	418,057	392,579	77,844	-4.71%	-6.09%	9.02%
	IMPORT	205,610	206,940	185,692	191,693	207,547	47,419	21.33%	8.27%	4.35%
	DARK	719,986	707,865	654,401	609,750	600,126	125,264	3.72%	-1.58%	7.40%
	WHITE									
	DOMESTIC	1,899,888	1,900,738	1,767,015	1,628,025	1,529,084	288,996	-5.81%	-6.08%	11.69%
	IMPORT	126,196	120,089	114,803	102,333	108,235	19,287	4.46%	5.77%	17.27%
	WHITE	2,026,085	2,020,827	1,881,817	1,730,358	1,637,319	308,284	-5.22%	-5.38%	12.06%
RUM	DOMESTIC	3,506,247	3,560,862	3,362,696	3,207,155	3,071,574	583,981	-3.07%	-4.23%	9.64%
	IMPORT	905,671	926,870	960,359	998,131	1,064,567	214,944	12.55%	6.66%	7.21%
RUM		4,411,918	4,487,732	4,323,055	4,205,286	4,136,141	798,925	0.69%	-1.64%	9.02%
TEQUILA	DOMESTIC	0	0	0	0	13	13	n/a	n/a	0.00%
	IMPORT	463,514	494,251	516,327	516,838	549,469	106,249	8.07%	6.31%	36.16%
TEQUILA		463,514	494,251	516,327	516,838	549,482	106,262	8.08%	6.32%	36.16%

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

		2008	2009	2010	2011	2012	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2012
VODKA	DOMESTIC	5,283,150	5,452,168	5,114,399	4,848,229	4,724,546	1,028,522	0.19%	-2.55%	13.50%
	IMPORT	2,325,484	2,615,003	2,888,082	3,034,301	3,214,340	681,316	7.45%	5.93%	13.04%
VODKA		7,608,634	8,067,171	8,002,482	7,882,530	7,938,885	1,709,837	2.96%	0.71%	13.31%
WHISKY	AMERICAN WHISKY	307,605	323,007	329,290	350,954	400,403	93,033	13.75%	14.09%	25.33%
	CANADIAN WHISKY	4,752,693	4,609,222	4,249,539	4,045,186	4,074,920	849,686	3.58%	0.74%	6.75%
	IRISH WHISKY	91,603	102,686	109,923	124,582	147,791	42,673	29.29%	18.63%	19.91%
	JAPANESE WHISKY	153	22	807	382	1,011	381	198.51%	164.96%	11.89%
	SCOTCH - BLEND	1,178,047	1,109,033	1,047,760	1,038,085	1,025,783	222,174	-2.50%	-1.19%	2.99%
	SCOTCH - MALT	321,305	328,630	320,270	326,730	342,291	70,812	5.33%	4.76%	7.85%
	OTHER WHISKY	685	424	1,398	4,235	6,147	1,065	-58.90%	45.14%	1.19%
WHISK		6,652,091	6,473,024	6,058,987	5,890,154	5,998,346	1,279,824	3.81%	1.84%	7.73%
OTHER SPIRITS	MISC.	25	0	0	0	0	0	n/a	n/a	0.00%
	RESTRICTED	1,266	1,206	1,488	1,384	1,432	362	40.23%	3.50%	0.03%
	APERITIF	11,442	12,056	13,260	13,006	15,259	3,053	18.75%	17.33%	21.91%
	FLAVOURED	862	1,401	2,851	2,774	2,306	460	-7.51%	-16.86%	5.53%
	READY TO MIX COCKTAILS	174,517	172,279	164,242	154,054	149,031	29,148	-2.38%	-3.26%	54.56%
	READY TO SERVE COCKTAILS	106,169	258,383	225,376	161,391	180,945	19,481	19.73%	12.12%	0.79%
	SCHNAPPS	8,135	6,867	6,503	6,459	5,557	1,029	-14.05%	-13.97%	3.86%
OTHER SPIRITS		302,416	452,192	413,721	339,068	354,530	53,533	5.68%	4.56%	24.38%
SPIRIT - GIFT PACKS	DOMESTIC	15,889	11,878	13,202	9,315	34,203	8,875	1,591.70%	267.17%	1.05%
	IMPORT	47,142	17,476	23,736	18,156	16,962	1,114	-29.69%	-6.58%	0.72%
SPIRIT - GIFT PACKS		63,031	29,354	36,937	27,472	51,165	9,990	373.50%	86.24%	0.94%

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

		2008	2009	2010	2011	2012	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2012	
ARMAGNAC		\$125	\$175	\$189	\$155	\$220	\$68	47.51%	42.03%	11.95%	
ASIAN SPIRITS		\$3,386	\$3,521	\$3,702	\$5,344	\$7,495	\$2,498	32.02%	40.26%	23.60%	
BRANDY	DOMESTIC	\$2,401	\$2,336	\$2,224	\$2,086	\$1,949	\$431	-5.02%	-6.57%	7.30%	
	IMPORT	\$11,535	\$11,464	\$11,107	\$11,389	\$11,222	\$2,498	-0.22%	-1.46%	4.30%	
BRANDY		\$13,936	\$13,800	\$13,332	\$13,474	\$13,171	\$2,929	-0.96%	-2.25%	4.75%	
CACHACA		\$150	\$173	\$182	\$185	\$167	\$32	-17.62%	-9.55%	43.33%	
COGNAC		\$4,437	\$4,230	\$4,132	\$4,419	\$5,670	\$1,304	21.02%	28.32%	12.22%	
EAUX DE VIE	DOMESTIC	\$114	\$94	\$82	\$77	\$74	\$16	22.73%	-4.10%	11.04%	
	IMPORT	\$574	\$706	\$780	\$786	\$704	\$152	-10.52%	-10.51%	11.07%	
EAUX DE VIE		\$689	\$800	\$862	\$863	\$777	\$169	-8.09%	-9.94%	11.07%	
GIN	DOMESTIC	\$10,083	\$9,872	\$10,359	\$9,277	\$8,927	\$1,734	-3.90%	-3.78%	17.87%	
	IMPORT	\$24,192	\$25,579	\$25,066	\$25,284	\$26,459	\$4,955	7.96%	4.65%	15.19%	
GIN		\$34,275	\$35,451	\$35,426	\$34,561	\$35,386	\$6,689	4.61%	2.39%	15.87%	
RUM	AMBER	DOMESTIC	\$29,627	\$33,059	\$32,912	\$35,507	\$35,899	\$6,810	2.69%	1.10%	7.21%
		IMPORT	\$16,198	\$17,668	\$20,523	\$23,079	\$24,812	\$4,936	10.39%	7.51%	6.94%
AMBER		\$45,825	\$50,727	\$53,435	\$58,585	\$60,711	\$11,746	5.79%	3.63%	7.10%	
DARK	DOMESTIC	\$12,811	\$12,944	\$12,668	\$12,194	\$11,476	\$2,265	-5.91%	-5.89%	8.96%	
	IMPORT	\$5,619	\$5,865	\$5,474	\$6,067	\$6,946	\$1,609	26.30%	14.49%	4.53%	
DARK		\$18,430	\$18,809	\$18,142	\$18,261	\$18,421	\$3,874	5.23%	0.88%	7.29%	
WHITE	DOMESTIC	\$47,836	\$49,415	\$47,861	\$46,267	\$44,021	\$8,287	-5.61%	-4.86%	11.53%	
	IMPORT	\$3,417	\$3,349	\$3,285	\$3,013	\$3,262	\$581	5.91%	8.23%	17.59%	
WHITE		\$51,254	\$52,764	\$51,146	\$49,281	\$47,283	\$8,868	-4.93%	-4.05%	11.95%	
RUM	DOMESTIC	\$90,275	\$95,417	\$93,441	\$93,969	\$91,396	\$17,362	-2.56%	-2.74%	9.51%	
	IMPORT	\$25,234	\$26,882	\$29,282	\$32,159	\$35,019	\$7,126	13.22%	8.90%	7.45%	
RUM		\$115,509	\$122,299	\$122,724	\$126,127	\$126,415	\$24,488	1.56%	0.23%	8.94%	
TEQUILA	DOMESTIC	\$0	\$0	\$0	\$0	\$2	\$2	n/a	n/a	0.00%	
	IMPORT	\$19,726	\$22,147	\$22,647	\$21,771	\$22,496	\$4,353	6.19%	3.33%	34.78%	
TEQUILA		\$19,726	\$22,147	\$22,647	\$21,771	\$22,498	\$4,355	6.25%	3.34%	34.78%	

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

		2008	2009	2010	2011	2012	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2012
VODKA	DOMESTIC	\$133,484	\$142,381	\$139,549	\$138,579	\$136,303	\$29,733	0.24%	-1.64%	13.37%
	IMPORT	\$68,260	\$79,845	\$90,706	\$97,896	\$104,216	\$21,707	5.57%	6.46%	14.34%
VODKA		\$201,745	\$222,226	\$230,255	\$236,475	\$240,519	\$51,440	2.42%	1.71%	13.79%
WHISKY	AMERICAN WHISKY	\$10,285	\$11,133	\$11,675	\$12,815	\$14,847	\$3,445	13.75%	15.86%	25.24%
	CANADIAN WHISKY	\$129,475	\$131,382	\$123,562	\$122,228	\$123,206	\$25,334	1.50%	0.80%	6.71%
	IRISH WHISKY	\$3,436	\$3,883	\$4,268	\$4,984	\$5,869	\$1,631	23.75%	17.77%	19.48%
	JAPANESE WHISKY	\$21	\$3	\$87	\$53	\$125	\$45	167.95%	135.01%	12.22%
	SCOTCH - BLEND	\$37,386	\$37,328	\$35,248	\$35,459	\$35,085	\$7,448	-4.33%	-1.06%	3.69%
	SCOTCH - MALT	\$20,788	\$22,475	\$22,623	\$23,983	\$25,532	\$5,245	3.54%	6.46%	8.85%
	OTHER WHISKY	\$72	\$49	\$146	\$285	\$349	\$64	-46.20%	22.61%	2.22%
WHISKY		\$201,463	\$206,253	\$197,609	\$199,807	\$205,013	\$43,212	2.17%	2.61%	8.16%
OTHER SPIRITS	MISC.	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	RESTRICTED	\$55	\$55	\$69	\$64	\$66	\$17	40.26%	3.54%	0.03%
	APERITIF	\$355	\$377	\$412	\$412	\$478	\$94	15.92%	16.20%	21.92%
	FLAVOURED	\$29	\$57	\$101	\$100	\$90	\$18	-1.37%	-9.45%	8.01%
	READY TO MIX COCKTAILS	\$4,026	\$3,977	\$3,823	\$3,666	\$3,570	\$694	-3.24%	-2.60%	53.93%
	READY TO SERVE COCKTAILS	\$1,839	\$5,575	\$4,927	\$3,766	\$4,045	\$488	14.55%	7.39%	0.77%
	SCHNAPPS	\$263	\$259	\$245	\$249	\$216	\$40	-14.33%	-13.20%	3.86%
OTHER SPIRITS		\$6,568	\$10,299	\$9,577	\$8,256	\$8,466	\$1,351	3.80%	2.54%	24.53%
SPIRIT - GIFT PACKS	DOMESTIC	\$667	\$525	\$517	\$473	\$1,152	\$263	1,287.98%	143.91%	0.93%
	IMPORT	\$1,957	\$824	\$1,032	\$928	\$885	\$75	-9.41%	-4.64%	0.84%
SPIRIT - GIFT PACKS		\$2,624	\$1,349	\$1,549	\$1,400	\$2,037	\$338	232.87%	45.48%	0.89%

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

		2008	2009	2010	2011	2012	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2012
ALMOND	DOMESTIC	26,007	22,118	17,890	13,102	12,004	2,602	-2.47%	-8.38%	63.71%
	IMPORT	116,973	114,318	108,047	107,549	102,493	19,918	-3.23%	-4.70%	13.49%
	ALMOND - TOTAL	142,980	136,437	125,936	120,651	114,497	22,520	-3.14%	-5.10%	18.75%
ANISE / LICORICE	DOMESTIC	6,014	3,264	2,058	1,492	1,296	417	22.20%	-13.12%	52.49%
	IMPORT	165,594	160,577	146,607	138,861	134,314	27,274	-1.22%	-3.27%	19.78%
	ANISE / LICORICE - TOTAL	171,607	163,841	148,665	140,353	135,610	27,691	-0.94%	-3.38%	20.09%
APPLE	DOMESTIC	0	0	0	253	431	130	-13.64%	70.27%	100.00%
	IMPORT	63,632	59,505	50,966	42,243	37,861	8,156	-7.49%	-10.37%	44.89%
	APPLE - TOTAL	63,632	59,505	50,966	42,496	38,292	8,286	-7.60%	-9.89%	45.51%
APRICOT	DOMESTIC	10,073	9,098	8,544	8,370	8,281	1,814	17.40%	-1.07%	4.47%
	IMPORT	20,066	19,309	18,941	20,150	20,289	4,143	8.82%	0.69%	20.87%
	APRICOT - TOTAL	30,139	28,407	27,485	28,520	28,569	5,957	11.30%	0.17%	16.11%
BANANA	DOMESTIC	20,774	17,229	7,636	3,777	3,229	529	-11.63%	-14.51%	17.91%
	IMPORT	32,423	33,673	34,511	32,184	31,128	6,530	-5.44%	-3.28%	63.55%
	BANANA - TOTAL	53,197	50,901	42,147	35,961	34,356	7,058	-5.93%	-4.46%	59.26%
BERRY - OTHER	DOMESTIC	1	84	134	462	951	290	298.45%	105.68%	0.39%
	IMPORT	1,499	1,676	1,289	804	578	131	-27.41%	-28.16%	40.84%
	BERRY - OTHER - TOTAL	1,501	1,760	1,423	1,266	1,529	421	66.31%	20.71%	15.68%
BLACK CURRANT / CASSIS	DOMESTIC	0	33	400	273	197	40	151.16%	-27.65%	0.00%
	IMPORT	9,093	7,766	7,458	6,856	6,643	1,364	7.48%	-3.11%	36.03%
	BLACK CURRANT / CASSIS - TOTAL	9,093	7,799	7,859	7,128	6,840	1,405	9.28%	-4.05%	34.99%
BLACKBERRY	DOMESTIC	1	37	74	30	19	3	-41.67%	-37.50%	0.00%
	IMPORT	3,214	3,196	2,868	3,030	2,572	480	4.62%	-15.12%	27.40%

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

		2008	2009	2010	2011	2012	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2012
BLACKBERRY	BLACKBERRY - TOTAL	3,215	3,233	2,942	3,060	2,591	482	4.17%	-15.34%	27.20%
BUTTERSCOTCH	DOMESTIC	439	340	410	440	701	233	142.86%	59.33%	97.72%
	IMPORT	51,811	53,199	48,688	52,415	59,511	14,654	18.46%	13.54%	51.87%
	BUTTERSCOTCH - TOTAL	52,250	53,538	49,099	52,855	60,212	14,886	19.42%	13.92%	52.41%
CACAO / CHOCOLATE	DOMESTIC	7,322	6,500	5,987	6,174	5,538	1,205	-2.78%	-10.30%	24.34%
	IMPORT	2,457	92	-1	0	1	0	n/a	n/a	0.00%
	CACAO / CHOCOLATE - TOTAL	9,779	6,591	5,986	6,174	5,539	1,205	-2.78%	-10.29%	24.33%
CACAO / WHITE	DOMESTIC	32,080	28,975	24,915	23,409	23,213	5,216	3.04%	-0.84%	53.16%
	IMPORT	4,713	5,600	1,064	5	3	1	-80.00%	-42.86%	0.00%
	CACAO / WHITE - TOTAL	36,794	34,575	25,979	23,414	23,216	5,217	2.98%	-0.85%	53.17%
CHERRY	DOMESTIC	2,608	1,083	36	254	268	108	416.07%	5.76%	1.40%
	IMPORT	10,088	9,426	9,097	8,511	8,671	1,732	0.59%	1.87%	26.42%
	CHERRY - TOTAL	12,697	10,509	9,133	8,765	8,939	1,840	5.60%	1.98%	25.67%
CHESTNUT	IMPORT	0	0	20	22	4	0	-100.00%	-80.65%	0.00%
	CHESTNUT - TOTAL	0	0	20	22	4	0	-100.00%	-80.65%	0.00%
CITRUS OTHER THAN ORANGE	IMPORT	961	267	17	0	810	324	n/a	n/a	1.11%
	CITRUS OTHER THAN ORANGE - TOTAL	961	267	17	0	810	324	n/a	n/a	1.11%
COCONUT	DOMESTIC	148,855	139,611	124,121	116,770	119,172	19,188	2.12%	2.06%	13.02%
	IMPORT	19,004	17,904	15,463	14,846	13,095	2,468	-8.06%	-11.80%	20.93%
	COCONUT - TOTAL	167,860	157,515	139,584	131,616	132,266	21,656	0.85%	0.49%	13.81%
COFFEE	DOMESTIC	13,898	11,778	6,115	2,289	1,541	180	-69.23%	-32.67%	38.15%
	IMPORT	377,042	362,310	318,454	297,207	289,986	51,985	3.10%	-2.43%	12.93%

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

		2008	2009	2010	2011	2012	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2012
COFFEE	COFFEE - TOTAL	390,939	374,088	324,569	299,496	291,528	52,165	2.27%	-2.66%	13.06%
CRANBERRY	DOMESTIC	0	35	36	28	38	10	200.00%	33.33%	0.00%
	CRANBERRY - TOTAL	0	35	36	28	38	10	200.00%	33.33%	0.00%
CREAM	DOMESTIC	3,332	1,627	2,869	1,614	2,119	1,006	276.17%	31.29%	18.02%
	IMPORT	1,102,424	1,091,284	1,022,425	1,033,297	1,035,524	161,882	8.83%	0.22%	5.36%
	CREAM - TOTAL	1,105,756	1,092,911	1,025,294	1,034,911	1,037,643	162,888	9.31%	0.26%	5.39%
EGG	IMPORT	5,068	6,068	5,883	5,693	5,224	704	-5.25%	-8.23%	1.68%
	EGG - TOTAL	5,068	6,068	5,883	5,693	5,224	704	-5.25%	-8.23%	1.68%
FRUIT - OTHER	DOMESTIC	39,378	32,472	17,847	7,286	3,662	549	-31.50%	-49.75%	3.97%
	IMPORT	124,173	104,963	85,163	67,806	59,718	12,868	-1.05%	-11.93%	38.75%
	FRUIT - OTHER - TOTAL	163,551	137,434	103,010	75,092	63,379	13,417	-2.82%	-15.60%	36.74%
GRAPE	DOMESTIC	36	27	64	18	9	0	n/a	-50.00%	0.00%
	IMPORT	2,042	9,815	5,530	2,728	1,958	399	-10.44%	-28.21%	23.06%
	GRAPE - TOTAL	2,078	9,842	5,594	2,746	1,967	399	-10.44%	-28.35%	22.95%
GRAPE FRUIT	IMPORT	781	1,274	888	757	635	132	-20.03%	-16.18%	32.86%
	GRAPE FRUIT - TOTAL	781	1,274	888	757	635	132	-20.03%	-16.18%	32.86%
HAZELNUT	IMPORT	25,930	24,065	20,847	20,430	19,215	3,803	1.34%	-5.95%	35.77%
	HAZELNUT - TOTAL	25,930	24,065	20,847	20,430	19,215	3,803	1.34%	-5.95%	35.77%
HERBAL	DOMESTIC	583	1,846	1,407	1,365	1,288	294	8.69%	-5.68%	10.29%
	IMPORT	372,968	372,319	334,789	313,723	311,810	69,657	0.59%	-0.61%	46.61%
	HERBAL - TOTAL	373,551	374,165	336,196	315,088	313,097	69,951	0.62%	-0.63%	46.46%
LEMON	IMPORT	18,834	18,391	19,029	22,826	23,236	3,930	-6.32%	1.80%	16.16%
	LEMON - TOTAL	18,834	18,391	19,029	22,826	23,236	3,930	-6.32%	1.80%	16.16%
LOGANBERRY	DOMESTIC	0	0	0	0	1	1	n/a	n/a	0.00%
	IMPORT	204	228	275	270	180	24	-42.86%	-33.33%	0.00%

