



QUARTERLY MARKET REVIEW

MARCH 2011



BRITISH
COLUMBIA
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**LIQUOR
DISTRIBUTION
BRANCH**

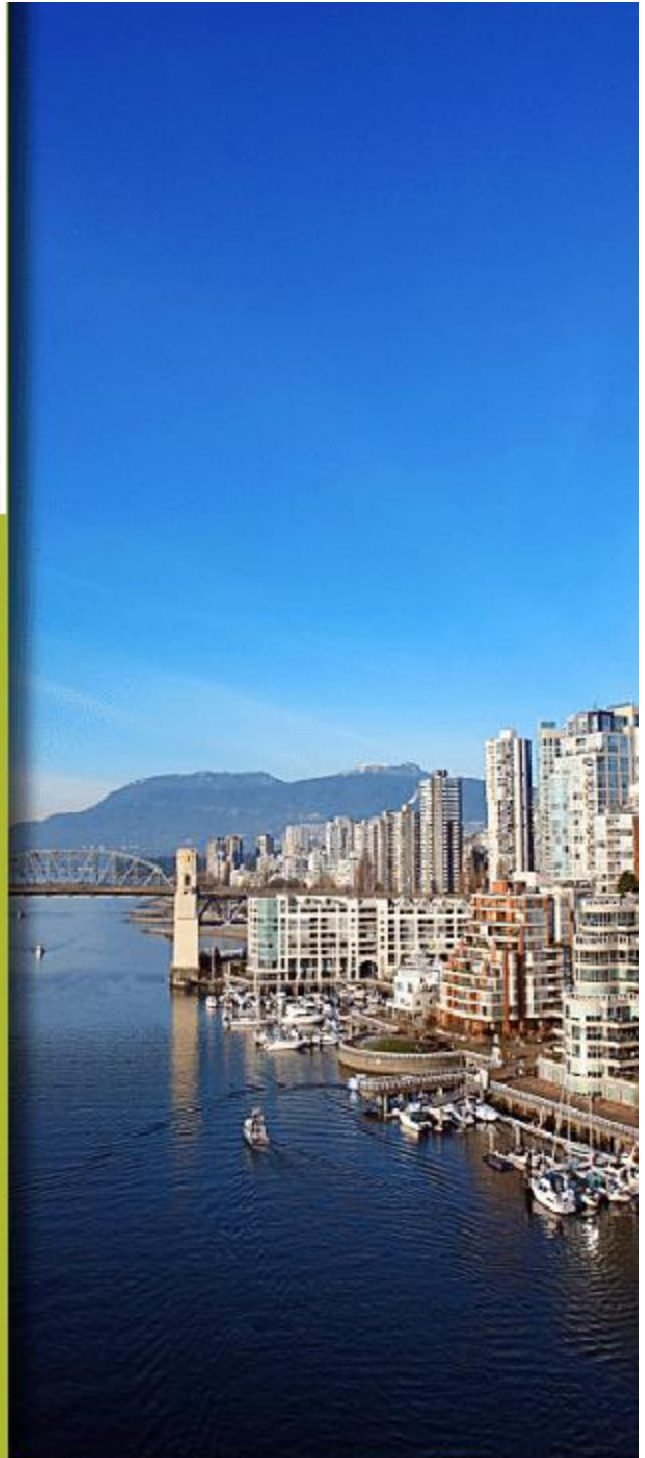


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Introduction

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

The QMR provides provincial sales for domestic and import beer, cider, coolers, spirits and wine. Sales are provided in both litre and retail dollar value. Retail dollar value is based on the government liquor store price excluding provincial sales tax (PST) and federal goods and services tax (GST) or harmonized sales tax (HST) which replaced the PST and GST on July 1, 2010.

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.).

For historical comparison, please note:

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 150,000HL - DRAFT	-16.75%
BREWERIES WITH ANNUAL PRODUCTION OVER 150,000HL - PACKAGED	-13.48%
BREWERIES WITH ANNUAL PRODUCTION UP TO 150,000HL - DRAFT	7.47%
BREWERIES WITH ANNUAL PRODUCTION UP TO 150,000HL - PACKAGED	29.40%

BEER - IMPORTED	% Change
UNITED STATES OF AMERICA	24.64%
MEXICO	-17.86%
NETHERLANDS	-20.84%
BELGIUM	-15.31%
IRELAND	-4.92%
GERMANY	-13.69%

CIDER - DOMESTIC	% Change
CIDER	-1.52%

CIDER - IMPORTED	% Change
CIDER	-5.20%

COOLERS - DOMESTIC	% Change
WINE	-12.38%
SPIRIT	-10.99%
BEER	/0

COOLERS - IMPORTED	% Change
WINE	-20.99%
SPIRIT	-6.34%
BEER	283.10%

SPIRITS - DOMESTIC	% Change
CANADIAN WHISKY	-1.50%
VODKA	1.17%
RUM	-1.27%
LIQUEURS	-4.67%
GIN	-6.02%
BRANDY	-6.44%

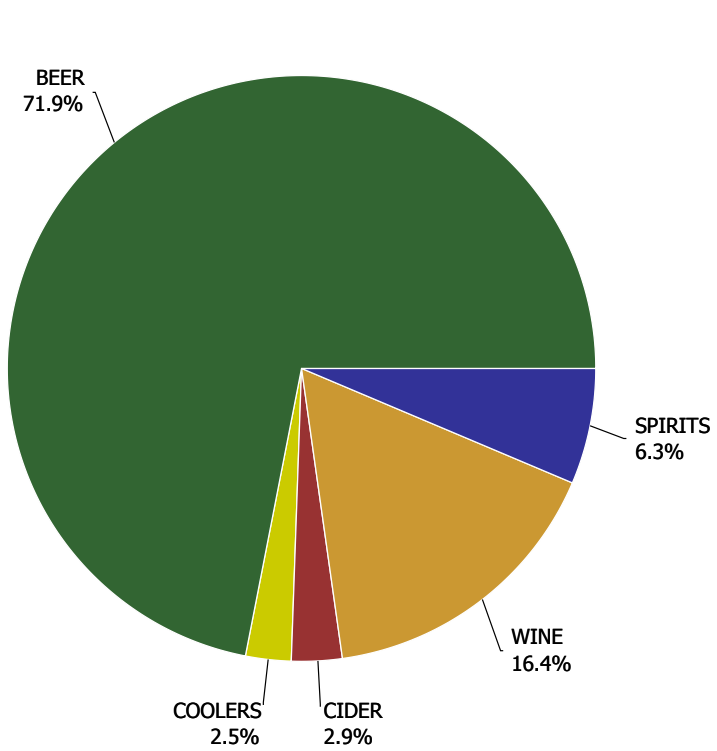
SPIRITS - IMPORTED	% Change
SCOTCH WHISKY	4.82%
VODKA	2.49%
RUM	7.84%
LIQUEURS	-5.49%
GIN	0.77%
BRANDY	4.42%

WINE - DOMESTIC	% Change
TABLE WINE RED	0.23%
TABLE WINE ROSE	2.30%
TABLE WINE WHITE	-2.15%
SPARKLING WINE	-12.94%
APERITIF, DESSERT AND FORTIFIED WINE	1.66%

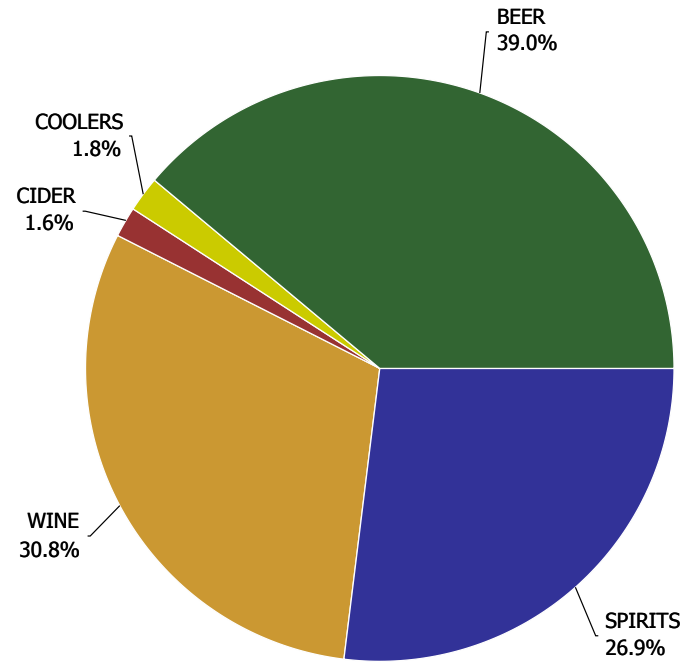
WINE - IMPORTED	% Change
TABLE WINE RED	5.35%
TABLE WINE ROSE	4.01%
TABLE WINE WHITE	1.67%
SPARKLING WINE	-5.83%
APERITIF, DESSERT AND FORTIFIED WINE	4.19%

Total Market Share

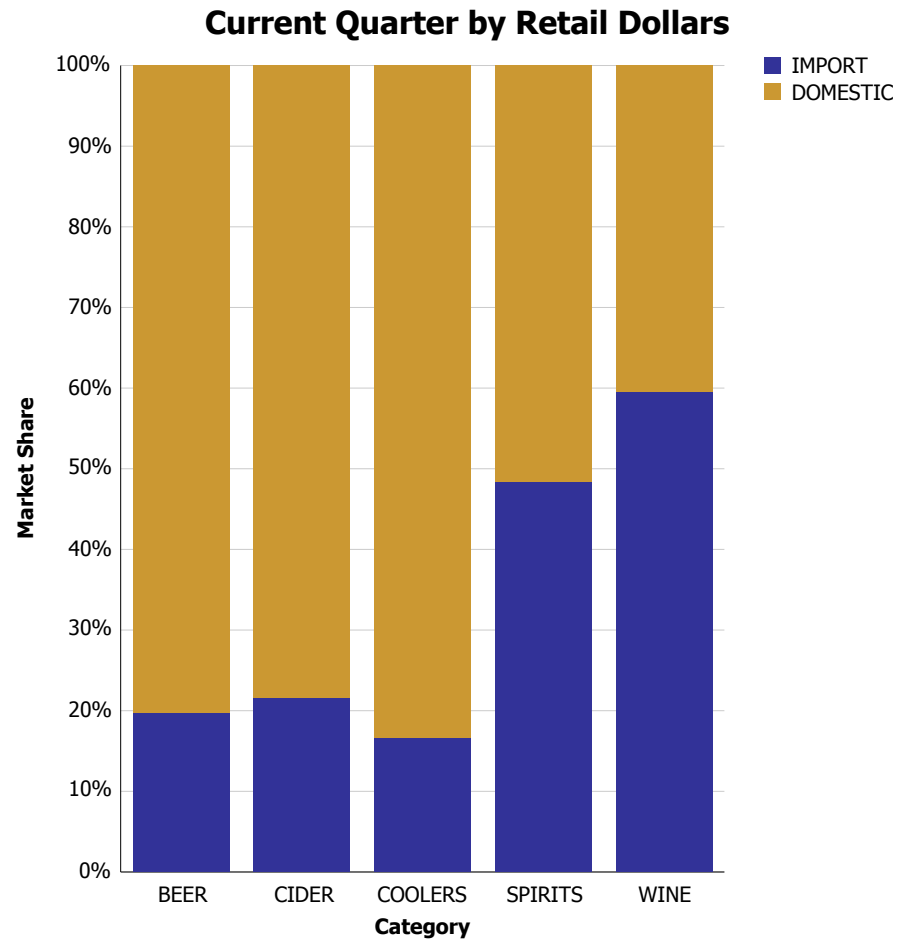
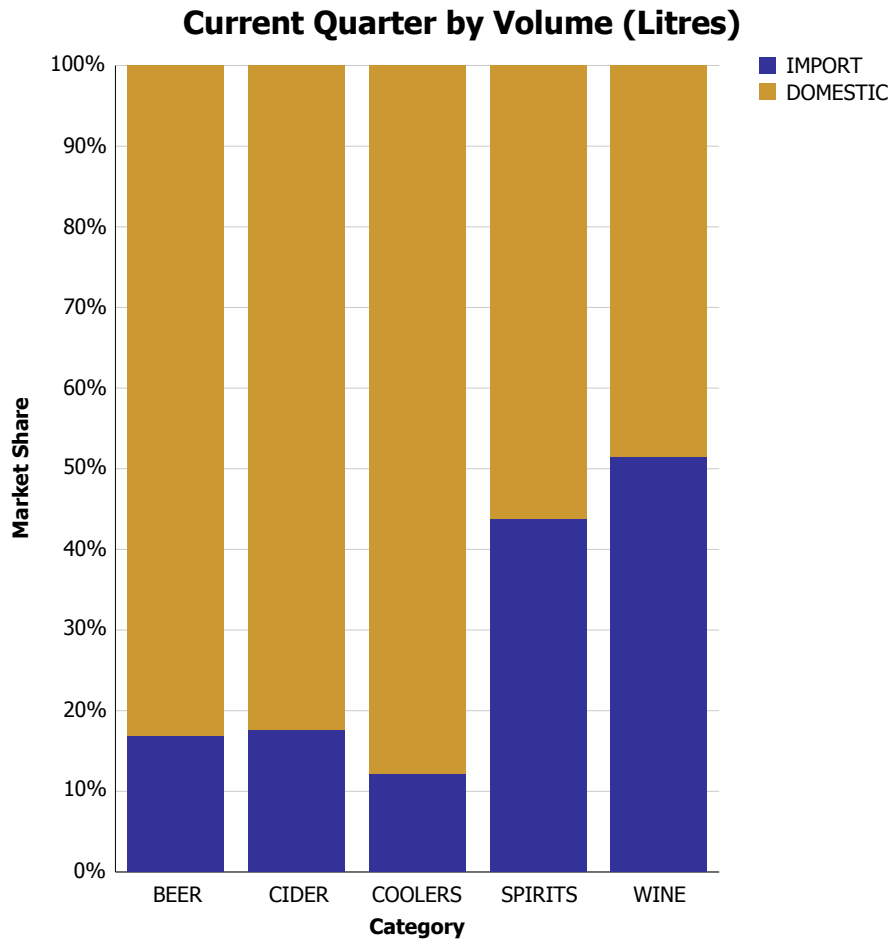
Total Market Share
Current Quarter by Volume (Litres)



Total Market Share
Current Quarter by Retail Dollars



Domestic-Import Share by Category



**TOTAL MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH
SALES IN LITRES**

		2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
BEER	DOMESTIC	241,298,824	241,374,493	236,405,409	245,211,460	221,680,931	45,783,352	-13.61%	-9.60%	23.73%
	IMPORT	39,036,994	43,962,538	46,705,042	48,783,989	50,683,660	9,301,244	-3.97%	3.89%	18.46%
	BEER	280,335,818	285,337,031	283,110,451	293,995,449	272,364,591	55,084,596	-12.12%	-7.36%	22.75%
COOLERS AND CIDERS	DOMESTIC	18,918,327	18,972,947	19,225,020	22,450,691	22,069,074	3,506,413	-9.17%	-1.70%	7.25%
	IMPORT	2,328,840	3,100,963	3,931,687	3,921,967	3,596,279	625,411	-4.30%	-8.30%	18.44%
	COOLERS AND CIDERS	21,247,167	22,073,910	23,156,707	26,372,658	25,665,353	4,131,824	-8.47%	-2.68%	8.82%
SPIRITS	DOMESTIC	14,686,608	15,042,303	15,080,594	14,125,811	13,383,577	2,699,345	-6.06%	-5.25%	11.38%
	IMPORT	9,650,486	10,286,101	10,655,877	10,576,187	10,610,056	2,102,703	-1.55%	0.32%	14.88%
	SPIRITS	24,337,094	25,328,404	25,736,471	24,701,999	23,993,632	4,802,048	-4.14%	-2.87%	12.93%
WINE	DOMESTIC	25,085,820	26,382,250	27,428,665	28,775,989	30,168,573	6,095,781	0.92%	4.84%	14.86%
	IMPORT	26,773,539	29,244,450	29,907,202	29,999,566	30,019,784	6,447,364	-0.48%	0.07%	12.31%
	WINE	51,859,359	55,626,701	57,335,867	58,775,555	60,188,357	12,543,146	0.20%	2.40%	13.59%
TOTAL LIQUOR MARKET		377,779,438	388,366,045	389,339,496	403,845,661	382,211,934	76,561,613	-9.63%	-5.36%	19.76%

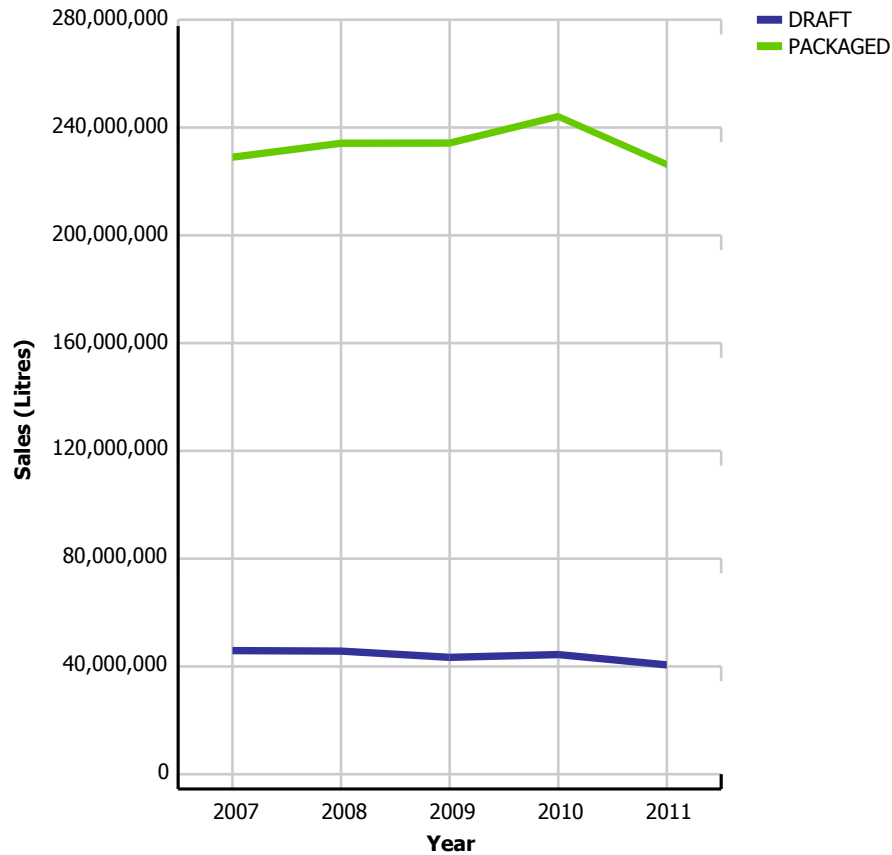
TOTAL MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH
SALES IN RETAIL DOLLARS (000's)