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

		2008	2009	2010	2011	2012	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2012
LOGANBERRY	LOGANBERRY - TOTAL	204	228	275	270	181	25	-41.07%	-33.06%	0.00%
MACADAMIA	IMPORT	0	622	3,608	3,542	3,427	598	-6.57%	-3.26%	2.63%
	MACADAMIA - TOTAL	0	622	3,608	3,542	3,427	598	-6.57%	-3.26%	2.63%
MELON	DOMESTIC	12,661	10,781	13,887	3,668	1,686	263	-29.69%	-54.04%	22.47%
	IMPORT	12,162	11,816	11,888	14,704	14,697	3,129	1.07%	-0.05%	56.03%
	MELON - TOTAL	24,823	22,597	25,775	18,372	16,383	3,392	-2.25%	-10.83%	52.58%
MINT	DOMESTIC	26,714	24,621	23,044	22,302	22,795	4,702	19.23%	2.21%	19.89%
	IMPORT	130	123	128	189	192	49	52.17%	1.85%	62.55%
	MINT - TOTAL	26,844	24,744	23,173	22,491	22,987	4,751	19.49%	2.21%	20.24%
ORANGE	DOMESTIC	113,889	115,089	110,589	105,675	104,616	19,881	3.55%	-1.00%	23.51%
	IMPORT	176,389	173,906	162,390	157,427	155,655	29,087	-1.02%	-1.13%	29.01%
	ORANGE - TOTAL	290,278	288,996	272,979	263,102	260,271	48,969	0.79%	-1.08%	26.80%
OTHER	DOMESTIC	7,256	6,135	1,552	827	1,626	650	211.55%	96.52%	45.83%
	IMPORT	9,447	9,725	8,375	7,200	5,869	1,205	-40.88%	-18.49%	29.45%
	OTHER - TOTAL	16,702	15,859	9,927	8,028	7,495	1,855	-17.44%	-6.64%	33.00%
OTHER NUT	IMPORT	0	0	93	14	14	4	0.00%	0.00%	0.00%
	OTHER NUT - TOTAL	0	0	93	14	14	4	0.00%	0.00%	0.00%
PEACH	DOMESTIC	50,690	50,179	48,730	44,798	46,500	9,624	9.83%	3.80%	50.63%
	IMPORT	3,976	3,991	3,287	2,024	1,230	218	-41.10%	-39.24%	90.73%
	PEACH - TOTAL	54,667	54,170	52,017	46,822	47,730	9,842	7.77%	1.94%	51.66%
PEAR	DOMESTIC	71	76	40	10	12	1	0.00%	14.81%	0.00%
	IMPORT	4,790	4,412	4,077	3,623	3,004	601	-20.95%	-17.08%	22.08%
	PEAR - TOTAL	4,862	4,489	4,117	3,633	3,016	602	-20.93%	-16.99%	22.00%
PINEAPPLE	DOMESTIC	12,270	12,137	9,204	4,864	2,288	320	-34.21%	-52.96%	2.23%
	IMPORT	87	0	0	0	504	9	n/a	n/a	1.79%

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

		2008	2009	2010	2011	2012	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2012
PINEAPPLE	PINEAPPLE - TOTAL	12,357	12,137	9,204	4,864	2,792	329	-32.36%	-42.60%	2.15%
PLUM	IMPORT	878	886	790	710	780	189	95.35%	9.94%	2.40%
	PLUM - TOTAL	878	886	790	710	780	189	95.35%	9.94%	2.40%
RASPBERRY	DOMESTIC	1,739	2,027	2,701	2,898	2,910	783	19.48%	0.41%	72.16%
	IMPORT	117,903	115,824	105,523	98,462	97,802	21,030	-0.54%	-0.67%	43.86%
	RASPBERRY - TOTAL	119,642	117,851	108,224	101,360	100,712	21,813	0.06%	-0.64%	44.68%
SPICE	DOMESTIC	262,165	301,627	305,319	327,562	352,696	81,390	9.06%	7.67%	6.82%
	IMPORT	16,966	15,043	12,378	10,863	10,270	2,838	17.68%	-5.46%	43.37%
	SPICE - TOTAL	279,132	316,671	317,696	338,425	362,966	84,229	9.33%	7.25%	7.86%
STRAWBERRY	DOMESTIC	50	14	4	0	7	0	n/a	n/a	0.00%
	IMPORT	4,321	2,678	1,264	831	2,639	929	570.18%	217.76%	15.54%
	STRAWBERRY - TOTAL	4,371	2,692	1,268	831	2,646	929	570.18%	218.57%	15.50%
TANGERINE	DOMESTIC	10	0	0	0	0	0	n/a	n/a	0.00%
	IMPORT	3,408	1,758	1,039	819	820	204	18.26%	0.18%	28.24%
	TANGERINE - TOTAL	3,418	1,758	1,039	819	820	204	18.26%	0.18%	28.24%
WALNUT	IMPORT	13	126	97	55	38	8	100.00%	-30.77%	0.00%
	WALNUT - TOTAL	13	126	97	55	38	8	100.00%	-30.77%	0.00%
WHISKY	DOMESTIC	11,113	11,824	12,567	9,298	7,884	1,651	25.48%	-15.21%	3.25%
	IMPORT	158,562	146,068	134,739	120,604	138,098	31,725	29.23%	14.51%	10.22%
	WHISKY - TOTAL	169,675	157,892	147,305	129,903	145,982	33,375	29.04%	12.38%	9.85%
LIQUEURS - TOTAL		3,850,057	3,774,867	3,456,174	3,322,588	3,327,471	637,461	5.52%	0.15%	19.05%

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

		2008	2009	2010	2011	2012	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2012
ALMOND	DOMESTIC	\$579	\$519	\$422	\$320	\$296	\$64	-2.66%	-7.58%	63.38%
	IMPORT	\$3,126	\$3,158	\$3,025	\$3,069	\$2,996	\$577	-2.93%	-2.37%	12.73%
	ALMOND - TOTAL	\$3,706	\$3,676	\$3,447	\$3,389	\$3,292	\$641	-2.90%	-2.86%	17.28%
ANISE / LICORICE	DOMESTIC	\$139	\$76	\$48	\$36	\$32	\$10	25.76%	-10.39%	51.10%
	IMPORT	\$4,419	\$4,454	\$4,189	\$4,051	\$3,916	\$782	-2.89%	-3.35%	19.02%
	ANISE / LICORICE - TOTAL	\$4,557	\$4,530	\$4,237	\$4,087	\$3,948	\$793	-2.60%	-3.41%	19.28%
APPLE	DOMESTIC	\$0	\$0	\$0	\$5	\$9	\$3	-13.64%	70.27%	100.00%
	IMPORT	\$1,481	\$1,395	\$1,212	\$1,031	\$939	\$211	-3.59%	-8.93%	44.33%
	APPLE - TOTAL	\$1,481	\$1,395	\$1,212	\$1,037	\$948	\$214	-3.73%	-8.52%	44.87%
APRICOT	DOMESTIC	\$235	\$219	\$207	\$206	\$205	\$45	15.50%	-0.77%	3.91%
	IMPORT	\$418	\$405	\$399	\$429	\$439	\$90	9.15%	2.18%	21.91%
	APRICOT - TOTAL	\$652	\$623	\$606	\$636	\$644	\$135	11.17%	1.22%	16.18%
BANANA	DOMESTIC	\$508	\$439	\$201	\$99	\$79	\$13	-15.52%	-20.73%	15.07%
	IMPORT	\$662	\$696	\$713	\$678	\$661	\$139	-5.75%	-2.52%	63.51%
	BANANA - TOTAL	\$1,171	\$1,135	\$913	\$777	\$739	\$152	-6.68%	-4.85%	58.36%
BERRY - OTHER	DOMESTIC	\$0	\$3	\$4	\$19	\$32	\$10	222.20%	66.55%	0.83%
	IMPORT	\$46	\$47	\$37	\$24	\$19	\$4	-19.07%	-23.35%	41.99%
	BERRY - OTHER - TOTAL	\$46	\$51	\$40	\$43	\$51	\$15	71.01%	16.57%	15.88%
BLACK CURRANT / CASSIS	DOMESTIC	\$0	\$3	\$26	\$18	\$14	\$3	141.18%	-21.75%	0.00%
	IMPORT	\$316	\$291	\$284	\$264	\$257	\$53	6.73%	-2.37%	36.81%
	BLACK CURRANT / CASSIS - TOTAL	\$316	\$293	\$309	\$281	\$271	\$56	10.29%	-3.60%	34.93%
BLACKBERRY	DOMESTIC	\$0	\$3	\$6	\$3	\$2	\$0	-47.28%	-38.14%	0.00%
	IMPORT	\$105	\$106	\$97	\$99	\$88	\$17	4.86%	-11.12%	28.35%

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

		2008	2009	2010	2011	2012	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2012
BLACKBERRY	BLACKBERRY - TOTAL	\$106	\$109	\$103	\$101	\$89	\$17	3.55%	-11.79%	27.86%
BUTTERSCOTCH	DOMESTIC	\$9	\$7	\$8	\$9	\$15	\$5	142.88%	60.85%	97.72%
	IMPORT	\$1,264	\$1,314	\$1,230	\$1,322	\$1,531	\$372	15.90%	15.82%	51.50%
	BUTTERSCOTCH - TOTAL	\$1,273	\$1,321	\$1,238	\$1,331	\$1,545	\$377	16.68%	16.12%	51.93%
CACAO / CHOCOLATE	DOMESTIC	\$169	\$157	\$146	\$153	\$138	\$30	-2.78%	-9.79%	24.34%
	IMPORT	\$74	\$2	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	CACAO / CHOCOLATE - TOTAL	\$243	\$159	\$146	\$153	\$138	\$30	-2.78%	-9.78%	24.33%
CACAO / WHITE	DOMESTIC	\$709	\$656	\$563	\$537	\$536	\$119	2.88%	-0.32%	53.16%
	IMPORT	\$162	\$190	\$32	\$0	\$0	\$0	-78.99%	-42.45%	0.00%
	CACAO / WHITE - TOTAL	\$871	\$847	\$595	\$537	\$536	\$119	2.83%	-0.32%	53.17%
CHERRY	DOMESTIC	\$60	\$25	\$2	\$21	\$20	\$8	343.13%	-4.78%	1.31%
	IMPORT	\$255	\$243	\$239	\$234	\$243	\$50	2.99%	3.96%	29.97%
	CHERRY - TOTAL	\$316	\$267	\$241	\$255	\$264	\$57	14.96%	3.22%	27.75%
CHESTNUT	IMPORT	\$0	\$0	\$1	\$1	\$0	\$0	-100.00%	-79.92%	0.00%
	CHESTNUT - TOTAL	\$0	\$0	\$1	\$1	\$0	\$0	-100.00%	-79.92%	0.00%
CITRUS OTHER THAN ORANGE	IMPORT	\$55	\$16	\$1	\$0	\$24	\$10	n/a	n/a	1.17%
	CITRUS OTHER THAN ORANGE - TOTAL	\$55	\$16	\$1	\$0	\$24	\$10	n/a	n/a	1.17%
COCONUT	DOMESTIC	\$3,933	\$3,854	\$3,420	\$3,237	\$3,086	\$510	-1.74%	-4.67%	13.27%
	IMPORT	\$430	\$427	\$376	\$368	\$329	\$62	-7.39%	-10.72%	20.84%
	COCONUT - TOTAL	\$4,363	\$4,281	\$3,796	\$3,605	\$3,414	\$572	-2.39%	-5.29%	14.00%
COFFEE	DOMESTIC	\$304	\$263	\$138	\$53	\$34	\$4	-73.18%	-34.92%	38.40%
	IMPORT	\$11,310	\$10,805	\$9,432	\$8,822	\$8,452	\$1,500	0.47%	-4.19%	12.80%

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

		2008	2009	2010	2011	2012	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2012
COFFEE	COFFEE - TOTAL	\$11,615	\$11,068	\$9,570	\$8,874	\$8,487	\$1,503	-0.20%	-4.37%	12.91%
CRANBERRY	DOMESTIC	\$0	\$3	\$3	\$2	\$3	\$1	200.00%	33.71%	0.00%
	CRANBERRY - TOTAL	\$0	\$3	\$3	\$2	\$3	\$1	200.00%	33.71%	0.00%
CREAM	DOMESTIC	\$81	\$39	\$68	\$39	\$65	\$33	396.74%	65.29%	14.09%
	IMPORT	\$32,735	\$33,354	\$30,799	\$31,432	\$31,495	\$4,803	5.25%	0.20%	5.44%
	CREAM - TOTAL	\$32,816	\$33,393	\$30,867	\$31,471	\$31,559	\$4,836	5.82%	0.28%	5.46%
EGG	IMPORT	\$153	\$190	\$184	\$182	\$168	\$23	-5.24%	-7.84%	1.68%
	EGG - TOTAL	\$153	\$190	\$184	\$182	\$168	\$23	-5.24%	-7.84%	1.68%
FRUIT - OTHER	DOMESTIC	\$1,134	\$970	\$542	\$205	\$94	\$15	-36.23%	-54.16%	4.46%
	IMPORT	\$4,952	\$4,190	\$3,107	\$2,455	\$2,131	\$453	-6.76%	-13.21%	40.02%
	FRUIT - OTHER - TOTAL	\$6,086	\$5,160	\$3,649	\$2,660	\$2,224	\$467	-8.08%	-16.37%	38.52%
GRAPE	DOMESTIC	\$1	\$1	\$1	\$0	\$0	\$0	n/a	-48.66%	0.00%
	IMPORT	\$50	\$238	\$138	\$69	\$49	\$10	-10.44%	-29.28%	23.08%
	GRAPE - TOTAL	\$50	\$239	\$139	\$69	\$49	\$10	-10.44%	-29.40%	22.98%
GRAPE FRUIT	IMPORT	\$24	\$39	\$27	\$24	\$21	\$5	-13.57%	-13.12%	32.99%
	GRAPE FRUIT - TOTAL	\$24	\$39	\$27	\$24	\$21	\$5	-13.57%	-13.12%	32.99%
HAZELNUT	IMPORT	\$857	\$800	\$699	\$691	\$616	\$121	0.14%	-10.86%	35.65%
	HAZELNUT - TOTAL	\$857	\$800	\$699	\$691	\$616	\$121	0.14%	-10.86%	35.65%
HERBAL	DOMESTIC	\$56	\$177	\$135	\$133	\$126	\$29	8.69%	-5.15%	10.29%
	IMPORT	\$15,026	\$14,997	\$13,539	\$13,037	\$13,115	\$2,916	0.27%	0.60%	44.75%
	HERBAL - TOTAL	\$15,081	\$15,173	\$13,673	\$13,170	\$13,242	\$2,945	0.35%	0.54%	44.42%
LEMON	IMPORT	\$603	\$605	\$650	\$786	\$803	\$138	-5.76%	2.12%	16.28%
	LEMON - TOTAL	\$603	\$605	\$650	\$786	\$803	\$138	-5.76%	2.12%	16.28%
LOGANBERRY	DOMESTIC	\$0	\$0	\$0	\$0	\$1	\$1	n/a	n/a	0.00%
	IMPORT	\$6	\$7	\$8	\$8	\$5	\$0	-64.47%	-36.04%	0.00%

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

		2008	2009	2010	2011	2012	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2012
LOGANBERRY	LOGANBERRY - TOTAL	\$6	\$7	\$8	\$8	\$6	\$1	-13.74%	-28.07%	0.00%
MACADAMIA	IMPORT	\$0	\$24	\$137	\$137	\$133	\$23	-8.53%	-3.09%	2.65%
	MACADAMIA - TOTAL	\$0	\$24	\$137	\$137	\$133	\$23	-8.53%	-3.09%	2.65%
MELON	DOMESTIC	\$289	\$256	\$353	\$96	\$41	\$6	-34.90%	-57.26%	19.52%
	IMPORT	\$284	\$277	\$279	\$348	\$356	\$76	1.29%	2.27%	55.07%
	MELON - TOTAL	\$572	\$532	\$632	\$444	\$397	\$83	-2.83%	-10.64%	51.38%
MINT	DOMESTIC	\$676	\$623	\$579	\$573	\$588	\$122	19.69%	2.65%	19.71%
	IMPORT	\$6	\$5	\$5	\$9	\$10	\$2	54.40%	4.30%	65.18%
	MINT - TOTAL	\$681	\$628	\$584	\$582	\$598	\$124	20.21%	2.67%	20.44%
ORANGE	DOMESTIC	\$2,972	\$3,082	\$2,981	\$2,926	\$2,909	\$551	2.38%	-0.60%	21.38%
	IMPORT	\$7,859	\$7,790	\$6,740	\$6,708	\$6,635	\$1,179	-4.74%	-1.09%	24.35%
	ORANGE - TOTAL	\$10,831	\$10,872	\$9,721	\$9,634	\$9,544	\$1,730	-2.58%	-0.94%	23.45%
OTHER	DOMESTIC	\$195	\$147	\$42	\$20	\$42	\$12	164.28%	108.56%	37.83%
	IMPORT	\$519	\$467	\$343	\$311	\$311	\$64	-28.69%	0.01%	30.42%
	OTHER - TOTAL	\$714	\$613	\$384	\$331	\$352	\$76	-19.13%	6.56%	31.30%
OTHER NUT	IMPORT	\$0	\$0	\$4	\$1	\$1	\$0	0.00%	-0.83%	0.00%
	OTHER NUT - TOTAL	\$0	\$0	\$4	\$1	\$1	\$0	0.00%	-0.83%	0.00%
PEACH	DOMESTIC	\$1,166	\$1,159	\$1,128	\$1,065	\$1,110	\$230	9.44%	4.23%	50.77%
	IMPORT	\$105	\$106	\$89	\$55	\$35	\$6	-39.57%	-35.50%	90.67%
	PEACH - TOTAL	\$1,271	\$1,266	\$1,217	\$1,120	\$1,145	\$236	7.09%	2.28%	52.00%
PEAR	DOMESTIC	\$5	\$7	\$4	\$1	\$1	\$0	0.01%	16.31%	0.00%
	IMPORT	\$128	\$122	\$114	\$107	\$90	\$18	-23.03%	-16.15%	22.44%
	PEAR - TOTAL	\$133	\$129	\$117	\$108	\$91	\$18	-22.96%	-15.88%	22.18%
PINEAPPLE	DOMESTIC	\$326	\$334	\$254	\$135	\$59	\$9	-35.88%	-55.97%	2.24%
	IMPORT	\$2	\$0	\$0	\$0	\$14	\$0	n/a	n/a	1.79%