		2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
BEER	DOMESTIC	\$871,436	\$891,388	\$901,161	\$944,988	\$876,806	\$179,176	-10.09%	-7.22%	20.38%
	IMPORT	\$177,058	\$199,837	\$218,183	\$232,642	\$237,788	\$44,137	-4.88%	2.21%	19.32%
	BEER	\$1,048,494	\$1,091,225	\$1,119,344	\$1,177,630	\$1,114,594	\$223,313	-9.10%	-5.35%	20.16%
COOLERS AND CIDERS	DOMESTIC	\$89,219	\$90,877	\$90,858	\$102,336	\$99,285	\$15,834	-6.98%	-2.98%	7.94%
	IMPORT	\$14,471	\$19,414	\$23,733	\$24,109	\$21,743	\$3,700	-7.46%	-9.81%	15.64%
	COOLERS AND CIDERS	\$103,690	\$110,291	\$114,592	\$126,445	\$121,029	\$19,533	-7.07%	-4.28%	9.32%
SPIRITS	DOMESTIC	\$369,010	\$391,819	\$408,162	\$394,662	\$390,896	\$79,519	-0.88%	-0.95%	10.98%
	IMPORT	\$299,204	\$330,565	\$352,019	\$354,320	\$366,239	\$74,389	2.97%	3.36%	15.33%
	SPIRITS	\$668,214	\$722,383	\$760,181	\$748,982	\$757,134	\$153,908	0.94%	1.09%	13.09%
WINE	DOMESTIC	\$294,859	\$322,534	\$341,281	\$361,641	\$380,595	\$71,462	-1.28%	5.24%	15.65%
	IMPORT	\$403,216	\$458,686	\$477,975	\$469,942	\$485,745	\$104,983	3.72%	3.36%	14.96%
	WINE	\$698,075	\$781,220	\$819,257	\$831,583	\$866,339	\$176,445	1.63%	4.18%	15.26%
TOTAL LIQUOR MARKET		\$2,518,474	\$2,705,119	\$2,813,373	\$2,884,639	\$2,859,096	\$573,200	-3.30%	-0.89%	16.34%

Beer Market - Packaged vs Draft (Domestic & Imported)

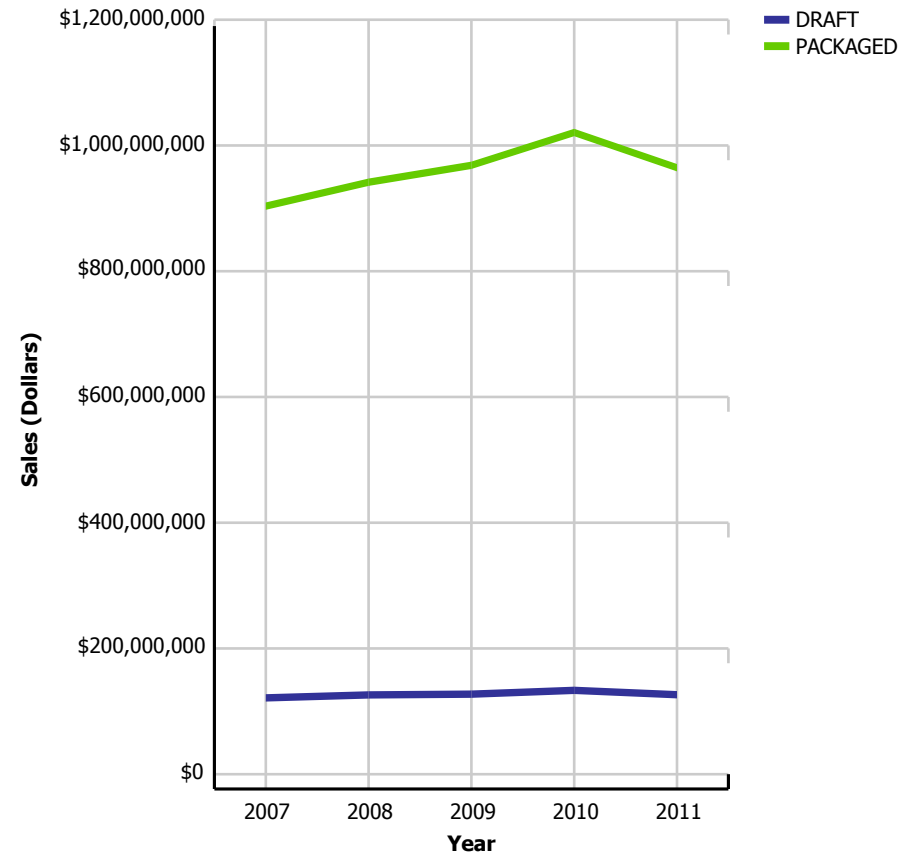
Beers (Domestic & Imported)

Annual Sales by Volume (Litres)

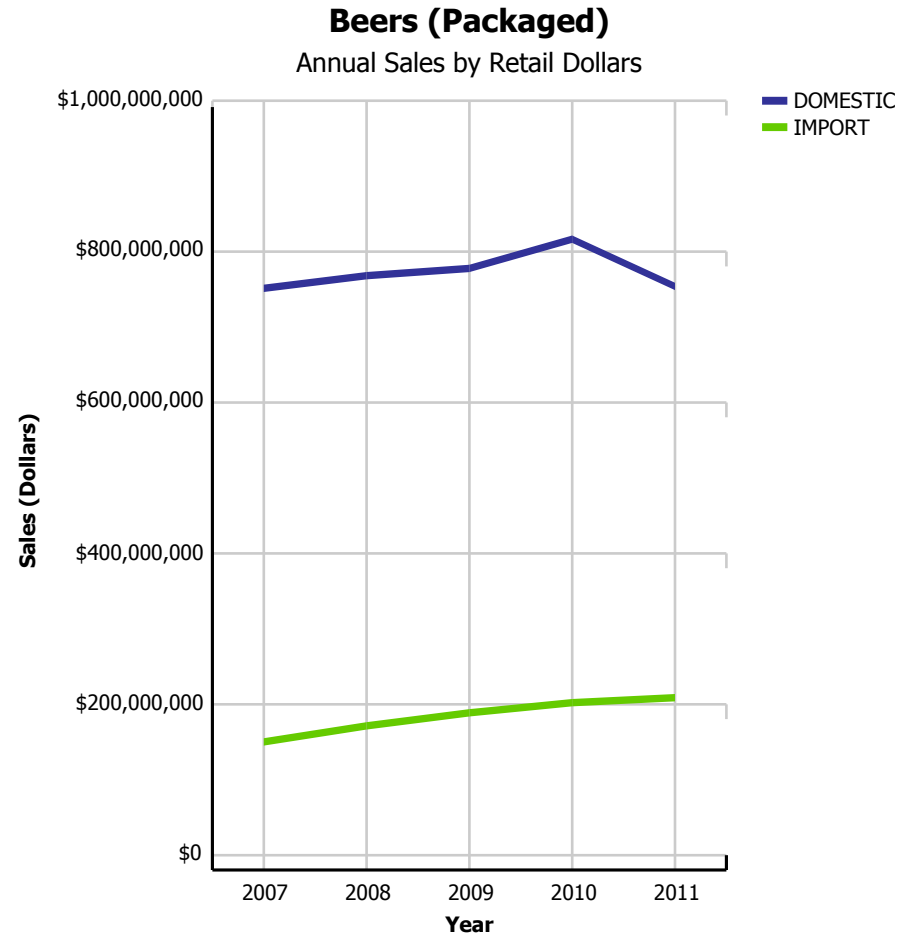
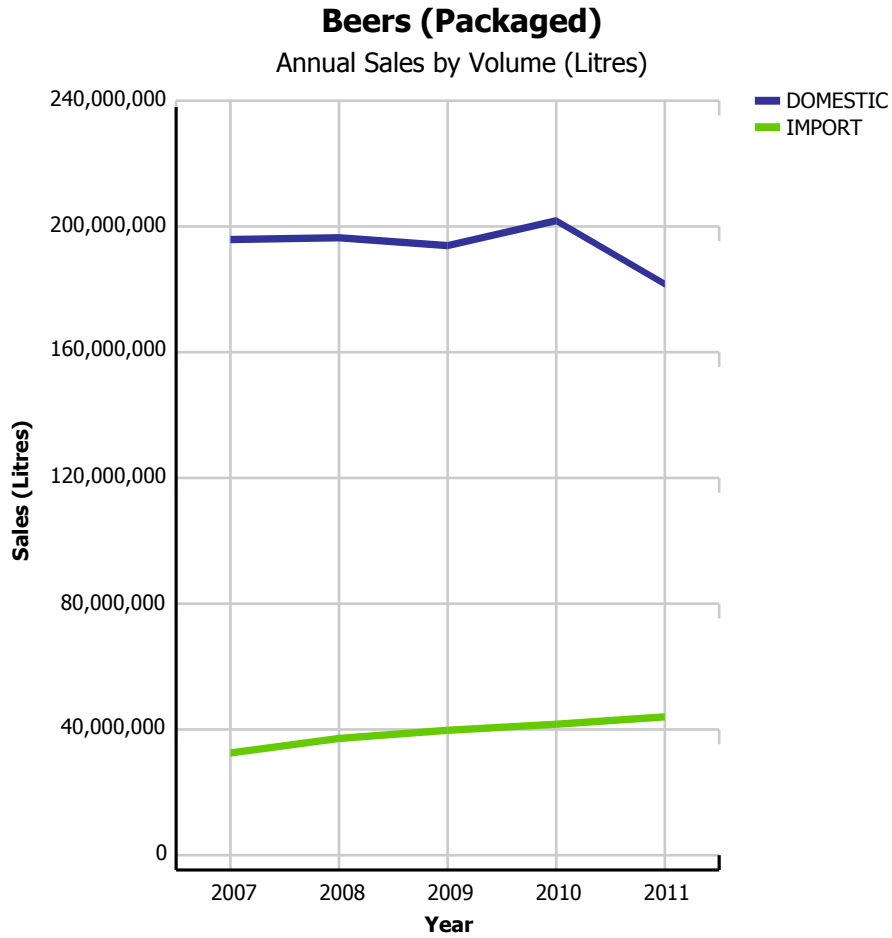