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

		2008	2009	2010	2011	2012	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2012
PINEAPPLE	PINEAPPLE - TOTAL	\$328	\$334	\$254	\$135	\$74	\$9	-34.02%	-45.40%	2.15%
PLUM	IMPORT	\$23	\$24	\$23	\$21	\$23	\$6	95.35%	10.87%	2.40%
	PLUM - TOTAL	\$23	\$24	\$23	\$21	\$23	\$6	95.35%	10.87%	2.40%
RASPBERRY	DOMESTIC	\$36	\$48	\$81	\$95	\$103	\$25	25.33%	8.73%	47.70%
	IMPORT	\$3,009	\$2,980	\$2,790	\$2,652	\$2,625	\$573	-0.63%	-1.01%	44.07%
	RASPBERRY - TOTAL	\$3,045	\$3,028	\$2,871	\$2,747	\$2,728	\$598	0.23%	-0.68%	44.21%
SPICE	DOMESTIC	\$7,207	\$8,583	\$8,960	\$9,788	\$10,580	\$2,439	8.59%	8.10%	6.22%
	IMPORT	\$566	\$526	\$428	\$392	\$380	\$104	19.53%	-2.88%	42.38%
	SPICE - TOTAL	\$7,773	\$9,109	\$9,389	\$10,180	\$10,961	\$2,544	9.00%	7.67%	7.48%
STRAWBERRY	DOMESTIC	\$1	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	IMPORT	\$177	\$78	\$34	\$24	\$116	\$42	899.56%	388.21%	11.86%
	STRAWBERRY - TOTAL	\$178	\$78	\$35	\$24	\$116	\$42	899.56%	389.90%	11.82%
TANGERINE	DOMESTIC	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	IMPORT	\$82	\$43	\$26	\$21	\$21	\$6	29.34%	1.19%	27.46%
	TANGERINE - TOTAL	\$82	\$43	\$26	\$21	\$21	\$6	29.34%	1.19%	27.46%
WALNUT	IMPORT	\$1	\$6	\$5	\$3	\$2	\$0	99.99%	-30.62%	0.00%
	WALNUT - TOTAL	\$1	\$6	\$5	\$3	\$2	\$0	99.99%	-30.62%	0.00%
WHISKY	DOMESTIC	\$312	\$355	\$409	\$357	\$334	\$70	18.82%	-6.56%	4.09%
	IMPORT	\$5,355	\$5,035	\$4,641	\$4,286	\$4,940	\$1,123	31.12%	15.27%	9.93%
	WHISKY - TOTAL	\$5,666	\$5,390	\$5,050	\$4,643	\$5,274	\$1,192	30.33%	13.59%	9.56%
LIQUEURS - TOTAL		\$117,747	\$117,459	\$106,802	\$104,302	\$104,540	\$19,926	3.83%	0.23%	19.00%

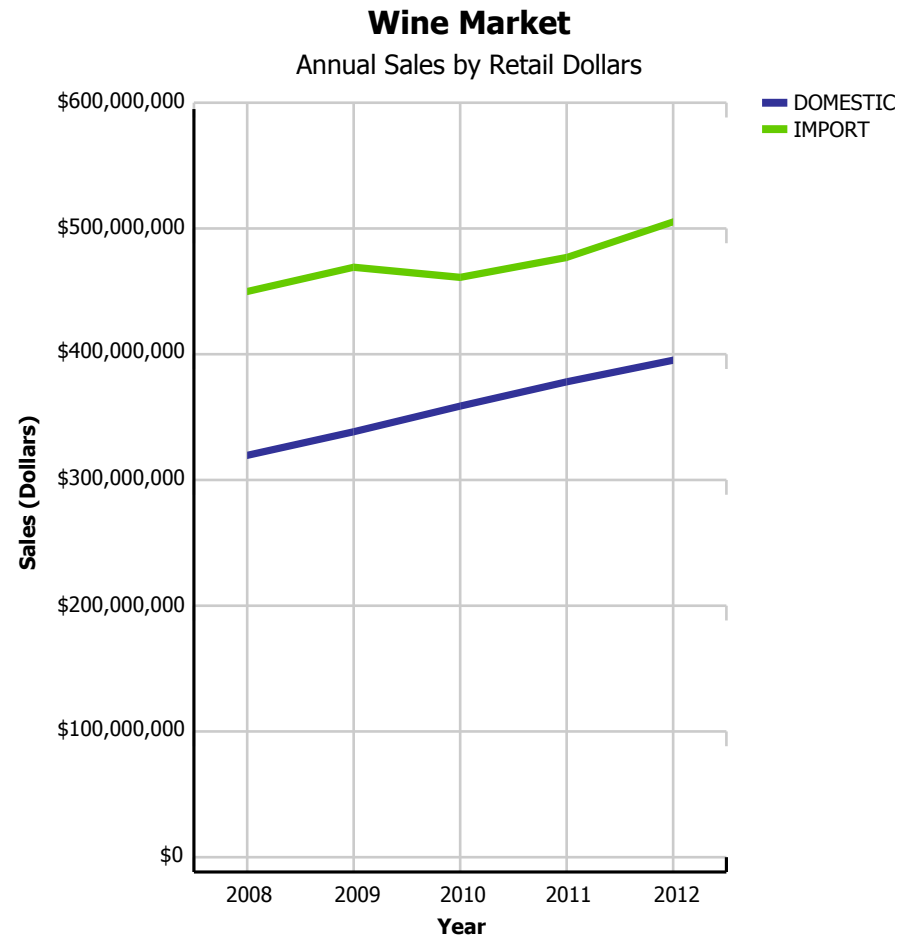
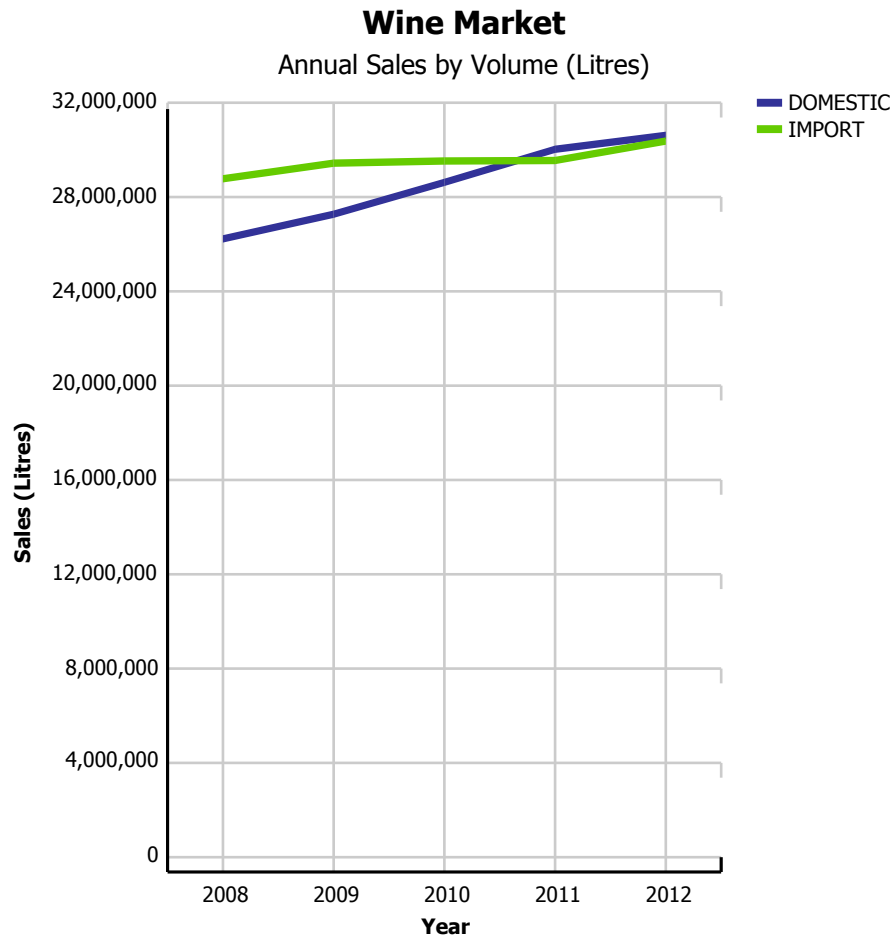
SPIRITS MARKET - OVERALL
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH OF EACH LABELLED YEAR
SALES IN LITRES

	2008	2009	2010	2011	2012	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2012
SPIRITS DOMESTIC	15,042,303	15,080,595	14,125,897	13,383,667	13,160,971	2,728,015	1.06%	-1.66%	11.17%
IMPORT	10,286,088	10,655,884	10,576,249	10,610,155	11,017,713	2,242,415	6.64%	3.84%	14.66%
SPIRITS	25,328,390	25,736,479	24,702,146	23,993,822	24,178,684	4,970,429	3.50%	0.77%	12.76%

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

	2008	2009	2010	2011	2012	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2012
SPIRITS DOMESTIC	\$391,819	\$408,162	\$394,665	\$390,898	\$387,191	\$79,901	0.48%	-0.95%	10.82%
IMPORT	\$330,564	\$352,019	\$354,322	\$366,242	\$385,185	\$78,898	6.06%	5.17%	15.05%
SPIRITS	\$722,383	\$760,181	\$748,986	\$757,140	\$772,375	\$158,799	3.18%	2.01%	12.93%

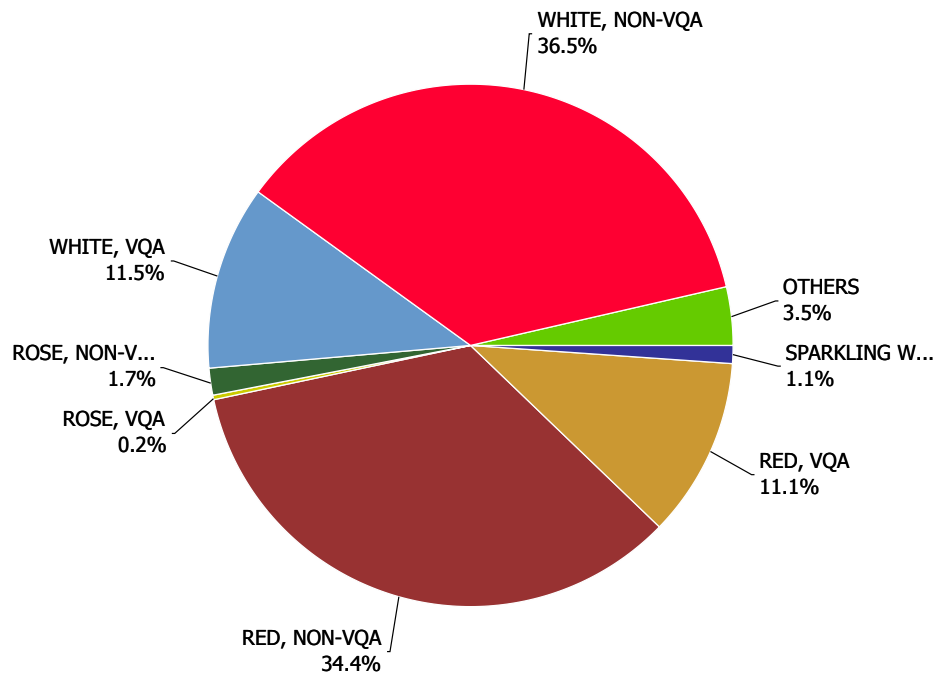
Wine Market (Domestic & Imported)



Wine Market - Domestic Wine

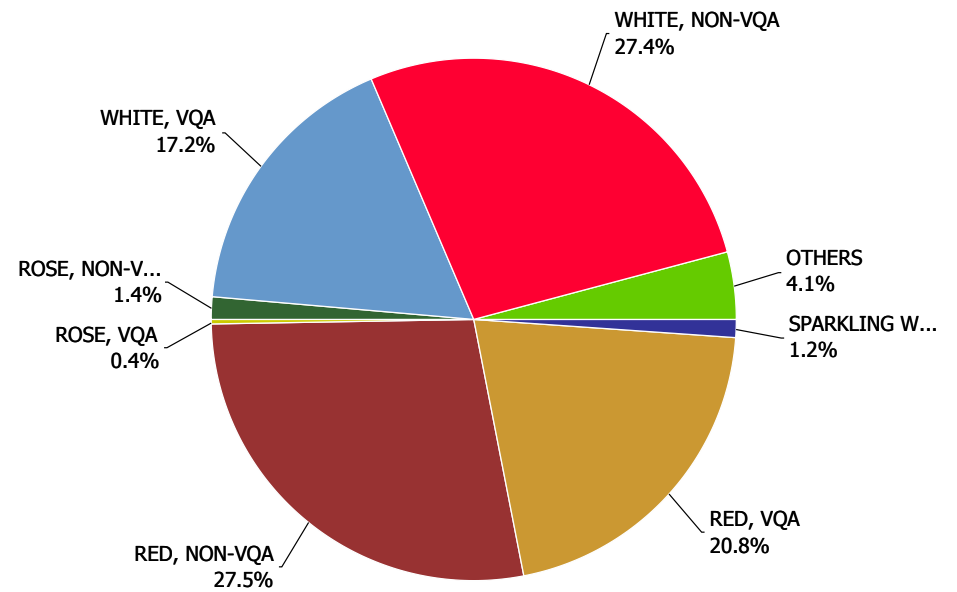
Domestic Wine Market Share

Current Quarter by Volume (Litres)



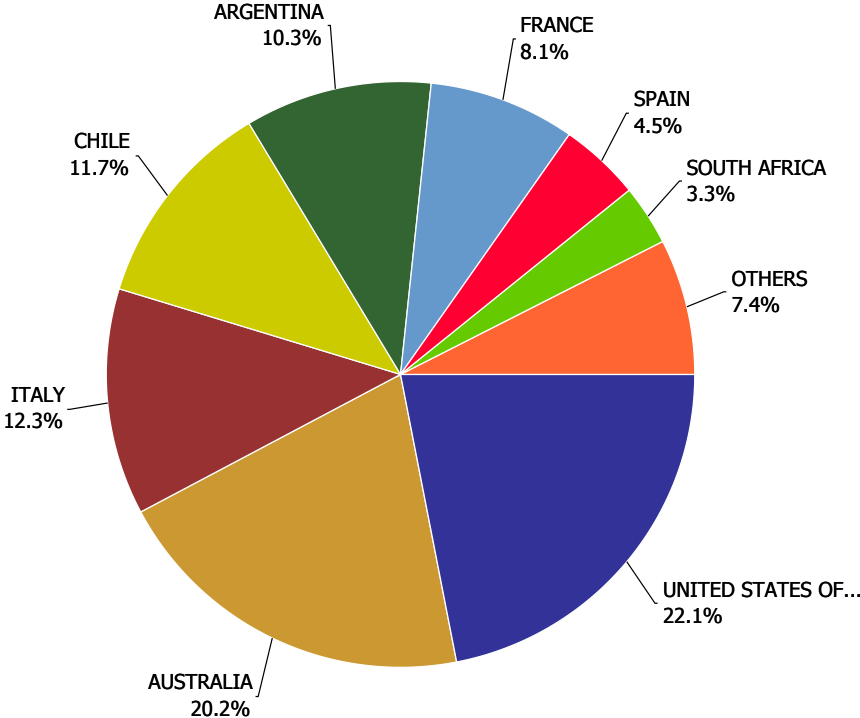
Domestic Wine Market Share

Current Quarter by Retail Dollars

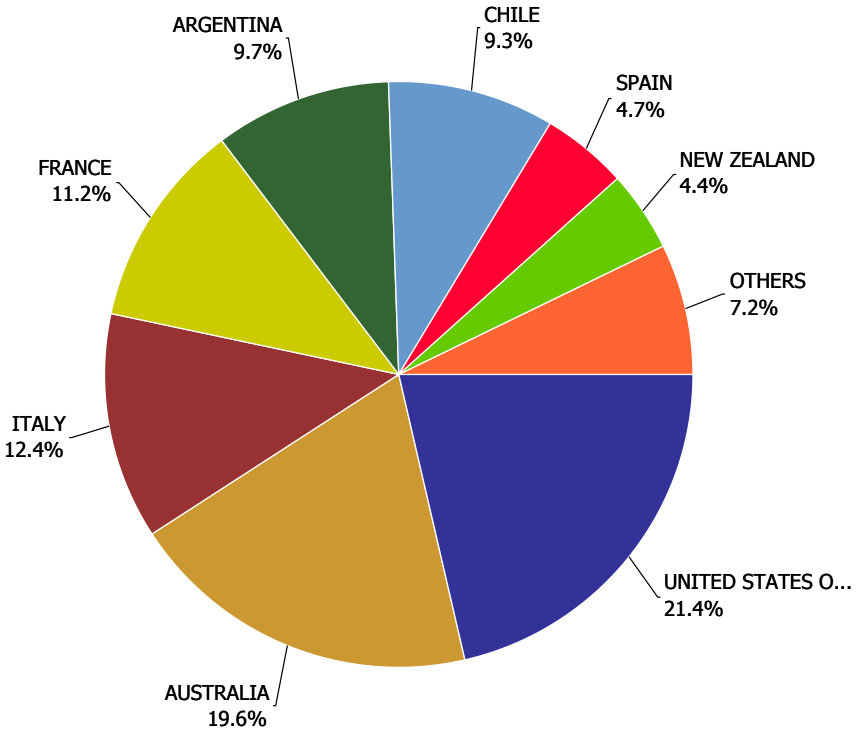


Wine Market - Import Wine

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 MARCH OF EACH LABELLED YEAR
SALES IN LITRES

				2008	2009	2010	2011	2012	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2012
APERITIF, DESSERT AND FORTIFIED WINE	FLAVOURED	OTHER	NON-VQA	5,713	6,475	6,102	6,398	6,975	1,605	11.00%	9.03%	0.66%
		BC	NON-VQA	669	890	863	657	781	67	-38.49%	18.89%	5.47%
		FLAVOURED		6,382	7,365	6,965	7,054	7,756	1,672	7.52%	9.95%	1.14%
FRUIT	OTHER	NON-VQA	1,163	581	1,789	2,369	3,840	498	-14.63%	62.09%	0.86%	
		BC	NON-VQA	143,319	124,407	147,885	147,157	144,289	12,714	-15.00%	-1.95%	1.18%
		FRUIT	144,482	124,989	149,674	149,527	148,130	13,211	-14.98%	-0.93%	1.18%	
OTHER	BC	NON-VQA	2,376	5,590	5,384	7,869	13,240	1,469	-25.62%	68.26%	2.55%	
		VQA	0	0	0	22	21	1	-94.29%	-6.67%	0.00%	
		OTHER	2,376	5,590	5,384	7,891	13,261	1,470	-26.07%	68.05%	2.55%	
OTHER FORTIFIED	OTHER	NON-VQA	2,081	1,396	908	693	559	123	-6.03%	-19.32%	-0.07%	
		BC	NON-VQA	7,936	11,152	10,010	7,550	8,671	679	43.98%	14.85%	4.32%
		VQA	4,652	321	166	591	461	44	-7.94%	-21.95%	0.49%	
		OTHER FORTIFIED	14,670	12,868	11,084	8,834	9,692	845	30.15%	9.71%	3.89%	
PORT	OTHER	NON-VQA	4,800	3,954	37	0	0	0	n/a	n/a	0.00%	
		BC	NON-VQA	58,075	61,114	61,704	64,923	66,335	14,196	2.47%	2.17%	9.86%
		VQA	4,070	4,058	5,587	7,107	8,189	1,104	30.09%	15.22%	3.48%	
		PORT	66,945	69,127	67,327	72,030	74,523	15,300	4.06%	3.46%	9.15%	
SAKE	BC	NON-VQA	5,895	8,039	9,814	10,448	10,829	1,762	-10.60%	3.65%	44.65%	
	SAKE	5,895	8,039	9,814	10,448	10,829	1,762	-10.60%	3.65%	44.65%		
SHERRY	BC	NON-VQA	817,216	791,654	793,610	762,784	733,151	170,979	-6.24%	-3.88%	0.64%	
		SHERRY	817,216	791,654	793,610	762,784	733,151	170,979	-6.24%	-3.88%	0.64%	
VERMOUTH	BC	NON-VQA	9	0	0	0	0	0	n/a	n/a	0.00%	
		VERMOUTH	9	0	0	0	0	0	n/a	n/a	0.00%	
APERITIF, DESSERT AND FORTIFIED WINE				1,057,974	1,019,631	1,043,858	1,018,568	997,342	205,239	-6.18%	-2.08%	1.89%
SPARKLING WINE	SPARKLING ICE WINE	OTHER	VQA	0	0	9	0	0	0	n/a	n/a	0.00%
		BC	VQA	95	63	76	26	10	2	-37.50%	-61.43%	0.00%

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

			2008	2009	2010	2011	2012	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2012
SPARKLING WINE	SPARKLING ICE WINE	SPARKLING ICE WINE	95	63	85	26	10	2	-37.50%	-61.43%	0.00%
	RED	BC NON-VQA	49,362	51,363	49,898	50,770	52,653	9,700	11.38%	3.71%	1.55%
		VQA	3,985	2,783	1,063	1	0	0	n/a	-100.00%	0.00%
		SPARKLING WINE RED	53,347	54,146	50,961	50,771	52,653	9,700	11.38%	3.71%	1.55%
	ROSE	OTHER VQA	0	0	0	18	0	0	-100.00%	-100.00%	0.00%
		BC NON-VQA	1,494	2,474	2,756	3,444	9,170	1,474	286.05%	166.25%	14.69%
		VQA	3,916	3,190	3,589	6,288	6,190	964	53.52%	-1.55%	5.09%
		SPARKLING WINE ROSE	5,410	5,664	6,344	9,750	15,360	2,438	137.23%	57.54%	10.82%
	WHITE	OTHER NON-VQA	19,630	17,397	16,214	14,216	5,746	592	-76.28%	-59.58%	31.61%
		VQA	429	104	146	146	59	0	-100.00%	-59.49%	0.00%
		BC NON-VQA	319,682	312,856	302,999	291,741	293,980	44,379	-1.72%	0.77%	16.62%
		VQA	75,320	69,878	80,061	90,710	87,879	12,106	-11.31%	-3.12%	27.82%
		SPARKLING WINE WHITE	415,061	400,236	399,420	396,813	387,665	57,077	-6.92%	-2.31%	19.39%
		SPARKLING WINE	473,912	460,108	456,811	457,361	455,688	69,217	-2.59%	-0.37%	17.04%
TABLE WINE	ICE WINE RED	OTHER NON-VQA	0	0	0	28	757	752	31,237.50%	2,612.90%	0.00%
		VQA	583	475	323	298	34	2	-90.59%	-88.48%	0.00%
		BC NON-VQA	236	205	269	213	73	21	1,072.86%	-65.83%	0.00%
		VQA	5,156	4,462	4,553	4,333	7,952	1,061	53.80%	83.52%	0.48%
		ICE WINE RED	5,975	5,142	5,146	4,872	8,816	1,836	155.17%	80.94%	0.43%
	ICE WINE ROSE	BC VQA	355	53	18	0	2	0	100.00%	500.00%	0.00%
		ICE WINE ROSE	355	53	18	0	2	0	100.00%	500.00%	0.00%
	ICE WINE WHITE	OTHER NON-VQA	185	42	165	85	1,501	1,499	n/a	1,671.15%	0.00%
		VQA	15,737	10,325	11,323	11,678	16,343	2,146	5.23%	39.95%	0.50%
		BC NON-VQA	114	108	1,158	1,233	702	32	-55.87%	-43.04%	9.72%
		VQA	30,398	29,999	28,732	29,132	26,257	3,283	-31.83%	-9.87%	4.94%

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

			2008	2009	2010	2011	2012	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2012	
TABLE WINE	ICE WINE WHITE	ICE WINE WHITE	46,433	40,474	41,378	42,128	44,803	6,960	0.46%	6.35%	3.23%	
	RED	OTHER	NON-VQA	32,557	11,322	2,417	2,073	3,876	1,478	266.29%	86.99%	30.09%
			VQA	10,913	15,092	17,991	16,947	10,897	1,896	-38.47%	-35.70%	16.41%
		BC	NON-VQA	8,230,929	8,828,104	8,896,332	9,605,268	9,808,504	2,121,394	-1.19%	2.12%	11.62%
			VQA	2,880,384	2,884,751	3,227,215	3,456,036	3,574,285	680,665	7.81%	3.42%	24.11%
		TABLE WINE RED		11,154,784	11,739,269	12,143,955	13,080,324	13,397,562	2,805,433	0.85%	2.43%	14.96%
	ROSE	OTHER	VQA	0	306	0	0	0	0	n/a	n/a	0.00%
		BC	NON-VQA	422,556	486,393	521,333	531,818	568,119	103,398	6.08%	6.83%	4.62%
			VQA	113,084	132,096	173,113	194,742	183,811	14,916	-29.10%	-5.61%	8.14%
		TABLE WINE ROSE		535,640	618,795	694,445	726,560	751,929	118,314	-0.16%	3.49%	5.48%
	WHITE	OTHER	NON-VQA	31,154	12,493	2,837	2,182	4,826	1,361	246.41%	121.14%	21.98%
			VQA	8,447	9,407	11,245	10,352	7,321	1,099	-37.69%	-29.28%	7.39%
		BC	NON-VQA	9,489,622	9,835,164	9,973,857	10,257,459	10,802,491	2,247,949	3.26%	5.31%	11.68%
			VQA	3,554,872	3,669,576	4,360,698	4,528,489	4,281,006	707,582	-2.31%	-5.47%	23.81%
		TABLE WINE WHITE		13,084,096	13,526,640	14,348,637	14,798,482	15,095,644	2,957,990	1.88%	2.01%	15.12%
	TABLE WINE			24,827,283	25,930,374	27,233,578	28,652,366	29,298,756	5,890,533	1.36%	2.26%	14.78%
WINE - GIFT PACKS	WINE - GIFT PACKS ALL	OTHER	NON-VQA	2,390	9	4,111	5,661	3,605	0	n/a	-36.33%	0.00%
			VQA	4,867	4,656	0	1,013	0	0	-100.00%	-100.00%	0.00%
		BC	NON-VQA	6,522	230	0	0	0	0	n/a	n/a	0.00%
			VQA	9,297	13,570	40,126	48,263	18,607	2,282	-54.73%	-61.45%	0.22%
		WINE - GIFT PACKS ALL		23,076	18,465	44,238	54,937	22,212	2,282	-62.27%	-59.57%	0.18%
	WINE - GIFT PACKS			23,076	18,465	44,238	54,937	22,212	2,282	-62.27%	-59.57%	0.18%
DOMESTIC WINE - TOTAL				26,382,246	27,428,578	28,778,485	30,183,232	30,773,998	6,167,271	0.98%	1.96%	14.38%

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

				2008	2009	2010	2011	2012	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2012
APERITIF, DESSERT AND FORTIFIED WINE	FLAVOURED	OTHER	NON-VQA	\$85	\$98	\$92	\$98	\$108	\$25	11.00%	9.53%	0.66%
		BC	NON-VQA	\$25	\$29	\$35	\$20	\$25	\$2	-33.69%	25.25%	4.90%
	FLAVOURED				\$111	\$127	\$127	\$119	\$133	\$27	5.09%	12.21%
FRUIT	OTHER	NON-VQA		\$60	\$41	\$71	\$81	\$227	\$15	-19.73%	181.49%	0.58%
		BC	NON-VQA	\$3,828	\$3,348	\$3,921	\$3,958	\$4,035	\$332	-9.97%	1.94%	1.46%
	FRUIT				\$3,888	\$3,388	\$3,992	\$4,039	\$4,262	\$347	-10.45%	5.53%
OTHER	BC	NON-VQA		\$63	\$149	\$156	\$233	\$391	\$42	-26.35%	68.19%	2.58%
		VQA		\$0	\$0	\$0	\$1	\$1	\$0	-94.28%	-6.61%	0.00%
	OTHER				\$63	\$149	\$156	\$233	\$392	\$42	-26.84%	67.96%
OTHER FORTIFIED	OTHER	NON-VQA		\$96	\$65	\$42	\$33	\$27	\$6	-6.03%	-18.83%	-0.07%
		BC	NON-VQA	\$413	\$561	\$527	\$420	\$458	\$35	26.02%	9.03%	4.39%
	OTHER FORTIFIED				\$644	\$650	\$581	\$498	\$520	\$44	17.38%	4.43%
PORT	OTHER	NON-VQA		\$60	\$50	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		BC	NON-VQA	\$656	\$727	\$800	\$890	\$909	\$154	4.48%	2.16%	8.42%
	PORT				\$900	\$962	\$1,063	\$1,222	\$1,290	\$204	9.32%	5.53%
SAKE	BC	NON-VQA		\$172	\$200	\$225	\$250	\$278	\$58	18.17%	10.94%	14.33%
		SAKE				\$172	\$200	\$225	\$250	\$278	18.17%	10.94%
SHERRY	BC	NON-VQA		\$5,916	\$5,760	\$5,748	\$5,598	\$5,435	\$1,299	-3.26%	-2.91%	0.64%
		SHERRY				\$5,916	\$5,760	\$5,748	\$5,598	\$5,435	\$1,299	-3.26%
VERMOUTH	BC	NON-VQA		\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		VERMOUTH				\$0	\$0	\$0	\$0	\$0	n/a	n/a
APERITIF, DESSERT AND FORTIFIED WINE				\$11,693	\$11,235	\$11,893	\$11,959	\$12,309	\$2,021	-3.14%	2.93%	2.09%
SPARKLING WINE	SPARKLING ICE WINE	OTHER	VQA	\$0	\$0	\$1	\$0	\$0	\$0	n/a	n/a	0.00%
		BC	VQA	\$13	\$9	\$11	\$4	\$1	\$0	-34.00%	-60.65%	0.00%

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

			2008	2009	2010	2011	2012	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2012	
SPARKLING WINE	SPARKLING ICE WINE	SPARKLING ICE WINE	\$13	\$9	\$12	\$4	\$1	\$0	-34.00%	-60.65%	0.00%	
	RED	BC	NON-VQA	\$400	\$418	\$403	\$415	\$481	\$86	14.58%	15.84%	1.71%
			VQA	\$124	\$82	\$31	\$0	\$0	\$0	n/a	-100.00%	0.00%
			SPARKLING WINE RED	\$524	\$499	\$434	\$415	\$481	\$86	14.58%	15.84%	1.71%
	ROSE	OTHER	VQA	\$0	\$0	\$0	\$1	\$0	\$0	-100.00%	-100.00%	0.00%
		BC	NON-VQA	\$53	\$86	\$85	\$127	\$225	\$32	124.37%	77.91%	22.94%
			VQA	\$123	\$104	\$118	\$193	\$179	\$26	47.90%	-7.42%	4.67%
			SPARKLING WINE ROSE	\$176	\$189	\$203	\$321	\$404	\$59	78.18%	26.06%	14.85%
	WHITE	OTHER	NON-VQA	\$207	\$185	\$176	\$162	\$66	\$7	-76.34%	-59.28%	31.05%
			VQA	\$13	\$3	\$5	\$5	\$2	\$0	-100.00%	-59.89%	0.00%
		BC	NON-VQA	\$2,724	\$2,755	\$2,690	\$2,734	\$2,842	\$432	1.06%	3.95%	22.34%
			VQA	\$2,161	\$2,089	\$2,447	\$2,680	\$2,537	\$333	-13.46%	-5.33%	25.47%
			SPARKLING WINE WHITE	\$5,106	\$5,033	\$5,318	\$5,582	\$5,448	\$772	-8.36%	-2.41%	23.91%
			SPARKLING WINE	\$5,820	\$5,730	\$5,966	\$6,321	\$6,334	\$916	-3.56%	0.20%	21.64%
TABLE WINE	ICE WINE RED	OTHER	NON-VQA	\$0	\$0	\$0	\$5	\$55	\$55	12,649.19%	1,104.52%	0.00%
			VQA	\$128	\$99	\$46	\$40	\$5	\$0	-83.51%	-86.89%	0.00%
		BC	NON-VQA	\$29	\$30	\$39	\$28	\$9	\$2	1,012.31%	-67.03%	0.00%
			VQA	\$726	\$674	\$643	\$677	\$1,492	\$160	63.52%	120.33%	0.40%
			ICE WINE RED	\$884	\$804	\$728	\$750	\$1,562	\$217	115.92%	108.32%	0.38%
	ICE WINE ROSE	BC	VQA	\$33	\$5	\$2	\$0	\$0	\$0	100.00%	500.11%	0.00%
			ICE WINE ROSE	\$33	\$5	\$2	\$0	\$0	\$0	100.00%	500.11%	0.00%
	ICE WINE WHITE	OTHER	NON-VQA	\$26	\$5	\$16	\$7	\$107	\$106	n/a	1,382.98%	0.00%
			VQA	\$2,179	\$1,412	\$1,201	\$1,226	\$1,678	\$219	-6.81%	36.81%	0.50%
		BC	NON-VQA	\$18	\$15	\$103	\$118	\$99	\$4	-48.34%	-15.92%	8.81%
			VQA	\$3,857	\$3,794	\$3,705	\$3,938	\$3,545	\$415	-37.18%	-9.97%	4.46%

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

			2008	2009	2010	2011	2012	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2012
TABLE WINE	ICE WINE WHITE	ICE WINE WHITE	\$6,080	\$5,225	\$5,025	\$5,289	\$5,429	\$744	-17.62%	2.64%	3.23%
	RED	OTHER									
		NON-VQA	\$318	\$118	\$46	\$59	\$97	\$25	273.72%	63.64%	16.03%
		VQA	\$214	\$313	\$337	\$325	\$211	\$34	-41.70%	-35.16%	18.86%
		BC									
		NON-VQA	\$78,051	\$86,047	\$86,660	\$92,228	\$97,266	\$20,441	2.06%	5.46%	11.54%
		VQA	\$64,661	\$66,833	\$73,593	\$80,365	\$83,769	\$15,464	6.75%	4.24%	20.60%
		TABLE WINE RED	\$143,243	\$153,311	\$160,636	\$172,977	\$181,343	\$35,963	4.00%	4.84%	15.73%
	ROSE	OTHER									
		VQA	\$0	\$4	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		BC									
		NON-VQA	\$3,924	\$4,655	\$5,281	\$5,356	\$6,171	\$1,056	12.37%	15.21%	6.40%
		VQA	\$1,940	\$2,396	\$3,036	\$3,509	\$3,442	\$282	-22.97%	-1.90%	8.80%
		TABLE WINE ROSE	\$5,864	\$7,055	\$8,316	\$8,865	\$9,613	\$1,337	2.47%	8.44%	7.26%
	WHITE	OTHER									
		NON-VQA	\$304	\$127	\$122	\$78	\$352	\$86	752.08%	351.49%	4.02%
		VQA	\$169	\$211	\$249	\$221	\$208	\$24	-31.85%	-5.94%	5.74%
		BC									
		NON-VQA	\$82,960	\$88,508	\$90,384	\$92,587	\$100,721	\$20,288	7.59%	8.78%	11.72%
		VQA	\$64,340	\$68,083	\$77,203	\$80,171	\$79,562	\$12,741	0.75%	-0.76%	22.02%
		TABLE WINE WHITE	\$147,774	\$156,930	\$167,958	\$173,057	\$180,843	\$33,139	5.05%	4.50%	16.23%
	TABLE WINE		\$303,877	\$323,330	\$342,664	\$360,939	\$378,790	\$71,401	4.33%	4.95%	15.51%
WINE - GIFT PACKS	WINE - GIFT PACKS ALL	OTHER									
		NON-VQA	\$101	\$0	\$394	\$541	\$353	\$1	n/a	-34.74%	0.00%
		VQA	\$761	\$728	\$0	\$163	\$0	\$0	-100.00%	-100.00%	0.00%
		BC									
		NON-VQA	\$101	\$3	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		VQA	\$181	\$249	\$790	\$1,084	\$411	\$36	-75.10%	-62.06%	0.17%
		WINE - GIFT PACKS ALL	\$1,144	\$980	\$1,183	\$1,788	\$764	\$37	-88.02%	-57.24%	0.09%
	WINE - GIFT PACKS		\$1,144	\$980	\$1,183	\$1,788	\$764	\$37	-88.02%	-57.24%	0.09%
DOMESTIC WINE - TOTAL			\$322,534	\$341,275	\$361,707	\$381,007	\$398,198	\$74,375	3.62%	4.51%	15.17%

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

			2008	2009	2010	2011	2012	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2012
APERITIF, DESSERT AND FORTIFIED WINE	FLAVOURED	AUSTRALIA	2,725	2,930	2,545	2,729	2,224	452	-21.72%	-18.52%	1.08%
		CHINA	0	0	0	2,314	2,196	628	-31.93%	-5.12%	1.37%
		FRANCE	0	0	0	0	94	94	n/a	n/a	0.00%
		ITALY	21	74	16	5,667	16,056	3,302	3.91%	183.31%	7.60%
		UNITED STATES OF AMERICA	40	12,778	4,072	3,598	3,862	1,199	64.51%	7.32%	0.02%
		FLAVOURED	2,787	15,783	6,634	14,310	24,432	5,675	3.23%	70.08%	5.24%
FRUIT	ARMENIA	83	1	0	0	0	0	n/a	n/a	0.00%	
	CHINA	0	0	0	0	0	0	n/a	n/a	0.00%	
	DENMARK	34	0	-1	1	0	0	n/a	-100.00%	0.00%	
	FRANCE	0	0	0	16	9	0	n/a	-45.45%	0.00%	
	JAPAN	9,390	10,024	11,276	10,391	10,455	2,594	1.84%	0.62%	25.00%	
	KOREA - SOUTH	24	438	150	182	190	38	5.93%	4.46%	10.43%	
	TURKEY	0	0	21	3	0	0	n/a	-100.00%	0.00%	
	UNITED STATES OF AMERICA	1,844	1,968	2,464	3,345	3,826	873	3.15%	14.41%	54.73%	
FRUIT	11,374	12,431	13,911	13,937	14,480	3,504	2.20%	3.89%	32.68%		
MADEIRA	PORTUGAL	5,883	5,528	5,215	5,326	5,248	1,352	10.42%	-1.46%	16.01%	
	MADEIRA	5,883	5,528	5,215	5,326	5,248	1,352	10.42%	-1.46%	16.01%	
MONTILLA	SPAIN	11,152	11,390	9,657	10,158	11,105	2,647	-1.15%	9.32%	3.87%	
	MONTILLA	11,152	11,390	9,657	10,158	11,105	2,647	-1.15%	9.32%	3.87%	
OTHER	AUSTRALIA	4	0	8	0	170	63	n/a	n/a	-0.41%	
	CHINA	0	0	0	476	478	116	-31.76%	0.21%	9.84%	
	OTHER	4	0	8	476	648	179	-31.76%	0.21%	7.15%	
OTHER FORTIFIED	ARGENTINA	0	0	0	0	12	0	n/a	n/a	0.00%	
	AUSTRALIA	891	429	452	627	458	125	39.75%	-26.87%	24.06%	
	CHINA	6,465	7,215	5,925	6,528	6,330	1,976	3.05%	-3.04%	20.79%	
	FRANCE	37,668	35,920	34,040	32,603	33,485	7,440	8.49%	2.70%	8.67%	