Beers (Domestic & Imported)

Annual Sales by Retail Dollars



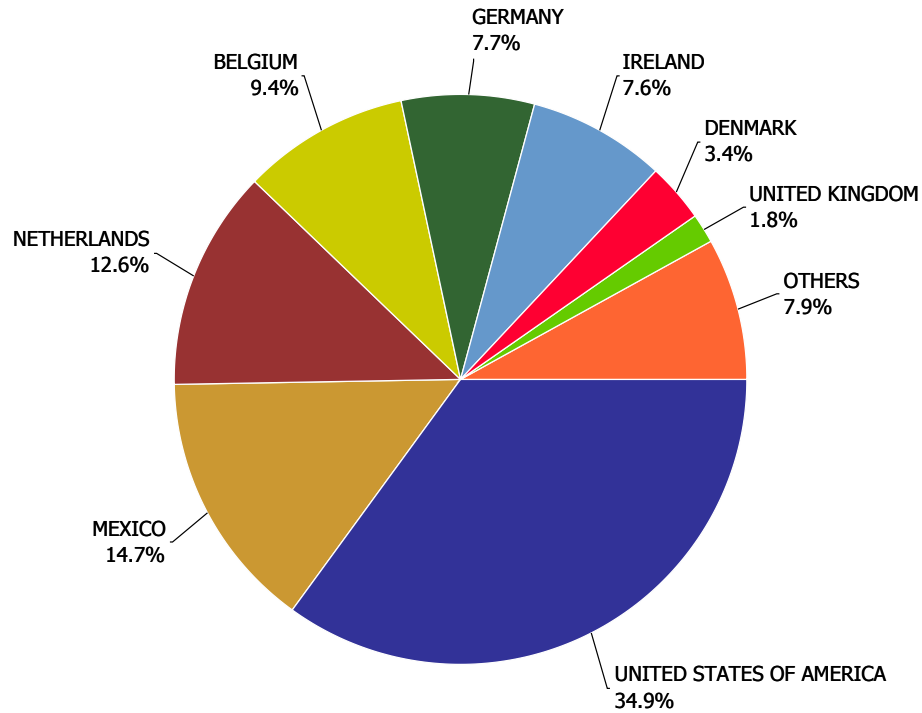
Beer Market - Domestic vs Import (Packaged)



Beer Market - Import Beer

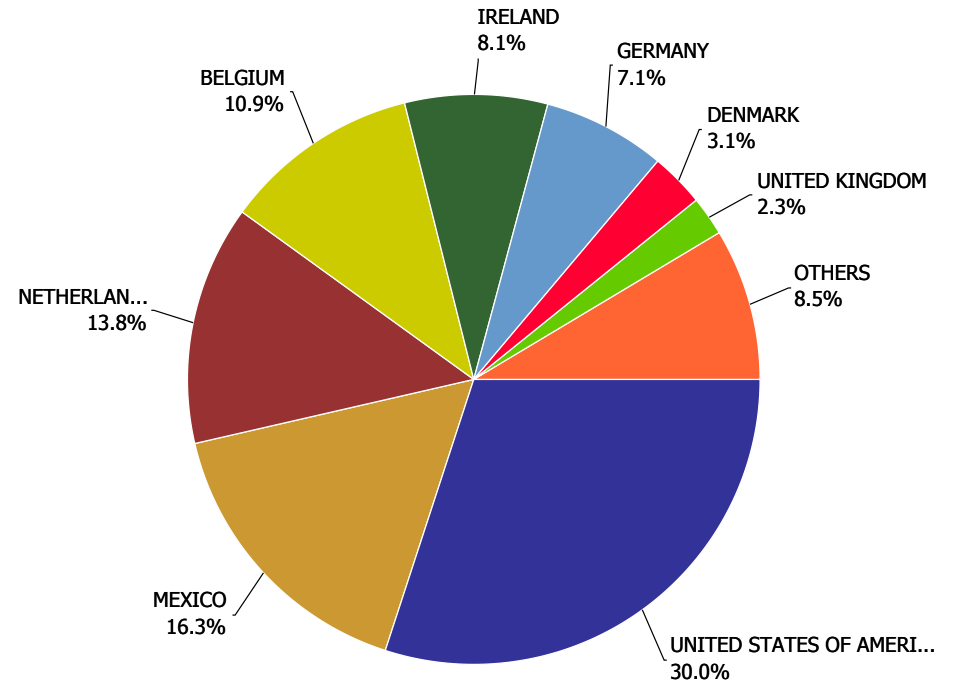
Import Beer Market Share

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
SALES IN LITRES

		2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
Breweries with Annual Production Over 150,000HL	DRAFT	37,091,261	36,684,930	34,333,554	34,412,781	30,486,627	7,322,610	-20.67%	-11.41%	98.61%
	PACKAGED	186,790,889	185,503,120	181,918,725	185,986,183	160,605,197	31,517,462	-16.97%	-13.65%	8.81%
	TOTAL	223,882,150	222,188,051	216,252,279	220,398,964	191,091,825	38,840,072	-17.69%	-13.30%	23.14%
Breweries with Annual Production up to 150,000HL	DRAFT	7,176,844	7,091,021	6,976,960	7,781,266	8,324,339	1,971,787	2.36%	6.98%	94.17%
	PACKAGED	10,239,829	12,091,196	13,166,696	16,956,289	22,112,074	4,930,640	28.06%	30.41%	2.37%
	TOTAL	17,416,674	19,182,217	20,143,656	24,737,555	30,436,413	6,902,426	19.49%	23.04%	27.47%
DOMESTIC DRAFT - TOTAL		44,268,105	43,775,952	41,310,514	42,194,047	38,810,966	9,294,397	-16.69%	-8.02%	97.66%
DOMESTIC PACKAGED - TOTAL		197,030,720	197,598,542	195,094,895	203,017,414	182,869,965	36,488,955	-12.78%	-9.92%	8.04%
DOMESTIC BEER - TOTAL		241,298,824	241,374,493	236,405,409	245,211,460	221,680,931	45,783,352	-13.61%	-9.60%	23.73%

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

		2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
Breweries with Annual Production Over 150,000HL	DRAFT	\$96,239	\$98,974	\$97,462	\$100,088	\$92,129	\$22,304	-16.77%	-7.95%	98.57%
	PACKAGED	\$719,164	\$728,729	\$732,505	\$756,350	\$672,333	\$131,336	-13.47%	-11.11%	9.05%
	TOTAL	\$815,403	\$827,703	\$829,967	\$856,439	\$764,462	\$153,640	-13.97%	-10.74%	19.84%
Breweries with Annual Production up to 150,000HL	DRAFT	\$18,921	\$19,396	\$21,037	\$23,497	\$25,868	\$6,172	5.97%	10.09%	94.15%
	PACKAGED	\$37,113	\$44,263	\$50,105	\$64,661	\$85,644	\$19,139	30.00%	32.45%	3.00%
	TOTAL	\$56,033	\$63,659	\$71,143	\$88,158	\$111,512	\$25,311	23.18%	26.49%	24.14%
DOMESTIC DRAFT - TOTAL		\$115,160	\$118,370	\$118,499	\$123,585	\$117,998	\$28,476	-12.71%	-4.52%	97.60%
DOMESTIC PACKAGED - TOTAL		\$756,277	\$773,018	\$782,662	\$821,403	\$758,808	\$150,700	-9.57%	-7.62%	8.38%
DOMESTIC BEER - TOTAL		\$871,436	\$891,388	\$901,161	\$944,988	\$876,806	\$179,176	-10.09%	-7.22%	20.38%

IMPORT BEER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH
SALES IN LITRES

		2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
ARGENTINA	PACKAGED	79,895	90,248	15,230	150	1,196	372	176.47%	694.74%	10.60%
	ARGENTINA - Total	79,895	90,248	15,230	150	1,196	372	176.47%	694.74%	10.60%
AUSTRALIA	PACKAGED	140,016	129,022	57,634	43,947	33,537	8,793	-32.72%	-23.69%	25.12%
	AUSTRALIA - Total	140,016	129,022	57,634	43,947	33,537	8,793	-32.72%	-23.69%	25.12%
AUSTRIA	DRAFT	0	0	0	1,500	8,775	1,775	54.35%	485.00%	100.00%
	PACKAGED	11,972	6,020	26,793	55,055	59,091	12,910	-12.36%	7.33%	37.39%
	AUSTRIA - Total	11,972	6,020	26,793	56,555	67,866	14,685	-7.53%	20.00%	45.49%
BELGIUM	DRAFT	991,950	1,191,840	1,250,400	1,170,990	938,340	206,420	-30.94%	-19.87%	99.41%
	PACKAGED	3,744,127	4,120,149	4,548,635	4,070,707	3,375,948	667,173	-13.89%	-17.07%	17.72%
	BELGIUM - Total	4,736,077	5,311,989	5,799,035	5,241,697	4,314,288	873,593	-18.64%	-17.69%	35.49%
BRAZIL	PACKAGED	1,448,690	1,181,435	880,581	437,665	136,831	5,412	-79.42%	-68.74%	10.71%
	BRAZIL - Total	1,448,690	1,181,435	880,581	437,665	136,831	5,412	-79.42%	-68.74%	10.71%
CHILE	PACKAGED	0	0	0	784	684	100	-66.96%	-12.74%	18.52%
	CHILE - Total	0	0	0	784	684	100	-66.96%	-12.74%	18.52%
CHINA	PACKAGED	254,920	260,534	286,880	351,113	322,523	65,222	-27.55%	-8.14%	39.71%
	CHINA - Total	254,920	260,534	286,880	351,113	322,523	65,222	-27.55%	-8.14%	39.71%
CROATIA	PACKAGED	1,941	0	30,374	71,835	66,320	9,458	-55.57%	-7.68%	2.68%
	CROATIA - Total	1,941	0	30,374	71,835	66,320	9,458	-55.57%	-7.68%	2.68%
CZECH REPUBLIC	DRAFT	0	0	967	24,817	37,152	7,823	8.98%	49.70%	93.06%
	PACKAGED	710,134	737,873	673,362	763,565	759,603	155,667	-10.78%	-0.52%	5.42%
	CZECH REPUBLIC - Total	710,134	737,873	674,329	788,382	796,756	163,491	-10.00%	1.06%	9.51%
DENMARK	DRAFT	0	0	12,500	43,000	58,400	12,650	-10.28%	35.81%	99.74%
	PACKAGED	781,015	986,335	1,181,951	1,393,953	1,361,971	306,061	-0.09%	-2.29%	1.20%
	DENMARK - Total	781,015	986,335	1,194,451	1,436,953	1,420,371	318,711	-0.53%	-1.15%	5.25%
ESTONIA	PACKAGED	0	0	0	84	432	0	-100.00%	413.69%	0.00%

IMPORT BEER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH
SALES IN LITRES

		2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
ESTONIA	ESTONIA - Total	0	0	0	84	432	0	-100.00%	413.69%	0.00%
FIJI	PACKAGED	0	1	0	0	0	0	n/a	n/a	0.00%
	FIJI - Total	0	1	0	0	0	0	n/a	n/a	0.00%
FRANCE	DRAFT	44,850	62,150	55,150	68,690	102,750	34,980	63.46%	49.59%	99.51%
	PACKAGED	168,267	170,213	180,821	206,435	193,070	41,477	-7.20%	-6.47%	16.04%
	FRANCE - Total	213,117	232,363	235,971	275,125	295,820	76,457	15.67%	7.52%	45.03%
GERMANY	DRAFT	229,750	217,010	189,335	241,650	142,430	25,060	-74.03%	-41.06%	96.32%
	PACKAGED	2,687,150	3,025,951	3,459,246	3,452,969	3,245,726	687,566	-8.18%	-6.00%	3.90%
	GERMANY - Total	2,916,900	3,242,961	3,648,581	3,694,619	3,388,156	712,626	-15.69%	-8.29%	7.78%
GREECE	PACKAGED	8,038	8,461	8,354	10,057	8,064	1,887	-10.96%	-19.82%	74.28%
	GREECE - Total	8,038	8,461	8,354	10,057	8,064	1,887	-10.96%	-19.82%	74.28%
HONG KONG	PACKAGED	16	0	0	0	0	0	n/a	n/a	0.00%
	HONG KONG - Total	16	0	0	0	0	0	n/a	n/a	0.00%
INDIA	PACKAGED	63,266	61,636	59,373	51,692	48,171	10,692	-2.56%	-6.81%	80.97%
	INDIA - Total	63,266	61,636	59,373	51,692	48,171	10,692	-2.56%	-6.81%	80.97%
IRELAND	DRAFT	1,235,450	1,319,950	1,365,800	1,360,300	1,221,050	360,300	-12.15%	-10.24%	99.68%
	PACKAGED	1,136,648	1,223,053	1,287,042	1,269,793	1,187,928	345,328	-4.46%	-6.45%	12.86%
	IRELAND - Total	2,372,098	2,543,003	2,652,842	2,630,093	2,408,978	705,628	-8.55%	-8.41%	56.87%
ITALY	PACKAGED	79,175	102,746	121,270	173,938	208,620	50,408	28.19%	19.94%	30.54%
	ITALY - Total	79,175	102,746	121,270	173,938	208,620	50,408	28.19%	19.94%	30.54%
JAMAICA	PACKAGED	152,747	180,393	200,724	230,710	222,875	43,339	-4.65%	-3.40%	21.10%
	JAMAICA - Total	152,747	180,393	200,724	230,710	222,875	43,339	-4.65%	-3.40%	21.10%
JAPAN	DRAFT	0	0	0	779	29,488	10,773	1,282.93%	3,685.37%	89.43%
	PACKAGED	385,690	419,350	477,905	528,644	502,222	110,387	-13.35%	-5.00%	65.63%
	JAPAN - Total	385,690	419,350	477,905	529,423	531,710	121,160	-5.47%	0.43%	66.95%
KENYA	PACKAGED	5,686	7,442	9,750	8,784	10,272	2,172	-17.09%	16.94%	34.65%
	KENYA - Total	5,686	7,442	9,750	8,784	10,272	2,172	-17.09%	16.94%	34.65%

IMPORT BEER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH
SALES IN LITRES

		2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
KOREA - SOUTH	PACKAGED	17,367	15,458	11,966	10,897	10,978	1,783	-42.56%	0.75%	63.26%
	KOREA - SOUTH - Total	17,367	15,458	11,966	10,897	10,978	1,783	-42.56%	0.75%	63.26%
LAOS	PACKAGED	0	0	0	0	103	55	n/a	n/a	0.00%
	LAOS - Total	0	0	0	0	103	55	n/a	n/a	0.00%
LATVIA	PACKAGED	0	0	0	180	0	0	n/a	-100.00%	0.00%
	LATVIA - Total	0	0	0	180	0	0	n/a	-100.00%	0.00%
LITHUANIA	PACKAGED	0	0	0	60	0	0	n/a	-100.00%	0.00%
	LITHUANIA - Total	0	0	0	60	0	0	n/a	-100.00%	0.00%
MEXICO	PACKAGED	9,527,507	11,061,293	11,464,077	12,032,482	9,747,547	1,366,023	-23.80%	-18.99%	21.21%
	MEXICO - Total	9,527,507	11,061,293	11,464,077	12,032,482	9,747,547	1,366,023	-23.80%	-18.99%	21.21%
MONTENEGRO	PACKAGED	3,138	2,783	2,018	1,563	2,134	766	410.72%	36.53%	0.00%
	MONTENEGRO - Total	3,138	2,783	2,018	1,563	2,134	766	410.72%	36.53%	0.00%
NETHERLANDS	DRAFT	371,300	404,800	481,870	600,410	481,220	116,480	-49.83%	-19.85%	99.20%
	PACKAGED	5,360,689	6,449,412	6,517,044	6,330,347	5,465,151	1,059,326	-18.22%	-13.67%	16.49%
	NETHERLANDS - Total	5,731,989	6,854,212	6,998,914	6,930,757	5,946,371	1,175,806	-23.03%	-14.20%	23.18%
NEW ZEALAND	PACKAGED	104,476	98,568	82,705	85,798	71,176	16,141	-13.40%	-17.04%	3.43%
	NEW ZEALAND - Total	104,476	98,568	82,705	85,798	71,176	16,141	-13.40%	-17.04%	3.43%
NORWAY	PACKAGED	0	0	0	0	966	330	n/a	n/a	6.21%
	NORWAY - Total	0	0	0	0	966	330	n/a	n/a	6.21%
PHILIPPINES	PACKAGED	21,871	22,308	23,036	40,781	66,725	15,253	19.33%	63.62%	4.45%
	PHILIPPINES - Total	21,871	22,308	23,036	40,781	66,725	15,253	19.33%	63.62%	4.45%
POLAND	PACKAGED	69,680	106,865	100,040	100,516	115,878	23,318	-7.87%	15.28%	4.59%
	POLAND - Total	69,680	106,865	100,040	100,516	115,878	23,318	-7.87%	15.28%	4.59%
PORTUGAL	PACKAGED	12,369	1	0	0	0	0	n/a	n/a	0.00%

IMPORT BEER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH
SALES IN LITRES