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

			2008	2009	2010	2011	2012	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2012
APERITIF, DESSERT AND FORTIFIED WINE	OTHER FORTIFIED	GREECE	566	516	58	91	31	0	-100.00%	-66.12%	0.00%
		ITALY	15,323	15,768	14,995	14,876	14,553	3,360	-8.23%	-2.16%	33.07%
		JAPAN	0	36	81	428	893	238	49.31%	108.48%	85.73%
		KOREA - SOUTH	7,353	5,920	4,530	7,174	10,716	2,566	-19.63%	49.38%	51.58%
		SPAIN	0	0	44	0	0	0	n/a	n/a	0.00%
		UNITED STATES OF AMERICA	2,609	2,087	1,732	1,708	1,626	391	5.67%	-4.83%	25.62%
		URUGUAY	9	4	0	14	0	0	n/a	-100.00%	0.00%
		OTHER FORTIFIED	70,884	67,895	61,858	64,048	68,105	16,097	-1.04%	6.31%	23.29%
PORT	AUSTRALIA	32,981	31,192	22,171	19,268	18,341	4,590	10.02%	-4.81%	8.32%	
	PORTUGAL	90,466	91,233	84,771	85,783	81,383	16,868	-0.53%	-5.13%	10.44%	
	SOUTH AFRICA	24,008	20,633	17,627	19,152	19,788	4,264	-8.35%	3.32%	10.86%	
	UNITED STATES OF AMERICA	74	32	22	58	22	18	300.00%	-61.54%	0.00%	
	PORT	147,529	143,091	124,591	124,262	119,534	25,739	-0.18%	-3.80%	10.19%	
SAKE	JAPAN	64,450	66,615	68,161	72,960	73,436	18,797	2.27%	0.65%	35.58%	
	KOREA - SOUTH	3,566	2,894	2,368	1,841	2,091	460	6.69%	13.56%	42.42%	
	UNITED STATES OF AMERICA	312,818	318,615	317,395	311,893	314,207	80,514	0.53%	0.74%	65.03%	
	SAKE	380,835	388,124	387,925	386,694	389,734	99,771	0.88%	0.79%	59.36%	
SHERRY	AUSTRALIA	29,158	29,527	28,232	33,693	37,652	9,664	15.84%	11.75%	0.75%	
	NEW ZEALAND	30,741	27,583	22,142	4,885	-2	-9	n/a	-100.03%	0.00%	
	SOUTH AFRICA	30,408	29,592	22,851	25,760	20,298	5,218	-18.32%	-21.20%	1.16%	
	SPAIN	80,364	75,031	67,791	66,361	63,653	12,910	-1.24%	-4.08%	2.39%	
	SHERRY	170,671	161,733	141,015	130,699	121,601	27,784	-0.04%	-6.96%	1.68%	
VERMOUTH	FRANCE	24,943	22,973	21,032	19,551	17,949	4,030	-3.03%	-8.19%	11.00%	
	ITALY	228,931	219,099	210,184	201,287	189,882	40,209	-4.88%	-5.67%	5.66%	
	UNITED STATES OF AMERICA	65	68	225	222	276	50	-9.59%	24.32%	59.24%	
	VERMOUTH	253,939	242,140	231,442	221,060	208,106	44,288	-4.72%	-5.86%	6.19%	

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

			2008	2009	2010	2011	2012	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2012	
IMPORT APERITIF, DESSERT AND FORTIFIED WINE - TOTAL			1,055,057	1,048,115	982,256	970,971	962,994	227,036	-0.48%	-0.82%	29.24%	
TABLE WINE	ARGENTINA	RED	CANADA BOTTLED	-1	0	0	0	0	n/a	n/a	0.00%	
			IMPORT BOTTLED	1,161,589	1,723,270	2,214,805	2,499,394	2,590,402	620,544	5.00%	3.64%	12.44%
			RED - TOTAL	1,161,588	1,723,270	2,214,805	2,499,394	2,590,402	620,544	5.00%	3.64%	12.44%
		ROSE	IMPORT BOTTLED	180	121	3,648	8,165	9,712	2,087	230.13%	18.94%	3.01%
			ROSE - TOTAL	180	121	3,648	8,165	9,712	2,087	230.13%	18.94%	3.01%
		WHITE	IMPORT BOTTLED	160,565	215,235	332,252	346,662	365,824	83,940	18.10%	5.53%	8.72%
			WHITE - TOTAL	160,565	215,235	332,252	346,662	365,824	83,940	18.10%	5.53%	8.72%
		TOTAL	1,322,333	1,938,625	2,550,705	2,854,222	2,965,938	706,571	6.62%	3.91%	11.95%	
	ARMENIA	RED	IMPORT BOTTLED	1	0	0	0	0	0	n/a	n/a	0.00%
			RED - TOTAL	1	0	0	0	0	0	n/a	n/a	0.00%
		WHITE	IMPORT BOTTLED	35	47	22	-9	14	0	n/a	250.00%	0.00%
			WHITE - TOTAL	35	47	22	-9	14	0	n/a	250.00%	0.00%
TOTAL	36	47	22	-9	14	0	n/a	250.00%	0.00%			
AUSTRALIA	RED	CANADA BOTTLED	47,731	12,828	9,228	8,240	14	0	-100.00%	-99.83%	0.00%	
			IMPORT BOTTLED	5,807,487	5,191,779	4,614,743	4,243,230	4,112,801	922,309	0.21%	-3.07%	11.00%
			RED - TOTAL	5,855,218	5,204,607	4,623,971	4,251,470	4,112,815	922,309	0.16%	-3.26%	11.00%
	ROSE	IMPORT BOTTLED	23,023	18,607	20,049	16,254	12,807	2,146	4.30%	-21.21%	4.42%	
		ROSE - TOTAL	23,023	18,607	20,049	16,254	12,807	2,146	4.30%	-21.21%	4.42%	
	WHITE	CANADA BOTTLED	72,060	11,435	5,862	3,600	0	0	n/a	-100.00%	0.00%	
			IMPORT BOTTLED	2,389,280	2,237,974	2,135,447	1,923,529	1,967,823	416,758	15.69%	2.30%	8.21%
			WHITE - TOTAL	2,461,340	2,249,410	2,141,308	1,927,129	1,967,823	416,758	15.69%	2.11%	8.21%
	TOTAL	8,339,580	7,472,624	6,785,328	6,194,853	6,093,445	1,341,213	4.53%	-1.64%	10.09%		
	AUSTRIA	RED	IMPORT BOTTLED	1,210	919	1,486	457	1,107	260	122.44%	142.36%	12.74%
RED - TOTAL			1,210	919	1,486	457	1,107	260	122.44%	142.36%	12.74%	
ROSE		IMPORT BOTTLED	502	152	594	9	0	0	n/a	-100.00%	0.00%	

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

			2008	2009	2010	2011	2012	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2012	
TABLE WINE	AUSTRIA	ROSE	ROSE - TOTAL	502	152	594	9	0	0	n/a	-100.00%	0.00%
		WHITE	IMPORT BOTTLED	8,271	6,927	7,011	12,646	8,953	2,160	-0.17%	-29.21%	30.57%
			WHITE - TOTAL	8,271	6,927	7,011	12,646	8,953	2,160	-0.17%	-29.21%	30.57%
			TOTAL	9,984	7,997	9,092	13,112	10,060	2,420	6.12%	-23.28%	28.61%
BULGARIA	RED	IMPORT BOTTLED	29,741	3,586	122	70	657	153	114.74%	831.91%	5.48%	
		RED - TOTAL	29,741	3,586	122	70	657	153	114.74%	831.91%	5.48%	
	WHITE	IMPORT BOTTLED	0	0	0	135	909	144	6.67%	573.33%	5.94%	
		WHITE - TOTAL	0	0	0	135	909	144	6.67%	573.33%	5.94%	
	TOTAL	29,741	3,586	122	206	1,566	297	44.00%	662.04%	5.75%		
CHILE	RED	CANADA BOTTLED	312,986	294,555	243,662	182,668	139,984	31,429	-15.63%	-23.37%	23.57%	
		IMPORT BOTTLED	1,865,686	2,065,653	2,144,261	2,205,790	2,219,274	528,723	5.80%	0.61%	6.08%	
		RED - TOTAL	2,178,673	2,360,208	2,387,924	2,388,459	2,359,259	560,152	4.32%	-1.22%	7.12%	
	ROSE	IMPORT BOTTLED	3,519	8,768	7,640	7,458	6,634	743	44.46%	-11.05%	4.49%	
		ROSE - TOTAL	3,519	8,768	7,640	7,458	6,634	743	44.46%	-11.05%	4.49%	
	WHITE	CANADA BOTTLED	230,802	228,014	193,756	139,380	103,472	22,440	-13.60%	-25.76%	24.32%	
		IMPORT BOTTLED	689,920	808,215	921,307	970,600	992,914	214,259	6.97%	2.30%	9.54%	
	WHITE - TOTAL	920,722	1,036,228	1,115,063	1,109,980	1,096,385	236,699	4.61%	-1.22%	10.93%		
	TOTAL	3,102,914	3,405,204	3,510,626	3,505,897	3,462,278	797,594	4.43%	-1.24%	8.32%		
CHINA	RED	IMPORT BOTTLED	2,926	4,882	3,449	2,747	1,430	340	-29.88%	-47.97%	5.19%	
		RED - TOTAL	2,926	4,882	3,449	2,747	1,430	340	-29.88%	-47.97%	5.19%	
	WHITE	IMPORT BOTTLED	395	328	228	262	842	334	232.84%	220.57%	3.30%	
		WHITE - TOTAL	395	328	228	262	842	334	232.84%	220.57%	3.30%	
	TOTAL	3,321	5,210	3,677	3,010	2,271	674	15.26%	-24.55%	4.49%		
CROATIA	RED	IMPORT BOTTLED	4,685	4,561	4,312	2,845	1,390	37	-94.52%	-51.15%	0.00%	
		RED - TOTAL	4,685	4,561	4,312	2,845	1,390	37	-94.52%	-51.15%	0.00%	
	WHITE	IMPORT BOTTLED	124	4	90	198	0	0	-100.00%	-100.00%	0.00%	

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

			2008	2009	2010	2011	2012	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2012
TABLE WINE	CROATIA	WHITE	WHITE - TOTAL	124	4	90	198	0	-100.00%	-100.00%	0.00%
		TOTAL	4,810	4,565	4,402	3,043	1,390	37	-94.86%	-54.33%	0.00%
CZECH REPUBLIC	RED	IMPORT BOTTLED	1,644	1,074	596	10	1	0	n/a	-92.86%	0.00%
		RED - TOTAL	1,644	1,074	596	10	1	0	n/a	-92.86%	0.00%
	WHITE	IMPORT BOTTLED	1,352	1,327	770	10	0	0	-100.00%	-100.00%	0.00%
		WHITE - TOTAL	1,352	1,327	770	10	0	0	-100.00%	-100.00%	0.00%
TOTAL	2,996	2,401	1,366	21	1	0	-100.00%	-96.43%	0.00%		
FRANCE	RED	CANADA BOTTLED	125,864	143,152	180,400	155,241	173,323	47,672	35.63%	11.65%	1.54%
		IMPORT BOTTLED	1,461,017	1,483,065	1,393,838	1,408,131	1,407,537	316,056	0.82%	-0.04%	8.86%
		RED - TOTAL	1,586,881	1,626,217	1,574,238	1,563,372	1,580,860	363,728	4.33%	1.12%	8.06%
	ROSE	IMPORT BOTTLED	37,923	43,297	68,481	62,138	64,777	7,063	4.96%	4.25%	8.73%
		ROSE - TOTAL	37,923	43,297	68,481	62,138	64,777	7,063	4.96%	4.25%	8.73%
	WHITE	CANADA BOTTLED	56,740	62,934	77,184	49,748	59,288	16,148	54.38%	19.18%	1.50%
		IMPORT BOTTLED	704,966	693,772	628,007	601,443	562,322	115,934	1.83%	-6.50%	13.80%
		WHITE - TOTAL	761,706	756,705	705,191	651,191	621,610	132,082	6.25%	-4.54%	12.63%
TOTAL	2,386,511	2,426,220	2,347,909	2,276,701	2,267,248	502,873	4.83%	-0.42%	9.33%		
GEORGIA	RED	IMPORT BOTTLED	0	0	0	6,099	8,810	1,452	-21.84%	44.45%	1.57%
		RED - TOTAL	0	0	0	6,099	8,810	1,452	-21.84%	44.45%	1.57%
	WHITE	IMPORT BOTTLED	0	0	0	126	560	130	n/a	344.64%	2.14%
		WHITE - TOTAL	0	0	0	126	560	130	n/a	344.64%	2.14%
TOTAL	0	0	0	6,225	9,370	1,582	-21.84%	50.53%	1.61%		
GERMANY	ICE WINE WHITE	IMPORT BOTTLED	6	2	0	0	7	7	n/a	n/a	0.00%
		ICE WINE WHITE - TOTAL	6	2	0	0	7	7	n/a	n/a	0.00%
	RED	IMPORT BOTTLED	9,686	19,642	17,501	17,908	11,697	1,864	-50.25%	-34.68%	4.27%
		RED - TOTAL	9,686	19,642	17,501	17,908	11,697	1,864	-50.25%	-34.68%	4.27%
WHITE	IMPORT BOTTLED	470,342	475,795	483,583	476,818	474,107	97,581	0.73%	-0.57%	5.81%	

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

			2008	2009	2010	2011	2012	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2012	
TABLE WINE	GERMANY	WHITE	WHITE - TOTAL	470,342	475,795	483,583	476,818	474,107	97,581	0.73%	-0.57%	5.81%
		TOTAL	480,034	495,439	501,084	494,726	485,811	99,452	-1.17%	-1.80%	5.78%	
GREECE	RED	IMPORT BOTTLED	99,691	75,588	62,582	54,953	50,443	11,316	-4.56%	-8.21%	68.06%	
		RED - TOTAL	99,691	75,588	62,582	54,953	50,443	11,316	-4.56%	-8.21%	68.06%	
	ROSE	IMPORT BOTTLED	9	32	27	0	0	0	n/a	n/a	0.00%	
		ROSE - TOTAL	9	32	27	0	0	0	n/a	n/a	0.00%	
	WHITE	IMPORT BOTTLED	82,364	63,322	56,452	54,357	50,509	9,788	-7.01%	-7.08%	58.44%	
		WHITE - TOTAL	82,364	63,322	56,452	54,357	50,509	9,788	-7.01%	-7.08%	58.44%	
TOTAL	182,064	138,942	119,061	109,310	100,952	21,104	-5.71%	-7.65%	63.24%			
HUNGARY	RED	IMPORT BOTTLED	42,372	30,010	24,659	23,948	21,410	4,604	-9.27%	-10.59%	1.08%	
		RED - TOTAL	42,372	30,010	24,659	23,948	21,410	4,604	-9.27%	-10.59%	1.08%	
	WHITE	IMPORT BOTTLED	101,292	85,855	80,400	84,024	90,267	17,252	7.95%	7.43%	5.48%	
		WHITE - TOTAL	101,292	85,855	80,400	84,024	90,267	17,252	7.95%	7.43%	5.48%	
TOTAL	143,665	115,866	105,059	107,972	111,677	21,856	3.80%	3.43%	4.64%			
INDIA	RED	IMPORT BOTTLED	84	0	0	0	0	0	n/a	n/a	0.00%	
		RED - TOTAL	84	0	0	0	0	0	n/a	n/a	0.00%	
	ROSE	IMPORT BOTTLED	296	458	-21	0	0	0	n/a	n/a	0.00%	
		ROSE - TOTAL	296	458	-21	0	0	0	n/a	n/a	0.00%	
	WHITE	IMPORT BOTTLED	168	7	2	0	0	0	n/a	n/a	0.00%	
		WHITE - TOTAL	168	7	2	0	0	0	n/a	n/a	0.00%	
TOTAL	548	465	-19	0	0	0	n/a	n/a	0.00%			
ISRAEL	RED	IMPORT BOTTLED	2,588	10,568	9,286	5,610	6,858	1,599	18.05%	22.25%	5.86%	
		RED - TOTAL	2,588	10,568	9,286	5,610	6,858	1,599	18.05%	22.25%	5.86%	
	ROSE	IMPORT BOTTLED	0	0	0	120	679	163	117.00%	465.62%	31.49%	
		ROSE - TOTAL	0	0	0	120	679	163	117.00%	465.62%	31.49%	
WHITE	IMPORT BOTTLED	1,076	4,296	3,612	3,390	3,534	828	4.74%	4.28%	2.78%		

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

			2008	2009	2010	2011	2012	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2012	
TABLE WINE	ISRAEL	WHITE	WHITE - TOTAL	1,076	4,296	3,612	3,390	3,534	828	4.74%	4.28%	2.78%
		TOTAL	3,664	14,864	12,897	9,120	11,071	2,590	16.65%	21.40%	6.45%	
ITALY	RED	IMPORT BOTTLED	2,207,782	2,229,653	2,139,545	2,135,260	2,166,397	495,253	3.02%	1.46%	16.05%	
		RED - TOTAL	2,207,782	2,229,653	2,139,545	2,135,260	2,166,397	495,253	3.02%	1.46%	16.05%	
	ROSE	IMPORT BOTTLED	3,838	2,602	5,650	32,253	41,619	5,674	-5.02%	29.04%	3.86%	
		ROSE - TOTAL	3,838	2,602	5,650	32,253	41,619	5,674	-5.02%	29.04%	3.86%	
	WHITE	IMPORT BOTTLED	1,098,138	1,117,328	1,149,292	1,185,472	1,251,896	257,039	10.55%	5.60%	20.37%	
		WHITE - TOTAL	1,098,138	1,117,328	1,149,292	1,185,472	1,251,896	257,039	10.55%	5.60%	20.37%	
TOTAL	3,309,759	3,349,583	3,294,487	3,352,985	3,459,912	757,966	5.39%	3.19%	17.47%			
LEBANON	RED	IMPORT BOTTLED	989	766	472	341	382	51	-52.78%	12.09%	18.43%	
		RED - TOTAL	989	766	472	341	382	51	-52.78%	12.09%	18.43%	
	ROSE	IMPORT BOTTLED	91	141	17	98	148	18	20.00%	52.31%	81.82%	
		ROSE - TOTAL	91	141	17	98	148	18	20.00%	52.31%	81.82%	
	WHITE	IMPORT BOTTLED	112	282	114	172	160	14	0.00%	-6.55%	0.00%	
		WHITE - TOTAL	112	282	114	172	160	14	0.00%	-6.55%	0.00%	
TOTAL	1,192	1,190	603	610	692	82	-39.56%	13.27%	37.09%			
MEXICO	RED	IMPORT BOTTLED	1,076	1,137	839	1,063	820	220	11.36%	-22.87%	7.50%	
		RED - TOTAL	1,076	1,137	839	1,063	820	220	11.36%	-22.87%	7.50%	
	WHITE	IMPORT BOTTLED	18	90	198	324	148	32	75.00%	-54.17%	19.70%	
		WHITE - TOTAL	18	90	198	324	148	32	75.00%	-54.17%	19.70%	
TOTAL	1,094	1,227	1,037	1,387	968	252	16.67%	-30.18%	9.37%			
MOLDOVA, REPUBLIC OF	RED	IMPORT BOTTLED	126	104	18	0	0	0	n/a	n/a	0.00%	
		RED - TOTAL	126	104	18	0	0	0	n/a	n/a	0.00%	
	WHITE	IMPORT BOTTLED	36	0	0	0	0	0	n/a	n/a	0.00%	
		WHITE - TOTAL	36	0	0	0	0	0	n/a	n/a	0.00%	
TOTAL	162	104	18	0	0	0	0	n/a	n/a	0.00%		