		2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
PORTUGAL	PORTUGAL - Total	12,369	1	0	0	0	0	n/a	n/a	0.00%
RUSSIA (USSR)	PACKAGED	0	40,942	43,885	45,768	29,750	6,022	-44.39%	-35.00%	4.94%
	RUSSIA (USSR) - Total	0	40,942	43,885	45,768	29,750	6,022	-44.39%	-35.00%	4.94%
SERBIA	PACKAGED	0	0	0	0	586	586	n/a	n/a	0.00%
	SERBIA - Total	0	0	0	0	586	586	n/a	n/a	0.00%
SINGAPORE	PACKAGED	82,851	71,285	67,594	58,470	59,606	15,270	21.77%	1.94%	35.03%
	SINGAPORE - Total	82,851	71,285	67,594	58,470	59,606	15,270	21.77%	1.94%	35.03%
SLOVAK REPUBLIC	PACKAGED	34,046	1,414	0	3,968	3,850	500	-27.33%	-2.97%	12.73%
	SLOVAK REPUBLIC - Total	34,046	1,414	0	3,968	3,850	500	-27.33%	-2.97%	12.73%
SLOVENIA	PACKAGED	48,260	35,266	31,394	8,618	1,524	180	n/a	-82.32%	0.00%
	SLOVENIA - Total	48,260	35,266	31,394	8,618	1,524	180	n/a	-82.32%	0.00%
SOUTH AFRICA	PACKAGED	41,918	37,239	25,009	30,977	30,257	7,218	4.65%	-2.32%	3.45%
	SOUTH AFRICA - Total	41,918	37,239	25,009	30,977	30,257	7,218	4.65%	-2.32%	3.45%
SPAIN	PACKAGED	7,934	29,744	137,556	157,524	215,873	46,894	49.45%	37.04%	7.19%
	SPAIN - Total	7,934	29,744	137,556	157,524	215,873	46,894	49.45%	37.04%	7.19%
TAIWAN	PACKAGED	-26	0	0	0	0	0	n/a	n/a	0.00%
	TAIWAN - Total	-26	0	0	0	0	0	n/a	n/a	0.00%
THAILAND	PACKAGED	81,426	102,367	85,585	78,273	81,424	18,482	0.24%	4.03%	61.98%
	THAILAND - Total	81,426	102,367	85,585	78,273	81,424	18,482	0.24%	4.03%	61.98%
TRINIDAD AND TOBAGO	PACKAGED	24,412	22,502	20,647	18,026	22,313	3,893	23.23%	23.78%	16.75%
	TRINIDAD AND TOBAGO - Total	24,412	22,502	20,647	18,026	22,313	3,893	23.23%	23.78%	16.75%
TURKEY	PACKAGED	37,615	46,886	45,508	33,631	32,959	6,792	-2.80%	-2.00%	10.46%

IMPORT BEER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH
SALES IN LITRES

		2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
TURKEY	TURKEY - Total	37,615	46,886	45,508	33,631	32,959	6,792	-2.80%	-2.00%	10.46%
UKRAINE	PACKAGED	6,728	8,584	7,306	7,402	2,630	50	-98.23%	-64.48%	0.00%
	UKRAINE - Total	6,728	8,584	7,306	7,402	2,630	50	-98.23%	-64.48%	0.00%
UNITED KINGDOM	DRAFT	102,996	86,377	75,072	57,622	61,390	17,940	-1.16%	6.54%	99.27%
	PACKAGED	662,789	693,190	749,678	759,899	727,395	147,008	-6.59%	-4.28%	7.08%
	UNITED KINGDOM - Total	765,784	779,567	824,750	817,521	788,785	164,948	-6.03%	-3.52%	14.26%
UNITED STATES OF AMERICA	DRAFT	3,109	8,955	14,764	22,896	61,587	22,896	264.12%	168.99%	94.77%
	PACKAGED	8,044,980	9,109,231	10,337,396	12,263,771	19,106,576	3,223,589	35.72%	55.80%	7.73%
	UNITED STATES OF AMERICA - Total	8,048,089	9,118,186	10,352,161	12,286,666	19,168,163	3,246,485	36.33%	56.01%	8.01%
VIETNAM	PACKAGED	8,166	5,258	814	503	593	244	n/a	18.01%	97.67%
	VIETNAM - Total	8,166	5,258	814	503	593	244	n/a	18.01%	97.67%
IMPORT DRAFT - TOTAL		2,979,405	3,291,082	3,445,858	3,592,654	3,142,582	817,097	-26.18%	-12.53%	99.09%
IMPORT PACKAGED - TOTAL		36,057,589	40,671,455	43,259,183	45,191,335	47,541,078	8,484,147	-1.10%	5.20%	13.13%
IMPORT BEER - TOTAL		39,036,994	43,962,538	46,705,042	48,783,989	50,683,660	9,301,244	-3.97%	3.89%	18.46%

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

		2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
ARGENTINA	PACKAGED	\$340	\$391	\$70	\$1	\$6	\$2	61.78%	370.96%	10.63%
	ARGENTINA - Total	\$340	\$391	\$70	\$1	\$6	\$2	61.78%	370.96%	10.63%
AUSTRALIA	PACKAGED	\$682	\$639	\$296	\$237	\$184	\$49	-33.28%	-22.35%	26.99%
	AUSTRALIA - Total	\$682	\$639	\$296	\$237	\$184	\$49	-33.28%	-22.35%	26.99%
AUSTRIA	DRAFT	\$0	\$0	\$0	\$8	\$46	\$9	56.72%	491.63%	100.00%
	PACKAGED	\$52	\$27	\$114	\$238	\$260	\$57	-9.51%	9.41%	37.30%
	AUSTRIA - Total	\$52	\$27	\$114	\$245	\$306	\$67	-3.77%	24.79%	46.78%
BELGIUM	DRAFT	\$4,064	\$4,989	\$5,403	\$5,171	\$4,385	\$974	-26.47%	-15.20%	99.38%
	PACKAGED	\$18,737	\$20,797	\$23,952	\$22,545	\$19,715	\$3,834	-11.91%	-12.55%	18.10%
	BELGIUM - Total	\$22,801	\$25,786	\$29,354	\$27,716	\$24,101	\$4,808	-15.31%	-13.04%	32.89%
BRAZIL	PACKAGED	\$6,416	\$5,258	\$4,034	\$2,185	\$687	\$29	-77.76%	-68.58%	10.76%
	BRAZIL - Total	\$6,416	\$5,258	\$4,034	\$2,185	\$687	\$29	-77.76%	-68.58%	10.76%
CHILE	PACKAGED	\$0	\$0	\$0	\$6	\$5	\$0	-79.26%	-20.22%	17.51%
	CHILE - Total	\$0	\$0	\$0	\$6	\$5	\$0	-79.26%	-20.22%	17.51%
CHINA	PACKAGED	\$1,190	\$1,225	\$1,351	\$1,609	\$1,502	\$308	-23.67%	-6.67%	41.69%
	CHINA - Total	\$1,190	\$1,225	\$1,351	\$1,609	\$1,502	\$308	-23.67%	-6.67%	41.69%
CROATIA	PACKAGED	\$9	\$0	\$120	\$269	\$277	\$41	-48.01%	3.02%	2.68%
	CROATIA - Total	\$9	\$0	\$120	\$269	\$277	\$41	-48.01%	3.02%	2.68%
CZECH REPUBLIC	DRAFT	\$0	\$0	\$4	\$100	\$153	\$32	11.90%	52.58%	93.06%
	PACKAGED	\$3,032	\$3,270	\$3,079	\$3,650	\$3,549	\$737	-13.29%	-2.79%	5.57%
	CZECH REPUBLIC - Total	\$3,032	\$3,270	\$3,083	\$3,750	\$3,701	\$769	-12.46%	-1.31%	9.18%
DENMARK	DRAFT	\$0	\$0	\$53	\$182	\$252	\$55	-7.88%	38.23%	99.74%
	PACKAGED	\$2,979	\$3,733	\$4,724	\$5,752	\$5,808	\$1,292	2.23%	0.97%	1.44%
	DENMARK - Total	\$2,979	\$3,733	\$4,777	\$5,935	\$6,060	\$1,347	1.78%	2.11%	5.53%
ESTONIA	PACKAGED	\$0	\$0	\$0	\$0	\$2	\$0	-100.00%	395.44%	0.00%

IMPORT BEER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH
SALES IN RETAIL DOLLARS (000€)

		2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
ESTONIA	ESTONIA - Total	\$0	\$0	\$0	\$0	\$2	\$0	-100.00%	395.44%	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	\$164	\$235	\$208	\$276	\$467	\$162	78.96%	69.02%	99.46%
	PACKAGED	\$836	\$876	\$961	\$1,114	\$1,103	\$242	0.77%	-1.00%	16.89%
	FRANCE - Total	\$1,000	\$1,111	\$1,169	\$1,391	\$1,570	\$404	22.21%	12.92%	41.45%
GERMANY	DRAFT	\$869	\$826	\$741	\$1,063	\$627	\$112	-76.25%	-40.96%	96.42%
	PACKAGED	\$11,445	\$12,731	\$14,546	\$14,792	\$14,252	\$3,010	-4.31%	-3.66%	4.70%
	GERMANY - Total	\$12,314	\$13,557	\$15,287	\$15,855	\$14,879	\$3,122	-13.69%	-6.16%	8.57%
GREECE	PACKAGED	\$51	\$57	\$54	\$61	\$50	\$12	-8.30%	-17.33%	74.30%
	GREECE - Total	\$51	\$57	\$54	\$61	\$50	\$12	-8.30%	-17.33%	74.30%
HONG KONG	PACKAGED	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	HONG KONG - Total	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
INDIA	PACKAGED	\$355	\$369	\$377	\$333	\$319	\$72	1.56%	-4.20%	81.01%
	INDIA - Total	\$355	\$369	\$377	\$333	\$319	\$72	1.56%	-4.20%	81.01%
IRELAND	DRAFT	\$5,156	\$5,561	\$5,907	\$5,998	\$5,496	\$1,633	-9.72%	-8.37%	99.68%
	PACKAGED	\$5,955	\$6,455	\$6,950	\$6,954	\$6,698	\$1,949	-0.48%	-3.68%	12.78%
	IRELAND - Total	\$11,110	\$12,017	\$12,856	\$12,952	\$12,194	\$3,582	-4.92%	-5.85%	51.94%
ITALY	PACKAGED	\$409	\$532	\$662	\$998	\$1,207	\$294	27.10%	20.90%	31.24%
	ITALY - Total	\$409	\$532	\$662	\$998	\$1,207	\$294	27.10%	20.90%	31.24%
JAMAICA	PACKAGED	\$743	\$916	\$1,040	\$1,197	\$1,179	\$234	-2.24%	-1.50%	21.20%
	JAMAICA - Total	\$743	\$916	\$1,040	\$1,197	\$1,179	\$234	-2.24%	-1.50%	21.20%
JAPAN	DRAFT	\$0	\$0	\$0	\$4	\$155	\$57	1,332.70%	3,803.44%	89.38%
	PACKAGED	\$1,928	\$2,118	\$2,468	\$2,749	\$2,702	\$603	-9.59%	-1.70%	65.30%
	JAPAN - Total	\$1,928	\$2,118	\$2,468	\$2,753	\$2,857	\$660	-1.64%	3.79%	66.61%
KENYA	PACKAGED	\$35	\$46	\$62	\$56	\$67	\$14	-15.16%	19.02%	34.62%
	KENYA - Total	\$35	\$46	\$62	\$56	\$67	\$14	-15.16%	19.02%	34.62%

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

		2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
KOREA - SOUTH	PACKAGED	\$75	\$70	\$55	\$51	\$52	\$9	-40.78%	3.08%	63.38%
	KOREA - SOUTH - Total	\$75	\$70	\$55	\$51	\$52	\$9	-40.78%	3.08%	63.38%
LAOS	PACKAGED	\$0	\$0	\$0	\$0	\$1	\$0	n/a	n/a	0.00%
	LAOS - Total	\$0	\$0	\$0	\$0	\$1	\$0	n/a	n/a	0.00%
LATVIA	PACKAGED	\$0	\$0	\$0	\$1	\$0	\$0	n/a	-100.00%	0.00%
	LATVIA - Total	\$0	\$0	\$0	\$1	\$0	\$0	n/a	-100.00%	0.00%
LITHUANIA	PACKAGED	\$0	\$0	\$0	\$0	\$0	\$0	n/a	-100.00%	0.00%
	LITHUANIA - Total	\$0	\$0	\$0	\$0	\$0	\$0	n/a	-100.00%	0.00%
MEXICO	PACKAGED	\$44,397	\$51,401	\$54,841	\$57,773	\$48,771	\$7,205	-17.86%	-15.58%	20.65%
	MEXICO - Total	\$44,397	\$51,401	\$54,841	\$57,773	\$48,771	\$7,205	-17.86%	-15.58%	20.65%
MONTENEGRO	PACKAGED	\$14	\$14	\$10	\$7	\$11	\$4	565.12%	62.62%	0.00%
	MONTENEGRO - Total	\$14	\$14	\$10	\$7	\$11	\$4	565.12%	62.62%	0.00%
NETHERLANDS	DRAFT	\$1,478	\$1,663	\$2,047	\$2,595	\$2,166	\$529	-47.34%	-16.52%	99.18%
	PACKAGED	\$25,561	\$31,498	\$32,874	\$32,633	\$28,674	\$5,560	-16.86%	-12.13%	17.30%
	NETHERLANDS - Total	\$27,039	\$33,162	\$34,922	\$35,228	\$30,841	\$6,090	-20.84%	-12.45%	23.06%
NEW ZEALAND	PACKAGED	\$469	\$442	\$387	\$408	\$374	\$91	2.95%	-8.35%	3.41%
	NEW ZEALAND - Total	\$469	\$442	\$387	\$408	\$374	\$91	2.95%	-8.35%	3.41%
NORWAY	PACKAGED	\$0	\$0	\$0	\$0	\$13	\$4	n/a	n/a	6.30%
	NORWAY - Total	\$0	\$0	\$0	\$0	\$13	\$4	n/a	n/a	6.30%
PHILIPPINES	PACKAGED	\$106	\$109	\$115	\$195	\$309	\$72	23.71%	59.07%	4.91%
	PHILIPPINES - Total	\$106	\$109	\$115	\$195	\$309	\$72	23.71%	59.07%	4.91%
POLAND	PACKAGED	\$333	\$491	\$472	\$474	\$544	\$110	-4.26%	14.61%	4.70%
	POLAND - Total	\$333	\$491	\$472	\$474	\$544	\$110	-4.26%	14.61%	4.70%
PORTUGAL	PACKAGED	\$57	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%

IMPORT BEER MARKET
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SALES IN RETAIL DOLLARS (000s)

		2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
PORTUGAL	PORTUGAL - Total	\$57	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
RUSSIA (USSR)	PACKAGED	\$0	\$161	\$179	\$191	\$131	\$27	-44.20%	-31.17%	4.97%
	RUSSIA (USSR) - Total	\$0	\$161	\$179	\$191	\$131	\$27	-44.20%	-31.17%	4.97%
SERBIA	PACKAGED	\$0	\$0	\$0	\$0	\$3	\$3	n/a	n/a	0.00%
	SERBIA - Total	\$0	\$0	\$0	\$0	\$3	\$3	n/a	n/a	0.00%
SINGAPORE	PACKAGED	\$358	\$333	\$325	\$285	\$285	\$73	20.80%	-0.01%	37.16%
	SINGAPORE - Total	\$358	\$333	\$325	\$285	\$285	\$73	20.80%	-0.01%	37.16%
SLOVAK REPUBLIC	PACKAGED	\$133	\$6	\$0	\$20	\$19	\$3	-17.96%	-4.11%	11.70%
	SLOVAK REPUBLIC - Total	\$133	\$6	\$0	\$20	\$19	\$3	-17.96%	-4.11%	11.70%
SLOVENIA	PACKAGED	\$190	\$136	\$123	\$34	\$6	\$1	n/a	-81.38%	0.00%
	SLOVENIA - Total	\$190	\$136	\$123	\$34	\$6	\$1	n/a	-81.38%	0.00%
SOUTH AFRICA	PACKAGED	\$159	\$141	\$99	\$123	\$121	\$29	6.68%	-1.70%	3.46%
	SOUTH AFRICA - Total	\$159	\$141	\$99	\$123	\$121	\$29	6.68%	-1.70%	3.46%
SPAIN	PACKAGED	\$41	\$125	\$517	\$617	\$934	\$217	74.69%	51.43%	9.43%
	SPAIN - Total	\$41	\$125	\$517	\$617	\$934	\$217	74.69%	51.43%	9.43%
TAIWAN	PACKAGED	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	TAIWAN - Total	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
THAILAND	PACKAGED	\$410	\$514	\$443	\$416	\$423	\$92	-6.75%	1.80%	62.28%
	THAILAND - Total	\$410	\$514	\$443	\$416	\$423	\$92	-6.75%	1.80%	62.28%
TRINIDAD AND TOBAGO	PACKAGED	\$119	\$110	\$100	\$91	\$118	\$21	30.77%	29.46%	16.83%
	TRINIDAD AND TOBAGO - Total	\$119	\$110	\$100	\$91	\$118	\$21	30.77%	29.46%	16.83%
TURKEY	PACKAGED	\$171	\$205	\$205	\$160	\$160	\$33	-1.54%	-0.23%	11.16%

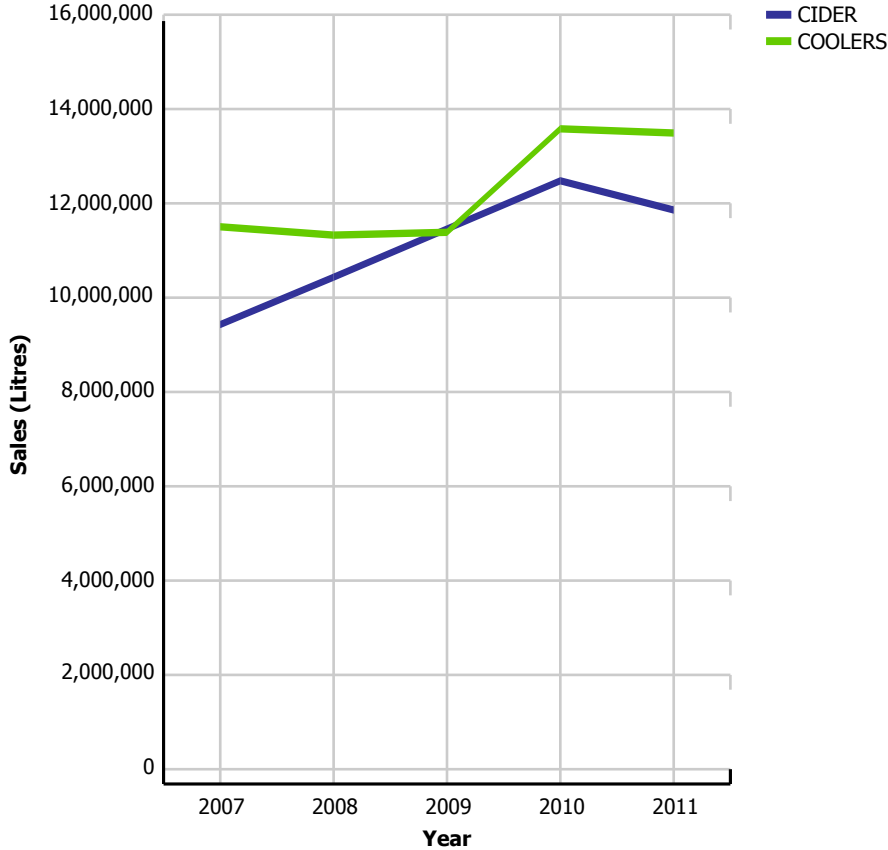
IMPORT BEER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH
SALES IN RETAIL DOLLARS (000s)