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

			2008	2009	2010	2011	2012	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2012	
TABLE WINE	MONTENEGRO	RED	IMPORT BOTTLED	4,492	3,980	3,455	4,304	4,050	1,126	23.64%	-5.91%	2.63%
			RED - TOTAL	4,492	3,980	3,455	4,304	4,050	1,126	23.64%	-5.91%	2.63%
			TOTAL	4,492	3,980	3,455	4,304	4,050	1,126	23.64%	-5.91%	2.63%
MOROCCO	RED	IMPORT BOTTLED	520	188	11	2	0	0	n/a	-100.00%	0.00%	
			RED - TOTAL	520	188	11	2	0	0	n/a	-100.00%	0.00%
			TOTAL	520	188	11	2	0	0	n/a	-100.00%	0.00%
NEW ZEALAND	RED	IMPORT BOTTLED	61,516	62,175	68,534	88,519	99,661	26,013	32.25%	12.59%	17.52%	
			RED - TOTAL	61,516	62,175	68,534	88,519	99,661	26,013	32.25%	12.59%	17.52%
	ROSE	IMPORT BOTTLED	1,532	3,135	620	1,591	693	0	-100.00%	-56.44%	0.00%	
			ROSE - TOTAL	1,532	3,135	620	1,591	693	0	-100.00%	-56.44%	0.00%
	WHITE	IMPORT BOTTLED	482,395	519,062	630,766	792,627	948,345	197,082	15.37%	19.65%	21.33%	
			WHITE - TOTAL	482,395	519,062	630,766	792,627	948,345	197,082	15.37%	19.65%	21.33%
	TOTAL	545,443	584,372	699,919	882,737	1,048,699	223,095	16.98%	18.80%	20.96%		
PORTUGAL	RED	IMPORT BOTTLED	98,218	104,165	106,910	125,282	134,748	26,363	-15.27%	7.56%	5.09%	
			RED - TOTAL	98,218	104,165	106,910	125,282	134,748	26,363	-15.27%	7.56%	5.09%
	ROSE	IMPORT BOTTLED	63,912	64,427	62,759	76,112	68,705	12,749	-8.97%	-9.73%	2.34%	
			ROSE - TOTAL	63,912	64,427	62,759	76,112	68,705	12,749	-8.97%	-9.73%	2.34%
	WHITE	IMPORT BOTTLED	66,698	81,401	92,708	103,537	108,604	17,833	14.16%	4.89%	2.71%	
			WHITE - TOTAL	66,698	81,401	92,708	103,537	108,604	17,833	14.16%	4.89%	2.71%
	TOTAL	228,829	249,994	262,377	304,930	312,057	56,945	-6.25%	2.34%	3.66%		
ROMANIA	RED	IMPORT BOTTLED	52	0	0	0	0	0	n/a	n/a	0.00%	
			RED - TOTAL	52	0	0	0	0	0	n/a	n/a	0.00%
	WHITE	IMPORT BOTTLED	63	0	0	0	19	18	n/a	n/a	0.00%	
			WHITE - TOTAL	63	0	0	0	19	18	n/a	n/a	0.00%
	TOTAL	115	0	0	0	19	18	n/a	n/a	0.00%		
SLOVAK REPUBLIC	RED	IMPORT BOTTLED	145	0	0	0	0	0	n/a	n/a	0.00%	

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

				2008	2009	2010	2011	2012	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2012
TABLE WINE	SLOVAK REPUBLIC	RED	RED - TOTAL	145	0	0	0	0	0	n/a	n/a	0.00%
		TOTAL		145	0	0	0	0	0	n/a	n/a	0.00%
SLOVENIA	RED	IMPORT BOTTLED		0	0	0	45	14	0	-100.00%	-70.00%	0.00%
		RED - TOTAL		0	0	0	45	14	0	-100.00%	-70.00%	0.00%
	WHITE	IMPORT BOTTLED		0	215	346	32	9	0	-100.00%	-71.43%	0.00%
		WHITE - TOTAL		0	215	346	32	9	0	-100.00%	-71.43%	0.00%
TOTAL			0	215	346	76	22	0	-100.00%	-70.59%	0.00%	
SOUTH AFRICA	RED	CANADA BOTTLED		588	587	768	192	0	0	n/a	-100.00%	0.00%
		IMPORT BOTTLED		677,293	699,871	646,762	608,230	569,196	126,067	-9.77%	-6.42%	5.97%
		RED - TOTAL		677,881	700,458	647,530	608,422	569,196	126,067	-9.77%	-6.45%	5.97%
	ROSE	IMPORT BOTTLED		1,592	2,210	77	2,751	0	0	-100.00%	-100.00%	0.00%
		ROSE - TOTAL		1,592	2,210	77	2,751	0	0	-100.00%	-100.00%	0.00%
	WHITE	CANADA BOTTLED		407	468	648	216	0	0	n/a	-100.00%	0.00%
		IMPORT BOTTLED		376,629	374,512	388,366	397,326	424,307	90,658	-0.17%	6.79%	7.88%
		WHITE - TOTAL		377,036	374,980	389,014	397,542	424,307	90,658	-0.17%	6.73%	7.88%
TOTAL			1,056,509	1,077,648	1,036,622	1,008,715	993,503	216,724	-6.61%	-1.51%	6.78%	
SPAIN	RED	IMPORT BOTTLED		729,266	721,453	720,460	822,615	1,002,224	238,522	15.41%	21.83%	6.37%
		RED - TOTAL		729,266	721,453	720,460	822,615	1,002,224	238,522	15.41%	21.83%	6.37%
	ROSE	IMPORT BOTTLED		8,121	13,537	10,830	14,807	9,347	1,002	-61.92%	-36.87%	12.82%
		ROSE - TOTAL		8,121	13,537	10,830	14,807	9,347	1,002	-61.92%	-36.87%	12.82%
	WHITE	IMPORT BOTTLED		38,533	44,813	49,033	55,748	71,750	11,776	-3.88%	28.70%	14.92%
WHITE - TOTAL			38,533	44,813	49,033	55,748	71,750	11,776	-3.88%	28.70%	14.92%	
TOTAL			775,920	779,803	780,323	893,170	1,083,321	251,300	13.43%	21.29%	7.00%	
SWITZERLAND	RED	IMPORT BOTTLED		27	63	0	0	0	0	n/a	n/a	0.00%
		RED - TOTAL		27	63	0	0	0	0	n/a	n/a	0.00%
	WHITE	IMPORT BOTTLED		36	54	0	306	13	1	-98.86%	-95.83%	0.00%

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

			2008	2009	2010	2011	2012	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2012	
TABLE WINE	SWITZERLAND	WHITE	WHITE - TOTAL	36	54	0	306	13	1	-98.86%	-95.83%	0.00%
		TOTAL	63	117	0	306	13	1	-98.86%	-95.83%	0.00%	
TURKEY	RED	IMPORT BOTTLED	0	0	180	0	648	134	n/a	n/a	19.33%	
		RED - TOTAL	0	0	180	0	648	134	n/a	n/a	19.33%	
		TOTAL	0	0	180	0	648	134	n/a	n/a	19.33%	
UNITED STATES OF AMERICA	ICE WINE WHITE	IMPORT BOTTLED	0	0	0	0	14	14	n/a	n/a	0.00%	
		ICE WINE WHITE - TOTAL	0	0	0	0	14	14	n/a	n/a	0.00%	
		RED	CANADA BOTTLED	460,796	492,550	504,542	447,303	385,142	92,855	-3.25%	-13.90%	1.56%
	IMPORT BOTTLED	2,449,727	2,763,628	2,763,638	2,916,919	3,321,951	805,738	21.14%	13.89%	14.22%		
	RED - TOTAL	2,910,522	3,256,178	3,268,180	3,364,222	3,707,093	898,593	18.06%	10.19%	12.90%		
ROSE	CANADA BOTTLED	IMPORT BOTTLED	12,530	11,469	11,174	3,894	1,017	189	-36.68%	-73.88%	0.00%	
		IMPORT BOTTLED	521,165	511,496	498,457	480,537	466,301	99,604	2.19%	-2.96%	5.46%	
		ROSE - TOTAL	533,694	522,965	509,630	484,431	467,318	99,793	2.07%	-3.53%	5.45%	
WHITE	CANADA BOTTLED	IMPORT BOTTLED	265,085	265,074	267,880	225,395	190,274	40,589	-17.86%	-15.58%	2.51%	
		IMPORT BOTTLED	1,403,124	1,599,174	1,678,112	1,693,326	1,820,139	374,569	10.74%	7.49%	11.34%	
		WHITE - TOTAL	1,668,209	1,864,248	1,945,992	1,918,721	2,010,413	415,158	7.09%	4.78%	10.50%	
TOTAL	5,112,425	5,643,391	5,723,802	5,767,374	6,184,838	1,413,558	13.40%	7.24%	11.56%			
URUGUAY	RED	IMPORT BOTTLED	972	836	1,276	2,643	1,062	249	-25.39%	-59.82%	1.48%	
		RED - TOTAL	972	836	1,276	2,643	1,062	249	-25.39%	-59.82%	1.48%	
		WHITE	IMPORT BOTTLED	0	0	0	36	52	0	n/a	43.75%	0.00%
	WHITE - TOTAL	0	0	0	36	52	0	n/a	43.75%	0.00%		
TOTAL	972	836	1,276	2,679	1,114	249	-25.39%	-58.43%	1.48%			
IMPORT TABLE WINE - SUMMARY	CANADA BOTTLED	IMPORT BOTTLED	1,585,588	1,523,066	1,495,104	1,215,877	1,052,514	251,322	-1.44%	-13.44%	6.89%	
		IMPORT BOTTLED	25,464,253	26,201,636	26,260,686	26,581,805	27,560,432	6,168,392	7.11%	3.68%	11.58%	
IMPORT TABLE WINE - TOTAL		27,049,841	27,724,702	27,755,790	27,797,682	28,612,946	6,419,714	6.75%	2.93%	11.41%		
SPARKLING WINE	ARGENTINA	RED	0	0	0	36	54	0	n/a	50.00%	0.00%	

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

			2008	2009	2010	2011	2012	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2012
SPARKLING WINE	ARGENTINA	ROSE	0	0	0	135	220	27	200.00%	63.33%	18.37%
		WHITE	912	1,444	2,402	2,546	2,786	581	74.26%	9.42%	9.44%
	TOTAL	912	1,444	2,402	2,717	3,060	608	77.56%	12.64%	10.80%	
AUSTRALIA	RED	16,196	14,318	12,280	10,328	9,637	1,480	-21.95%	-6.70%	0.56%	
	ROSE	31,395	47,785	84,694	78,696	73,683	14,802	8.30%	-6.37%	5.85%	
	WHITE	108,448	120,499	115,694	96,276	91,486	13,076	-3.46%	-4.98%	5.67%	
	TOTAL	156,039	182,601	212,668	185,300	174,805	29,359	0.86%	-5.66%	5.47%	
AUSTRIA	ROSE	0	0	0	0	9	9	n/a	n/a	0.00%	
	TOTAL	0	0	0	0	9	9	n/a	n/a	0.00%	
CHILE	RED	1	0	0	0	0	0	n/a	n/a	0.00%	
	ROSE	2,941	11,820	13,997	17,015	18,866	3,611	-15.63%	10.88%	1.24%	
	WHITE	1,146	860	18	91	123	2	n/a	35.54%	0.00%	
	TOTAL	4,088	12,680	14,015	17,105	18,989	3,612	-15.63%	11.01%	1.24%	
CHINA	WHITE	0	0	0	8	146	40	381.82%	1,672.73%	3.59%	
	TOTAL	0	0	0	8	146	40	381.82%	1,672.73%	3.59%	
CZECH REPUBLIC	WHITE	340	1,536	5	2	0	0	n/a	-100.00%	0.00%	
	TOTAL	340	1,536	5	2	0	0	n/a	-100.00%	0.00%	
FRANCE	RED	0	0	0	0	1,979	0	n/a	n/a	0.00%	
	ROSE	23,346	31,744	30,293	37,498	45,751	10,816	40.17%	22.01%	11.02%	
	ROSE TABLE WINE	0	0	0	1,648	3,085	631	148.82%	87.12%	7.22%	
	WHITE	203,813	186,425	177,003	168,851	172,666	30,247	12.99%	2.26%	27.06%	
	WHITE TABLE WINE	2,953	4,734	4,761	6,862	5,467	911	-35.82%	-20.33%	11.89%	
	TOTAL	230,111	222,903	212,057	214,860	228,948	42,605	17.83%	5.64%	23.19%	
GERMANY	ROSE	27	0	12,424	15,938	18,420	3,758	32.54%	15.58%	3.33%	
	WHITE	146,552	148,902	156,365	162,638	157,138	21,930	-10.48%	-3.38%	10.76%	
	TOTAL	146,579	148,902	168,789	178,575	175,558	25,687	-6.02%	-1.69%	9.98%	

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

			2008	2009	2010	2011	2012	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2012
SPARKLING WINE	HUNGARY	WHITE	13,644	16,550	20,561	19,202	16,647	2,265	-23.47%	-13.31%	2.28%
		TOTAL	13,644	16,550	20,561	19,202	16,647	2,265	-23.47%	-13.31%	2.28%
	INDIA	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%
	ISRAEL	WHITE	0	90	0	0	0	0	n/a	n/a	0.00%
		TOTAL	0	90	0	0	0	0	n/a	n/a	0.00%
	ITALY	RED	0	0	36	4	72	72	n/a	1,500.00%	43.75%
		ROSE	1,804	5,373	10,466	12,040	11,562	1,842	-9.62%	-3.97%	11.03%
		WHITE	123,424	140,679	171,383	184,365	215,321	39,846	16.07%	16.79%	23.90%
		TOTAL	125,227	146,052	181,885	196,409	226,955	41,761	14.63%	15.55%	23.25%
	NEW ZEALAND	ROSE	0	171	45	54	2,685	818	8,991.67%	4,872.22%	4.83%
		WHITE	4,060	5,260	3,744	5,884	13,491	2,512	15.20%	129.26%	8.49%
		TOTAL	4,060	5,431	3,789	5,938	16,176	3,331	52.09%	172.39%	7.89%
	PORTUGAL	ROSE	0	374	598	557	2	0	-100.00%	-99.73%	0.00%
		WHITE	18	234	261	474	140	40	350.00%	-70.41%	32.09%
		TOTAL	18	608	860	1,031	142	40	-5.26%	-86.25%	32.09%
	SOUTH AFRICA	ROSE	0	84	185	54	126	45	-16.67%	133.33%	0.00%
		WHITE	1,594	1,512	16,004	19,135	16,998	2,966	-9.48%	-11.17%	5.34%
		TOTAL	1,594	1,596	16,190	19,189	17,124	3,010	-9.59%	-10.76%	5.34%
	SPAIN	RED	10	11	0	27	72	50	450.00%	166.67%	0.00%
		ROSE	15,686	14,894	14,844	20,914	15,486	2,591	-34.10%	-25.96%	12.54%
		WHITE	262,625	247,642	260,848	265,263	257,474	41,033	2.49%	-2.94%	16.35%
		TOTAL	278,321	262,548	275,692	286,204	273,032	43,674	-0.69%	-4.60%	16.13%
	UNITED STATES OF AMERICA	ROSE	1,366	2,708	19,982	10,546	3,725	407	-67.87%	-64.68%	0.72%
		WHITE	131,466	116,351	113,779	107,352	105,544	17,992	0.71%	-1.68%	11.32%
		TOTAL	132,832	119,059	133,761	117,898	109,269	18,400	-3.83%	-7.32%	10.96%

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

	2008	2009	2010	2011	2012	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2012
IMPORT SPARKLING WINE - TOTAL	1,093,768	1,122,000	1,242,672	1,244,440	1,260,860	214,401	4.47%	1.32%	15.20%
WINE - GIFT PACKS									
AUSTRALIA	42,204	8,802	7,108	3,977	20	0	-100.00%	-99.51%	0.00%
CHILE	0	0	0	0	823	22	n/a	n/a	0.00%
FRANCE	966	479	992	1,688	1,934	94	-3.08%	14.58%	1.59%
ITALY	2,164	3,073	45	0	1,794	332	n/a	n/a	0.25%
PORTUGAL	0	26	34	0	0	0	n/a	n/a	0.00%
SOUTH AFRICA	0	0	8,649	33	0	0	n/a	-100.00%	0.00%
SPAIN	0	0	2,065	1,012	0	0	-100.00%	-100.00%	0.00%
UNITED STATES OF AMERICA	464	4	0	0	2,913	230	n/a	n/a	0.93%
IMPORT WINE - GIFT PACKS - TOTAL	45,797	12,385	18,893	6,710	7,483	678	210.42%	11.53%	0.83%
IMPORT WINE - TOTAL	29,244,464	29,907,202	29,999,611	30,019,802	30,844,283	6,861,828	6.43%	2.75%	12.12%

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

			2008	2009	2010	2011	2012	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2012
APERITIF, DESSERT AND FORTIFIED WINE	FLAVOURED	AUSTRALIA	\$69	\$75	\$65	\$71	\$58	\$12	-21.72%	-18.17%	1.08%
		CHINA	\$0	\$0	\$0	\$32	\$33	\$10	-26.17%	1.87%	1.36%
		FRANCE	\$0	\$0	\$0	\$0	\$5	\$5	n/a	n/a	0.00%
		ITALY	\$1	\$4	\$1	\$118	\$347	\$71	7.95%	193.78%	9.12%
		UNITED STATES OF AMERICA	\$4	\$89	\$28	\$26	\$36	\$15	186.61%	39.76%	0.04%
		FLAVOURED	\$74	\$167	\$94	\$247	\$479	\$113	8.28%	91.67%	6.91%
FRUIT	FRUIT	ARMENIA	\$2	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		CHINA	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		DENMARK	\$1	\$0	\$0	\$0	\$0	\$0	n/a	-100.00%	0.00%
		FRANCE	\$0	\$0	\$0	\$1	\$0	\$0	n/a	-61.59%	0.00%
		JAPAN	\$233	\$254	\$286	\$283	\$295	\$73	3.17%	4.18%	31.50%
		KOREA - SOUTH	\$0	\$9	\$3	\$4	\$4	\$1	6.01%	5.44%	10.43%
		TURKEY	\$0	\$0	\$1	\$0	\$0	\$0	n/a	-100.00%	0.00%
		UNITED STATES OF AMERICA	\$31	\$31	\$41	\$57	\$66	\$15	1.97%	17.16%	54.20%
FRUIT	\$268	\$295	\$331	\$344	\$365	\$89	2.99%	6.18%	35.41%		
MADEIRA	MADEIRA	PORTUGAL	\$194	\$180	\$174	\$179	\$174	\$42	-1.42%	-2.40%	15.94%
		MADEIRA	\$194	\$180	\$174	\$179	\$174	\$42	-1.42%	-2.40%	15.94%
MONTILLA	MONTILLA	SPAIN	\$196	\$209	\$177	\$188	\$205	\$50	-0.60%	9.00%	4.41%
		MONTILLA	\$196	\$209	\$177	\$188	\$205	\$50	-0.60%	9.00%	4.41%
OTHER	OTHER	AUSTRALIA	\$0	\$0	\$0	\$0	\$4	\$2	n/a	n/a	-0.64%
		CHINA	\$0	\$0	\$0	\$11	\$11	\$3	-31.76%	0.21%	9.84%
		OTHER	\$0	\$0	\$0	\$11	\$15	\$4	-31.76%	0.21%	6.97%
OTHER FORTIFIED	OTHER FORTIFIED	ARGENTINA	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		AUSTRALIA	\$46	\$21	\$24	\$26	\$23	\$6	58.60%	-10.35%	22.60%
		CHINA	\$131	\$155	\$134	\$151	\$143	\$44	-4.38%	-4.97%	20.86%
		FRANCE	\$598	\$575	\$565	\$549	\$571	\$128	9.26%	3.94%	10.55%

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

			2008	2009	2010	2011	2012	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2012
APERITIF, DESSERT AND FORTIFIED WINE	OTHER FORTIFIED	GREECE	\$9	\$8	\$1	\$2	\$1	\$0	-100.00%	-65.88%	0.00%
		ITALY	\$283	\$317	\$317	\$323	\$319	\$74	-7.68%	-1.19%	33.13%
		JAPAN	\$0	\$2	\$5	\$27	\$53	\$14	37.09%	100.45%	84.19%
		KOREA - SOUTH	\$176	\$141	\$105	\$114	\$134	\$32	-17.84%	17.51%	43.99%
		SPAIN	\$0	\$0	\$2	\$0	\$0	\$0	n/a	n/a	0.00%
		UNITED STATES OF AMERICA	\$94	\$78	\$65	\$65	\$63	\$16	14.05%	-2.56%	26.49%
		URUGUAY	\$1	\$0	\$0	\$1	\$0	\$0	n/a	-100.00%	0.00%
		OTHER FORTIFIED	\$1,339	\$1,297	\$1,217	\$1,257	\$1,308	\$313	1.15%	4.02%	24.61%
PORT	AUSTRALIA	\$635	\$569	\$411	\$361	\$323	\$76	-2.63%	-10.54%	12.61%	
	PORTUGAL	\$3,378	\$3,369	\$3,215	\$3,375	\$3,083	\$632	-6.43%	-8.65%	12.31%	
	SOUTH AFRICA	\$353	\$306	\$264	\$291	\$302	\$66	-8.35%	3.64%	10.94%	
	UNITED STATES OF AMERICA	\$2	\$1	\$1	\$3	\$3	\$3	958.60%	33.89%	0.00%	
	PORT	\$4,368	\$4,245	\$3,891	\$4,029	\$3,711	\$777	-5.89%	-7.91%	12.23%	
SAKE	JAPAN	\$1,567	\$1,663	\$1,708	\$1,870	\$2,002	\$500	7.81%	7.06%	50.73%	
	KOREA - SOUTH	\$64	\$52	\$40	\$31	\$38	\$9	21.47%	20.58%	42.24%	
	UNITED STATES OF AMERICA	\$3,201	\$3,267	\$3,164	\$3,169	\$3,196	\$819	1.02%	0.84%	57.22%	
	SAKE	\$4,832	\$4,982	\$4,912	\$5,070	\$5,235	\$1,327	3.60%	3.26%	54.63%	
SHERRY	AUSTRALIA	\$382	\$393	\$378	\$463	\$510	\$124	7.71%	10.29%	0.76%	
	NEW ZEALAND	\$419	\$408	\$341	\$77	\$0	\$0	n/a	-100.03%	0.00%	
	SOUTH AFRICA	\$385	\$377	\$291	\$335	\$265	\$68	-18.99%	-20.92%	1.16%	
	SPAIN	\$1,641	\$1,559	\$1,426	\$1,449	\$1,389	\$283	-2.29%	-4.12%	2.95%	
	SHERRY	\$2,827	\$2,737	\$2,436	\$2,323	\$2,164	\$474	-2.79%	-6.85%	2.22%	
VERMOUTH	FRANCE	\$275	\$255	\$228	\$223	\$222	\$50	1.38%	-0.59%	11.04%	
	ITALY	\$2,517	\$2,444	\$2,349	\$2,287	\$2,219	\$477	-2.98%	-2.95%	6.33%	
	UNITED STATES OF AMERICA	\$2	\$2	\$8	\$8	\$10	\$2	-9.58%	25.20%	59.24%	
	VERMOUTH	\$2,794	\$2,701	\$2,584	\$2,518	\$2,451	\$529	-2.61%	-2.65%	6.97%	

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

			2008	2009	2010	2011	2012	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2012	
IMPORT APERITIF, DESSERT AND FORTIFIED WINE - TOTAL			\$16,892	\$16,813	\$15,816	\$16,166	\$16,108	\$3,719	-0.30%	-0.36%	25.17%	
TABLE WINE	ARGENTINA	RED	CANADA BOTTLED	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
			IMPORT BOTTLED	\$15,801	\$24,528	\$32,168	\$38,328	\$41,209	\$9,873	6.88%	7.52%	13.84%
			RED - TOTAL	\$15,801	\$24,528	\$32,168	\$38,328	\$41,209	\$9,873	6.88%	7.52%	13.84%
		ROSE	IMPORT BOTTLED	\$3	\$3	\$62	\$132	\$141	\$27	209.71%	7.00%	3.58%
			ROSE - TOTAL	\$3	\$3	\$62	\$132	\$141	\$27	209.71%	7.00%	3.58%
		WHITE	IMPORT BOTTLED	\$1,920	\$2,644	\$4,030	\$4,446	\$4,845	\$1,099	18.19%	8.96%	9.03%
			WHITE - TOTAL	\$1,920	\$2,644	\$4,030	\$4,446	\$4,845	\$1,099	18.19%	8.96%	9.03%
		TOTAL		\$17,724	\$27,175	\$36,260	\$42,906	\$46,195	\$11,000	8.09%	7.67%	13.30%
	ARMENIA	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%
		WHITE	IMPORT BOTTLED	\$1	\$1	\$1	\$0	\$0	\$0	n/a	211.53%	0.00%
			WHITE - TOTAL	\$1	\$1	\$1	\$0	\$0	\$0	n/a	211.53%	0.00%
TOTAL		\$1	\$1	\$1	\$0	\$0	\$0	n/a	211.53%	0.00%		
AUSTRALIA	RED	CANADA BOTTLED	\$402	\$157	\$100	\$86	\$0	\$0	-100.00%	-99.81%	0.00%	
			IMPORT BOTTLED	\$97,124	\$88,938	\$77,647	\$72,820	\$70,745	\$15,798	-0.91%	-2.85%	11.79%
			RED - TOTAL	\$97,526	\$89,094	\$77,747	\$72,907	\$70,745	\$15,798	-0.95%	-2.96%	11.79%
	ROSE	IMPORT BOTTLED	\$318	\$265	\$307	\$261	\$202	\$33	-7.16%	-22.52%	5.07%	
		ROSE - TOTAL	\$318	\$265	\$307	\$261	\$202	\$33	-7.16%	-22.52%	5.07%	
	WHITE	CANADA BOTTLED	\$629	\$131	\$63	\$37	\$0	\$0	n/a	-100.00%	0.00%	
			IMPORT BOTTLED	\$32,719	\$31,445	\$29,451	\$26,879	\$27,176	\$5,705	11.28%	1.10%	8.65%
			WHITE - TOTAL	\$33,347	\$31,576	\$29,514	\$26,916	\$27,176	\$5,705	11.28%	0.96%	8.65%
	TOTAL		\$131,192	\$120,935	\$107,568	\$100,084	\$98,123	\$21,535	2.01%	-1.96%	10.91%	
	AUSTRIA	RED	IMPORT BOTTLED	\$32	\$27	\$39	\$13	\$25	\$5	55.13%	88.53%	13.79%
RED - TOTAL			\$32	\$27	\$39	\$13	\$25	\$5	55.13%	88.53%	13.79%	
ROSE		IMPORT BOTTLED	\$11	\$4	\$10	\$0	\$0	\$0	n/a	-100.00%	0.00%	

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

			2008	2009	2010	2011	2012	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2012	
TABLE WINE	AUSTRIA	ROSE	ROSE - TOTAL	\$11	\$4	\$10	\$0	\$0	n/a	-100.00%	0.00%	
		WHITE	IMPORT BOTTLED	\$205	\$188	\$182	\$298	\$228	\$52	-5.62%	-23.54%	33.13%
			WHITE - TOTAL	\$205	\$188	\$182	\$298	\$228	\$52	-5.62%	-23.54%	33.13%
			TOTAL	\$247	\$218	\$231	\$311	\$252	\$57	-2.13%	-18.88%	31.25%
BULGARIA	RED	IMPORT BOTTLED	\$281	\$33	\$1	\$1	\$12	\$3	114.75%	825.67%	5.48%	
		RED - TOTAL	\$281	\$33	\$1	\$1	\$12	\$3	114.75%	825.67%	5.48%	
	WHITE	IMPORT BOTTLED	\$0	\$0	\$0	\$2	\$15	\$2	2.57%	556.86%	6.01%	
		WHITE - TOTAL	\$0	\$0	\$0	\$2	\$15	\$2	2.57%	556.86%	6.01%	
	TOTAL	\$281	\$33	\$1	\$4	\$28	\$5	43.55%	654.82%	5.77%		
CHILE	RED	CANADA BOTTLED	\$2,773	\$2,614	\$2,154	\$1,669	\$1,255	\$278	-18.90%	-24.83%	21.35%	
		IMPORT BOTTLED	\$24,525	\$27,468	\$27,969	\$28,891	\$29,506	\$7,275	9.66%	2.13%	6.90%	
		RED - TOTAL	\$27,298	\$30,082	\$30,122	\$30,560	\$30,761	\$7,553	8.26%	0.66%	7.48%	
	ROSE	IMPORT BOTTLED	\$54	\$130	\$124	\$120	\$105	\$12	38.14%	-12.80%	4.54%	
		ROSE - TOTAL	\$54	\$130	\$124	\$120	\$105	\$12	38.14%	-12.80%	4.54%	
	WHITE	CANADA BOTTLED	\$2,025	\$2,017	\$1,708	\$1,268	\$928	\$199	-16.72%	-26.82%	22.27%	
		IMPORT BOTTLED	\$8,663	\$10,321	\$11,538	\$12,176	\$12,570	\$2,765	9.74%	3.24%	10.38%	
		WHITE - TOTAL	\$10,688	\$12,338	\$13,246	\$13,444	\$13,498	\$2,965	7.44%	0.41%	11.19%	
	TOTAL	\$38,040	\$42,550	\$43,492	\$44,124	\$44,364	\$10,530	8.05%	0.54%	8.61%		
CHINA	RED	IMPORT BOTTLED	\$45	\$83	\$66	\$47	\$28	\$7	-8.78%	-39.90%	5.35%	
		RED - TOTAL	\$45	\$83	\$66	\$47	\$28	\$7	-8.78%	-39.90%	5.35%	
	WHITE	IMPORT BOTTLED	\$6	\$6	\$4	\$5	\$13	\$5	216.14%	195.65%	3.22%	
		WHITE - TOTAL	\$6	\$6	\$4	\$5	\$13	\$5	216.14%	195.65%	3.22%	
	TOTAL	\$51	\$89	\$70	\$51	\$41	\$12	32.47%	-19.14%	4.66%		
CROATIA	RED	IMPORT BOTTLED	\$63	\$63	\$59	\$37	\$18	\$1	-94.28%	-50.91%	0.00%	
		RED - TOTAL	\$63	\$63	\$59	\$37	\$18	\$1	-94.28%	-50.91%	0.00%	
	WHITE	IMPORT BOTTLED	\$2	\$0	\$1	\$3	\$0	\$0	-100.00%	-100.00%	0.00%	

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

			2008	2009	2010	2011	2012	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2012	
TABLE WINE	CROATIA	WHITE	WHITE - TOTAL	\$2	\$0	\$1	\$3	\$0	-100.00%	-100.00%	0.00%	
		TOTAL	\$66	\$63	\$60	\$40	\$18	\$1	-94.67%	-54.30%	0.00%	
CZECH REPUBLIC	RED	IMPORT BOTTLED		\$22	\$15	\$8	\$0	\$0	n/a	-92.68%	0.00%	
		RED - TOTAL	\$22	\$15	\$8	\$0	\$0	\$0	n/a	-92.68%	0.00%	
	WHITE	IMPORT BOTTLED		\$19	\$19	\$11	\$0	\$0	-100.00%	-100.00%	0.00%	
		WHITE - TOTAL	\$19	\$19	\$11	\$0	\$0	\$0	-100.00%	-100.00%	0.00%	
	TOTAL	\$42	\$33	\$19	\$0	\$0	\$0	\$0	-100.00%	-96.54%	0.00%	
FRANCE	RED	CANADA BOTTLED		\$898	\$1,043	\$1,315	\$1,206	\$1,341	\$358	30.47%	11.15%	1.55%
		IMPORT BOTTLED		\$30,347	\$35,267	\$29,956	\$31,615	\$36,324	\$7,516	6.58%	14.89%	9.29%
		RED - TOTAL	\$31,245	\$36,310	\$31,270	\$32,822	\$37,665	\$7,875	7.47%	14.76%	9.01%	
	ROSE	IMPORT BOTTLED		\$639	\$750	\$1,189	\$1,083	\$1,165	\$125	10.54%	7.62%	9.30%
		ROSE - TOTAL	\$639	\$750	\$1,189	\$1,083	\$1,165	\$125	10.54%	7.62%	9.30%	
	WHITE	CANADA BOTTLED		\$404	\$458	\$562	\$385	\$458	\$121	47.97%	19.02%	1.51%
		IMPORT BOTTLED		\$12,514	\$12,662	\$11,691	\$11,651	\$11,479	\$2,359	3.40%	-1.48%	17.07%
		WHITE - TOTAL	\$12,918	\$13,121	\$12,253	\$12,036	\$11,937	\$2,480	4.94%	-0.83%	16.47%	
	TOTAL	\$44,801	\$50,181	\$44,712	\$45,941	\$50,767	\$10,479	6.90%	10.50%	10.77%		
	GEORGIA	RED	IMPORT BOTTLED		\$0	\$0	\$0	\$145	\$187	\$30	-34.21%	28.80%
RED - TOTAL			\$0	\$0	\$0	\$145	\$187	\$30	-34.21%	28.80%	1.57%	
WHITE		IMPORT BOTTLED		\$0	\$0	\$0	\$2	\$10	\$2	n/a	368.25%	2.06%
		WHITE - TOTAL	\$0	\$0	\$0	\$2	\$10	\$2	n/a	368.25%	2.06%	
TOTAL	\$0	\$0	\$0	\$147	\$197	\$32	-34.21%	33.86%	1.60%			
GERMANY	ICE WINE WHITE	IMPORT BOTTLED		\$1	\$0	\$0	\$0	\$2	\$2	n/a	n/a	0.00%
		ICE WINE WHITE - TOTAL	\$1	\$0	\$0	\$0	\$2	\$2	n/a	n/a	0.00%	
	RED	IMPORT BOTTLED		\$138	\$258	\$233	\$245	\$184	\$33	-38.91%	-24.63%	6.66%
		RED - TOTAL	\$138	\$258	\$233	\$245	\$184	\$33	-38.91%	-24.63%	6.66%	
	WHITE	IMPORT BOTTLED		\$6,605	\$7,024	\$7,136	\$7,156	\$7,269	\$1,494	0.94%	1.58%	7.75%

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

			2008	2009	2010	2011	2012	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2012	
TABLE WINE	GERMANY	WHITE	WHITE - TOTAL	\$6,605	\$7,024	\$7,136	\$7,156	\$7,269	\$1,494	0.94%	1.58%	7.75%
		TOTAL	\$6,743	\$7,282	\$7,368	\$7,400	\$7,455	\$1,529	-0.46%	0.72%	7.73%	
GREECE	RED	IMPORT BOTTLED	\$1,035	\$928	\$782	\$718	\$667	\$148	-5.48%	-7.07%	65.80%	
		RED - TOTAL	\$1,035	\$928	\$782	\$718	\$667	\$148	-5.48%	-7.07%	65.80%	
	ROSE	IMPORT BOTTLED	\$0	\$1	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
		ROSE - TOTAL	\$0	\$1	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
	WHITE	IMPORT BOTTLED	\$790	\$690	\$656	\$664	\$610	\$118	-8.27%	-8.23%	57.12%	
		WHITE - TOTAL	\$790	\$690	\$656	\$664	\$610	\$118	-8.27%	-8.23%	57.12%	
TOTAL	\$1,826	\$1,618	\$1,439	\$1,382	\$1,277	\$266	-6.74%	-7.63%	61.66%			
HUNGARY	RED	IMPORT BOTTLED	\$419	\$323	\$269	\$266	\$242	\$53	-6.89%	-9.04%	1.09%	
		RED - TOTAL	\$419	\$323	\$269	\$266	\$242	\$53	-6.89%	-9.04%	1.09%	
	WHITE	IMPORT BOTTLED	\$1,113	\$1,045	\$1,002	\$1,058	\$1,151	\$234	14.41%	8.79%	5.58%	
		WHITE - TOTAL	\$1,113	\$1,045	\$1,002	\$1,058	\$1,151	\$234	14.41%	8.79%	5.58%	
TOTAL	\$1,533	\$1,368	\$1,271	\$1,324	\$1,393	\$287	9.76%	5.20%	4.80%			
INDIA	RED	IMPORT BOTTLED	\$1	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
		RED - TOTAL	\$1	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
	ROSE	IMPORT BOTTLED	\$4	\$4	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
		ROSE - TOTAL	\$4	\$4	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
	WHITE	IMPORT BOTTLED	\$3	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
		WHITE - TOTAL	\$3	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
TOTAL	\$8	\$5	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%		
ISRAEL	RED	IMPORT BOTTLED	\$59	\$241	\$216	\$134	\$165	\$39	20.33%	23.39%	5.70%	
		RED - TOTAL	\$59	\$241	\$216	\$134	\$165	\$39	20.33%	23.39%	5.70%	
	ROSE	IMPORT BOTTLED	\$0	\$0	\$0	\$3	\$14	\$3	98.67%	433.21%	31.68%	
		ROSE - TOTAL	\$0	\$0	\$0	\$3	\$14	\$3	98.67%	433.21%	31.68%	
	WHITE	IMPORT BOTTLED	\$23	\$92	\$77	\$71	\$75	\$18	9.89%	6.14%	2.55%	
		WHITE - TOTAL	\$23	\$92	\$77	\$71	\$75	\$18	9.89%	6.14%	2.55%	

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

			2008	2009	2010	2011	2012	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2012	
TABLE WINE	ISRAEL	WHITE	WHITE - TOTAL	\$23	\$92	\$77	\$71	\$75	\$18	9.89%	6.14%	2.55%
		TOTAL	\$83	\$333	\$293	\$207	\$254	\$60	19.44%	22.55%	6.17%	
ITALY	RED	IMPORT BOTTLED		\$37,219	\$37,168	\$35,747	\$36,893	\$38,293	\$8,645	4.24%	3.79%	22.07%
		RED - TOTAL	\$37,219	\$37,168	\$35,747	\$36,893	\$38,293	\$8,645	4.24%	3.79%	22.07%	
	ROSE	IMPORT BOTTLED		\$63	\$44	\$113	\$595	\$804	\$109	0.08%	35.02%	3.83%
		ROSE - TOTAL	\$63	\$44	\$113	\$595	\$804	\$109	0.08%	35.02%	3.83%	
	WHITE	IMPORT BOTTLED		\$15,077	\$16,087	\$16,736	\$17,892	\$19,458	\$3,885	11.16%	8.75%	22.77%
		WHITE - TOTAL	\$15,077	\$16,087	\$16,736	\$17,892	\$19,458	\$3,885	11.16%	8.75%	22.77%	
TOTAL	\$52,360	\$53,299	\$52,595	\$55,380	\$58,554	\$12,640	6.23%	5.73%	22.05%			
LEBANON	RED	IMPORT BOTTLED		\$55	\$49	\$28	\$24	\$23	\$4	-52.58%	-4.78%	19.65%
		RED - TOTAL	\$55	\$49	\$28	\$24	\$23	\$4	-52.58%	-4.78%	19.65%	
	ROSE	IMPORT BOTTLED		\$3	\$5	\$0	\$3	\$4	\$1	19.96%	54.02%	81.82%
		ROSE - TOTAL	\$3	\$5	\$0	\$3	\$4	\$1	19.96%	54.02%	81.82%	
	WHITE	IMPORT BOTTLED		\$5	\$15	\$5	\$7	\$6	\$0	-18.68%	-23.46%	0.00%
		WHITE - TOTAL	\$5	\$15	\$5	\$7	\$6	\$0	-18.68%	-23.46%	0.00%	
TOTAL	\$63	\$69	\$33	\$34	\$33	\$5	-46.68%	-3.83%	30.59%			
MEXICO	RED	IMPORT BOTTLED		\$17	\$20	\$15	\$23	\$16	\$4	6.97%	-30.96%	7.58%
		RED - TOTAL	\$17	\$20	\$15	\$23	\$16	\$4	6.97%	-30.96%	7.58%	
	WHITE	IMPORT BOTTLED		\$0	\$1	\$3	\$7	\$3	\$1	55.25%	-59.64%	18.22%
		WHITE - TOTAL	\$0	\$1	\$3	\$7	\$3	\$1	55.25%	-59.64%	18.22%	
TOTAL	\$18	\$22	\$18	\$31	\$19	\$5	11.30%	-37.85%	9.24%			
MOLDOVA, REPUBLIC OF	RED	IMPORT BOTTLED		\$2	\$2	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		RED - TOTAL	\$2	\$2	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
	WHITE	IMPORT BOTTLED		\$1	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		WHITE - TOTAL	\$1	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
TOTAL	\$3	\$2	\$0	\$0	\$0	\$0	n/a	n/a	0.00%			

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

			2008	2009	2010	2011	2012	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2012	
TABLE WINE	MONTENEGRO	RED	IMPORT BOTTLED	\$60	\$55	\$50	\$63	\$60	\$16	20.55%	-5.26%	2.63%
			RED - TOTAL	\$60	\$55	\$50	\$63	\$60	\$16	20.55%	-5.26%	2.63%
			TOTAL	\$60	\$55	\$50	\$63	\$60	\$16	20.55%	-5.26%	2.63%
MOROCCO	RED	IMPORT BOTTLED	\$20	\$7	\$0	\$0	\$0	\$0	n/a	-100.00%	0.00%	
			RED - TOTAL	\$20	\$7	\$0	\$0	\$0	\$0	n/a	-100.00%	0.00%
			TOTAL	\$20	\$7	\$0	\$0	\$0	\$0	n/a	-100.00%	0.00%
NEW ZEALAND	RED	IMPORT BOTTLED	\$1,671	\$1,702	\$1,778	\$2,331	\$2,529	\$636	23.31%	8.46%	18.71%	
			RED - TOTAL	\$1,671	\$1,702	\$1,778	\$2,331	\$2,529	\$636	23.31%	8.46%	18.71%
	ROSE	IMPORT BOTTLED	\$30	\$61	\$11	\$29	\$12	\$0	-100.00%	-57.54%	0.00%	
			ROSE - TOTAL	\$30	\$61	\$11	\$29	\$12	\$0	-100.00%	-57.54%	0.00%
	WHITE	IMPORT BOTTLED	\$10,796	\$11,877	\$13,999	\$17,365	\$20,777	\$4,327	16.63%	19.65%	22.17%	
			WHITE - TOTAL	\$10,796	\$11,877	\$13,999	\$17,365	\$20,777	\$4,327	16.63%	19.65%	22.17%
	TOTAL	\$12,497	\$13,640	\$15,788	\$19,725	\$23,318	\$4,963	17.33%	18.21%	21.79%		
PORTUGAL	RED	IMPORT BOTTLED	\$1,544	\$1,604	\$1,653	\$1,932	\$2,048	\$415	-9.45%	5.99%	6.46%	
			RED - TOTAL	\$1,544	\$1,604	\$1,653	\$1,932	\$2,048	\$415	-9.45%	5.99%	6.46%
	ROSE	IMPORT BOTTLED	\$679	\$695	\$697	\$870	\$791	\$151	-4.60%	-9.07%	2.43%	
			ROSE - TOTAL	\$679	\$695	\$697	\$870	\$791	\$151	-4.60%	-9.07%	2.43%
	WHITE	IMPORT BOTTLED	\$841	\$1,063	\$1,196	\$1,350	\$1,449	\$244	15.80%	7.27%	3.17%	
			WHITE - TOTAL	\$841	\$1,063	\$1,196	\$1,350	\$1,449	\$244	15.80%	7.27%	3.17%
	TOTAL	\$3,064	\$3,362	\$3,546	\$4,153	\$4,288	\$811	-2.09%	3.25%	4.61%		
ROMANIA	RED	IMPORT BOTTLED	\$1	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
			RED - TOTAL	\$1	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	WHITE	IMPORT BOTTLED	\$1	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
			WHITE - TOTAL	\$1	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	TOTAL	\$2	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%		
SLOVAK REPUBLIC	RED	IMPORT BOTTLED	\$2	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	

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

				2008	2009	2010	2011	2012	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2012
TABLE WINE	SLOVAK REPUBLIC	RED	RED - TOTAL	\$2	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		TOTAL		\$2	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
SLOVENIA	RED	IMPORT BOTTLED		\$0	\$0	\$0	\$1	\$0	\$0	-100.00%	-76.14%	0.00%
		RED - TOTAL	\$0	\$0	\$0	\$1	\$0	\$0	-100.00%	-76.14%	0.00%	
	WHITE	IMPORT BOTTLED		\$0	\$8	\$13	\$1	\$0	\$0	-100.00%	-69.04%	0.00%
		WHITE - TOTAL	\$0	\$8	\$13	\$1	\$0	\$0	-100.00%	-69.04%	0.00%	
TOTAL		\$0	\$8	\$13	\$1	\$0	\$0	-100.00%	-72.40%	0.00%		
SOUTH AFRICA	RED	CANADA BOTTLED		\$8	\$8	\$11	\$3	\$0	\$0	n/a	-100.00%	0.00%
		IMPORT BOTTLED		\$9,254	\$9,835	\$9,045	\$8,628	\$8,221	\$1,896	-4.38%	-4.72%	5.75%
		RED - TOTAL	\$9,262	\$9,843	\$9,055	\$8,631	\$8,221	\$1,896	-4.38%	-4.75%	5.75%	
	ROSE	IMPORT BOTTLED		\$19	\$28	\$1	\$34	\$0	\$0	-100.00%	-100.00%	0.00%
		ROSE - TOTAL	\$19	\$28	\$1	\$34	\$0	\$0	-100.00%	-100.00%	0.00%	
	WHITE	CANADA BOTTLED		\$6	\$6	\$9	\$3	\$0	\$0	n/a	-100.00%	0.00%
IMPORT BOTTLED			\$4,533	\$4,601	\$4,680	\$4,869	\$5,253	\$1,135	1.54%	7.88%	8.07%	
WHITE - TOTAL		\$4,538	\$4,608	\$4,688	\$4,872	\$5,253	\$1,135	1.54%	7.81%	8.07%		
TOTAL		\$13,819	\$14,479	\$13,745	\$13,537	\$13,474	\$3,031	-2.72%	-0.47%	6.65%		
SPAIN	RED	IMPORT BOTTLED		\$11,547	\$11,942	\$11,859	\$13,590	\$16,523	\$3,970	14.51%	21.58%	7.95%
		RED - TOTAL	\$11,547	\$11,942	\$11,859	\$13,590	\$16,523	\$3,970	14.51%	21.58%	7.95%	
	ROSE	IMPORT BOTTLED		\$131	\$224	\$179	\$242	\$168	\$18	-52.55%	-30.42%	12.73%
		ROSE - TOTAL	\$131	\$224	\$179	\$242	\$168	\$18	-52.55%	-30.42%	12.73%	
	WHITE	IMPORT BOTTLED		\$613	\$694	\$735	\$861	\$1,072	\$198	-1.79%	24.43%	17.68%
WHITE - TOTAL		\$613	\$694	\$735	\$861	\$1,072	\$198	-1.79%	24.43%	17.68%		
TOTAL		\$12,290	\$12,860	\$12,773	\$14,693	\$17,763	\$4,185	12.94%	20.90%	8.58%		
SWITZERLAND	RED	IMPORT BOTTLED		\$1	\$2	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		RED - TOTAL	\$1	\$2	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
	WHITE	IMPORT BOTTLED		\$1	\$1	\$0	\$9	\$0	\$0	-98.86%	-95.83%	0.00%

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

			2008	2009	2010	2011	2012	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2012	
TABLE WINE	SWITZERLAND	WHITE	WHITE - TOTAL	\$1	\$1	\$0	\$9	\$0	-98.86%	-95.83%	0.00%	
		TOTAL	\$2	\$3	\$0	\$9	\$0	-98.86%	-95.83%	0.00%		
TURKEY	RED	IMPORT BOTTLED		\$0	\$0	\$3	\$0	\$9	\$2	n/a	n/a	20.34%
		RED - TOTAL	\$0	\$0	\$3	\$0	\$9	\$2	n/a	n/a	20.34%	
		TOTAL	\$0	\$0	\$3	\$0	\$9	\$2	n/a	n/a	20.34%	
UNITED STATES OF AMERICA	ICE WINE WHITE	IMPORT BOTTLED		\$0	\$0	\$0	\$0	\$2	\$2	n/a	n/a	0.00%
		ICE WINE WHITE - TOTAL	\$0	\$0	\$0	\$0	\$2	\$2	n/a	n/a	0.00%	
	RED	CANADA BOTTLED		\$3,480	\$3,666	\$3,739	\$3,441	\$2,985	\$717	-3.16%	-13.25%	1.56%
		IMPORT BOTTLED		\$46,496	\$50,984	\$49,919	\$54,808	\$64,200	\$15,688	25.02%	17.14%	19.95%
		RED - TOTAL	\$49,977	\$54,651	\$53,659	\$58,248	\$67,185	\$16,405	23.45%	15.34%	19.13%	
	ROSE	CANADA BOTTLED		\$93	\$86	\$83	\$30	\$8	\$1	-36.68%	-73.46%	0.00%
		IMPORT BOTTLED		\$4,640	\$4,595	\$4,444	\$4,315	\$4,194	\$884	0.35%	-2.80%	6.55%
	ROSE - TOTAL	\$4,733	\$4,681	\$4,528	\$4,344	\$4,202	\$885	0.26%	-3.28%	6.54%		
	WHITE	CANADA BOTTLED		\$1,977	\$1,975	\$1,982	\$1,724	\$1,469	\$312	-17.42%	-14.79%	2.47%
		IMPORT BOTTLED		\$19,966	\$22,038	\$22,607	\$23,683	\$26,063	\$5,481	13.22%	10.05%	15.97%
WHITE - TOTAL		\$21,943	\$24,013	\$24,589	\$25,406	\$27,532	\$5,793	11.00%	8.37%	15.25%		
TOTAL	\$76,653	\$83,344	\$82,775	\$87,999	\$98,921	\$23,085	19.04%	12.41%	17.52%			
URUGUAY	RED	IMPORT BOTTLED		\$22	\$19	\$28	\$53	\$22	\$5	-29.26%	-58.66%	1.54%
		RED - TOTAL	\$22	\$19	\$28	\$53	\$22	\$5	-29.26%	-58.66%	1.54%	
	WHITE	IMPORT BOTTLED		\$0	\$0	\$0	\$1	\$1	\$0	n/a	17.92%	0.00%
		WHITE - TOTAL	\$0	\$0	\$0	\$1	\$1	\$0	n/a	17.92%	0.00%	
TOTAL	\$22	\$19	\$28	\$53	\$23	\$5	-29.26%	-57.57%	1.54%			
IMPORT TABLE WINE - SUMMARY	CANADA BOTTLED		\$12,694	\$12,161	\$11,725	\$9,851	\$8,443	\$1,987	-3.75%	-14.30%	6.93%	
	IMPORT BOTTLED		\$400,818	\$420,894	\$412,427	\$429,749	\$458,383	\$102,555	8.83%	6.66%	14.19%	
IMPORT TABLE WINE - TOTAL		\$413,512	\$433,054	\$424,152	\$439,601	\$466,826	\$104,542	8.56%	6.19%	14.06%		
SPARKLING WINE	ARGENTINA	RED		\$0	\$0	\$0	\$1	\$1	\$0	n/a	33.33%	0.00%

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

			2008	2009	2010	2011	2012	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2012
SPARKLING WINE	ARGENTINA	ROSE	\$0	\$0	\$0	\$3	\$4	\$1	134.97%	50.30%	16.67%
		WHITE	\$16	\$29	\$52	\$49	\$52	\$12	73.25%	4.96%	9.68%
		TOTAL	\$16	\$29	\$52	\$53	\$57	\$12	75.13%	7.80%	11.06%
AUSTRALIA	RED	\$341	\$298	\$227	\$183	\$170	\$28	-19.83%	-6.81%	0.56%	
	ROSE	\$489	\$744	\$1,363	\$1,275	\$1,176	\$231	2.94%	-7.78%	5.82%	
	WHITE	\$1,828	\$2,019	\$1,935	\$1,654	\$1,510	\$219	-6.74%	-8.70%	5.96%	
	TOTAL	\$2,659	\$3,061	\$3,526	\$3,112	\$2,856	\$477	-3.25%	-8.21%	5.58%	
AUSTRIA	ROSE	\$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%	
CHILE	RED	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
	ROSE	\$62	\$251	\$282	\$322	\$355	\$69	-20.51%	10.33%	1.28%	
	WHITE	\$18	\$14	\$0	\$2	\$2	\$0	n/a	20.01%	0.00%	
	TOTAL	\$80	\$265	\$282	\$324	\$357	\$69	-20.51%	10.39%	1.28%	
CHINA	WHITE	\$0	\$0	\$0	\$0	\$4	\$1	369.40%	1,660.27%	3.62%	
	TOTAL	\$0	\$0	\$0	\$0	\$4	\$1	369.40%	1,660.27%	3.62%	
CZECH REPUBLIC	WHITE	\$5	\$24	\$0	\$0	\$0	\$0	n/a	-100.00%	0.00%	
	TOTAL	\$5	\$24	\$0	\$0	\$0	\$0	n/a	-100.00%	0.00%	
FRANCE	RED	\$0	\$0	\$0	\$0	\$21	\$0	n/a	n/a	0.00%	
	ROSE	\$995	\$1,168	\$1,191	\$1,346	\$1,577	\$320	24.09%	17.12%	17.81%	
	ROSE TABLE WINE	\$0	\$0	\$0	\$49	\$91	\$19	151.26%	86.60%	7.30%	
	WHITE	\$11,464	\$10,533	\$10,166	\$9,614	\$10,159	\$1,720	11.45%	5.67%	28.49%	
	WHITE TABLE WINE	\$79	\$139	\$142	\$202	\$166	\$27	-36.15%	-17.96%	12.30%	
	TOTAL	\$12,538	\$11,840	\$11,499	\$11,211	\$12,014	\$2,087	12.68%	6.97%	26.70%	
GERMANY	ROSE	\$0	\$0	\$207	\$264	\$324	\$68	46.21%	22.40%	3.33%	
	WHITE	\$2,478	\$2,536	\$2,645	\$2,840	\$2,823	\$413	-4.34%	-0.59%	11.03%	
	TOTAL	\$2,478	\$2,536	\$2,851	\$3,104	\$3,147	\$481	0.58%	1.37%	10.24%	

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

			2008	2009	2010	2011	2012	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2012
SPARKLING WINE	HUNGARY	WHITE	\$218	\$264	\$326	\$308	\$279	\$40	-18.37%	-9.59%	2.27%
		TOTAL	\$218	\$264	\$326	\$308	\$279	\$40	-18.37%	-9.59%	2.27%
	INDIA	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%
	ISRAEL	WHITE	\$0	\$4	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		TOTAL	\$0	\$4	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	ITALY	RED	\$0	\$0	\$1	\$0	\$2	\$2	n/a	2,857.94%	43.75%
		ROSE	\$55	\$141	\$220	\$237	\$230	\$39	-0.50%	-2.84%	14.64%
		WHITE	\$2,322	\$2,712	\$3,397	\$3,751	\$4,332	\$791	12.52%	15.46%	24.12%
		TOTAL	\$2,376	\$2,853	\$3,618	\$3,988	\$4,564	\$833	11.84%	14.44%	23.65%
	NEW ZEALAND	ROSE	\$0	\$4	\$1	\$1	\$73	\$24	20,110.58%	7,929.48%	4.95%
		WHITE	\$77	\$106	\$72	\$163	\$359	\$65	7.10%	120.42%	6.69%
		TOTAL	\$77	\$110	\$73	\$164	\$432	\$89	46.17%	163.83%	6.40%
	PORTUGAL	ROSE	\$0	\$9	\$14	\$10	\$0	\$0	-100.00%	-99.76%	0.00%
		WHITE	\$0	\$5	\$6	\$8	\$3	\$1	401.04%	-60.48%	32.10%
		TOTAL	\$0	\$14	\$20	\$18	\$3	\$1	34.36%	-83.26%	32.10%
	SOUTH AFRICA	ROSE	\$0	\$3	\$6	\$2	\$4	\$1	-16.66%	133.36%	0.00%
		WHITE	\$45	\$44	\$262	\$311	\$268	\$48	-12.66%	-13.89%	5.61%
		TOTAL	\$45	\$47	\$268	\$312	\$271	\$49	-12.77%	-13.13%	5.61%
	SPAIN	RED	\$0	\$0	\$0	\$1	\$2	\$1	284.95%	126.49%	0.00%
		ROSE	\$306	\$304	\$283	\$368	\$294	\$50	-25.58%	-20.01%	13.11%
		WHITE	\$4,700	\$4,566	\$4,669	\$4,768	\$4,745	\$764	5.48%	-0.47%	16.54%
		TOTAL	\$5,006	\$4,871	\$4,952	\$5,136	\$5,041	\$815	2.94%	-1.85%	16.34%
	UNITED STATES OF AMERICA	ROSE	\$24	\$45	\$251	\$129	\$42	\$4	-72.33%	-67.02%	0.67%
		WHITE	\$2,100	\$1,866	\$1,882	\$1,878	\$1,843	\$332	6.44%	-1.84%	11.91%
		TOTAL	\$2,124	\$1,910	\$2,133	\$2,007	\$1,886	\$336	2.75%	-6.02%	11.66%

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

	2008	2009	2010	2011	2012	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2012
IMPORT SPARKLING WINE - TOTAL	\$27,624	\$27,828	\$29,600	\$29,737	\$30,911	\$5,290	6.97%	3.95%	18.98%
WINE - GIFT PACKS									
AUSTRALIA	\$508	\$127	\$127	\$62	\$0	\$0	-100.00%	-99.51%	0.00%
CHILE	\$0	\$0	\$0	\$0	\$16	\$0	n/a	n/a	0.00%
FRANCE	\$97	\$64	\$93	\$155	\$160	\$8	-13.83%	3.67%	1.73%
ITALY	\$45	\$84	\$1	\$0	\$30	\$5	n/a	n/a	0.19%
PORTUGAL	\$0	\$4	\$6	\$0	\$0	\$0	n/a	n/a	0.00%
SOUTH AFRICA	\$0	\$0	\$100	\$0	\$0	\$0	n/a	-100.00%	0.00%
SPAIN	\$0	\$0	\$48	\$24	\$0	\$0	-100.00%	-100.00%	0.00%
UNITED STATES OF AMERICA	\$10	\$0	\$0	\$0	\$43	\$3	n/a	n/a	5.89%
IMPORT WINE - GIFT PACKS - TOTAL	\$659	\$279	\$375	\$241	\$250	\$16	46.90%	3.75%	2.14%
IMPORT WINE - TOTAL	\$458,687	\$477,975	\$469,942	\$485,745	\$514,095	\$113,567	8.18%	5.84%	14.69%

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	a) Breweries with annual production of over 160,000 HL are commercial breweries b) Breweries with annual production of up to 160,000 HL include regional breweries, small breweries and brew pubs
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 or PST.
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

Via e-mail: salesinfo@bliquorstores.com