		2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
TURKEY	TURKEY - Total	\$171	\$205	\$205	\$160	\$160	\$33	-1.54%	-0.23%	11.16%
UKRAINE	PACKAGED	\$31	\$39	\$34	\$34	\$12	\$0	-98.20%	-64.19%	0.00%
	UKRAINE - Total	\$31	\$39	\$34	\$34	\$12	\$0	-98.20%	-64.19%	0.00%
UNITED KINGDOM	DRAFT	\$418	\$357	\$317	\$241	\$267	\$79	4.05%	10.84%	99.30%
	PACKAGED	\$3,639	\$3,905	\$4,370	\$4,599	\$4,428	\$932	-1.87%	-3.72%	7.23%
	UNITED KINGDOM - Total	\$4,057	\$4,262	\$4,686	\$4,840	\$4,695	\$1,011	-1.43%	-3.00%	12.48%
UNITED STATES OF AMERICA	DRAFT	\$12	\$35	\$63	\$113	\$305	\$110	249.83%	170.61%	95.07%
	PACKAGED	\$33,400	\$37,006	\$43,428	\$54,031	\$78,505	\$13,116	23.97%	45.30%	8.50%
	UNITED STATES OF AMERICA - Total	\$33,411	\$37,042	\$43,491	\$54,143	\$78,810	\$13,226	24.64%	45.56%	8.84%
VIETNAM	PACKAGED	\$40	\$25	\$4	\$2	\$3	\$1	n/a	22.11%	97.65%
	VIETNAM - Total	\$40	\$25	\$4	\$2	\$3	\$1	n/a	22.11%	97.65%
IMPORT DRAFT - TOTAL		\$12,159	\$13,667	\$14,742	\$15,751	\$14,321	\$3,753	-23.51%	-9.08%	99.08%
IMPORT PACKAGED - TOTAL		\$164,899	\$186,170	\$203,441	\$216,891	\$223,467	\$40,383	-2.68%	3.03%	14.21%
IMPORT BEER - TOTAL		\$177,058	\$199,837	\$218,183	\$232,642	\$237,788	\$44,137	-4.88%	2.21%	19.32%

Cooler and Cider Sales

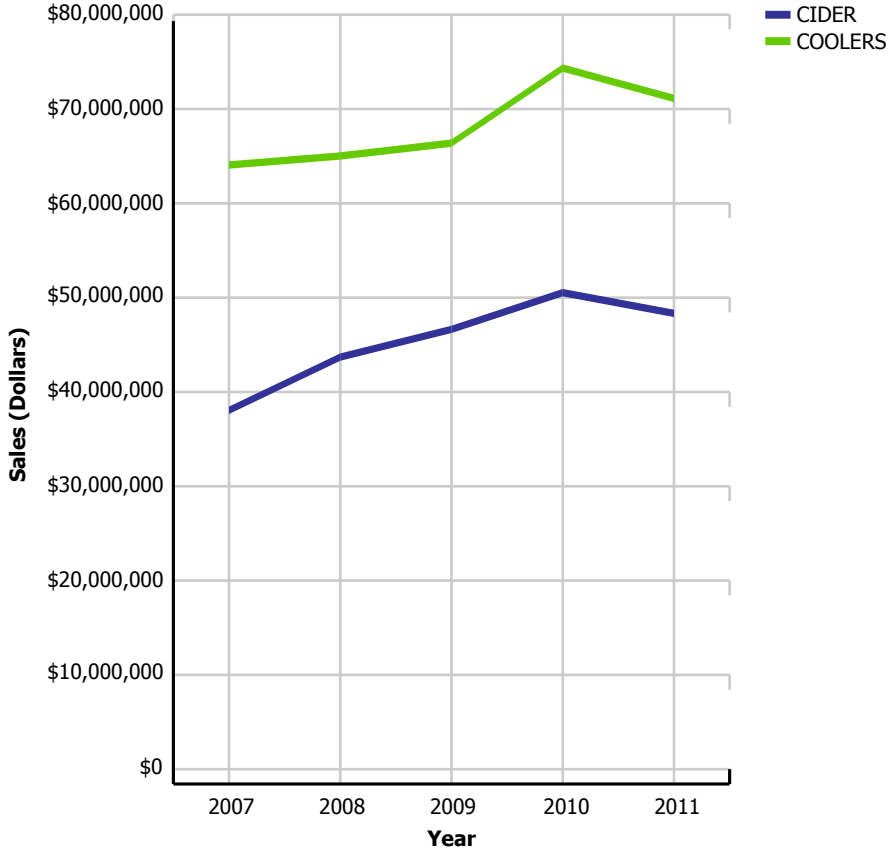
Coolers and Ciders (Domestic & Imported)

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
SALES IN LITRES

	2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
DOMESTIC DRAFT	32,725	33,976	45,555	76,848	90,445	18,104	-5.52%	17.69%	95.58%
PACKAGED	8,786,312	9,299,649	9,729,988	10,494,429	9,873,621	1,813,607	-5.51%	-5.92%	6.50%
PACKAGED - OTHER	16,674	32,714	19,120	28,121	30,428	4,491	-1.86%	8.20%	5.76%
DOMESTIC - TOTAL	8,835,711	9,366,338	9,794,663	10,599,398	9,994,494	1,836,201	-5.51%	-5.71%	7.30%
IMPORT DRAFT	266,600	393,100	426,650	406,100	361,150	80,850	-18.99%	-11.07%	99.68%
PACKAGED	406,444	752,749	1,314,356	1,551,732	1,582,125	312,805	5.73%	1.96%	14.14%
IMPORT - TOTAL	673,044	1,145,849	1,741,006	1,957,832	1,943,275	393,655	-0.50%	-0.74%	30.04%
CIDER - TOTAL	9,508,755	10,512,187	11,535,669	12,557,230	11,937,769	2,229,856	-4.66%	-4.93%	11.00%

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

	2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
DOMESTIC DRAFT	\$125	\$118	\$176	\$292	\$354	\$70	-0.89%	21.26%	95.39%
PACKAGED	\$34,551	\$37,461	\$37,738	\$39,683	\$37,916	\$7,051	-1.39%	-4.45%	6.71%
PACKAGED - OTHER	\$401	\$630	\$482	\$610	\$579	\$75	-13.05%	-5.11%	5.18%
DOMESTIC - TOTAL	\$35,076	\$38,209	\$38,396	\$40,585	\$38,849	\$7,196	-1.52%	-4.28%	7.50%
IMPORT DRAFT	\$1,156	\$1,754	\$1,909	\$1,972	\$1,643	\$368	-24.98%	-16.73%	99.68%
PACKAGED	\$2,215	\$4,129	\$6,727	\$8,369	\$8,234	\$1,609	0.89%	-1.61%	15.15%
IMPORT - TOTAL	\$3,371	\$5,882	\$8,636	\$10,341	\$9,877	\$1,977	-5.20%	-4.50%	29.21%
CIDER - TOTAL	\$38,448	\$44,091	\$47,032	\$50,926	\$48,726	\$9,174	-2.34%	-4.32%	11.90%

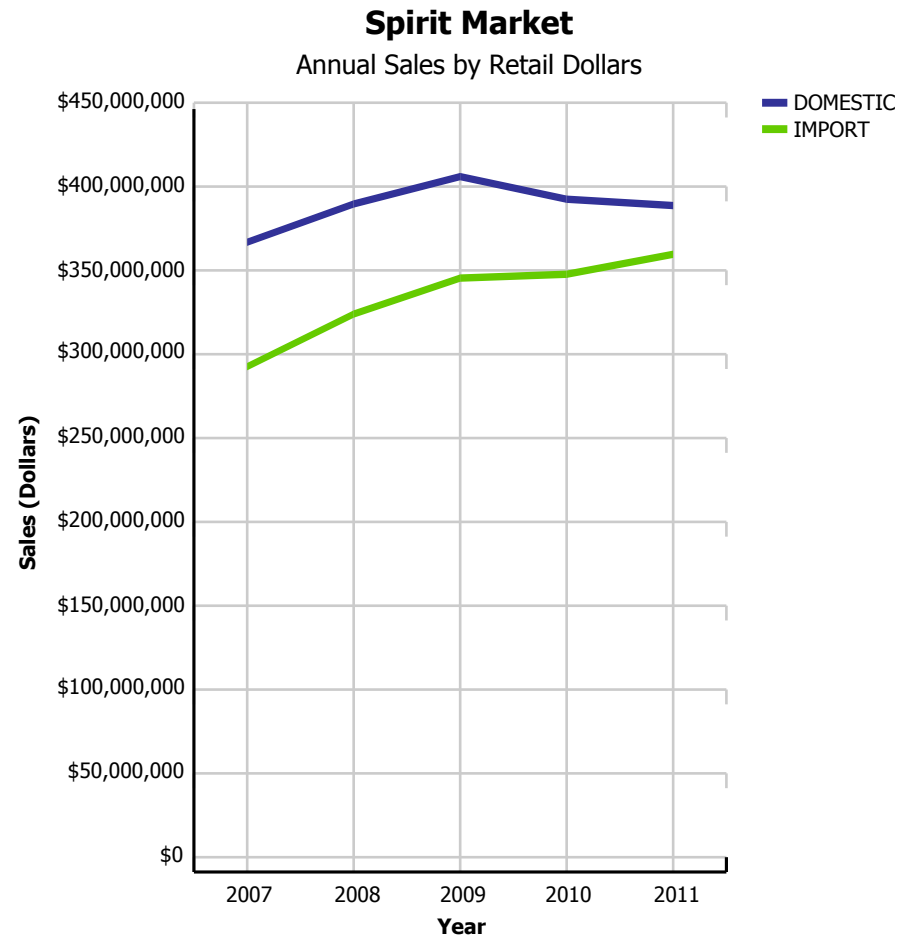
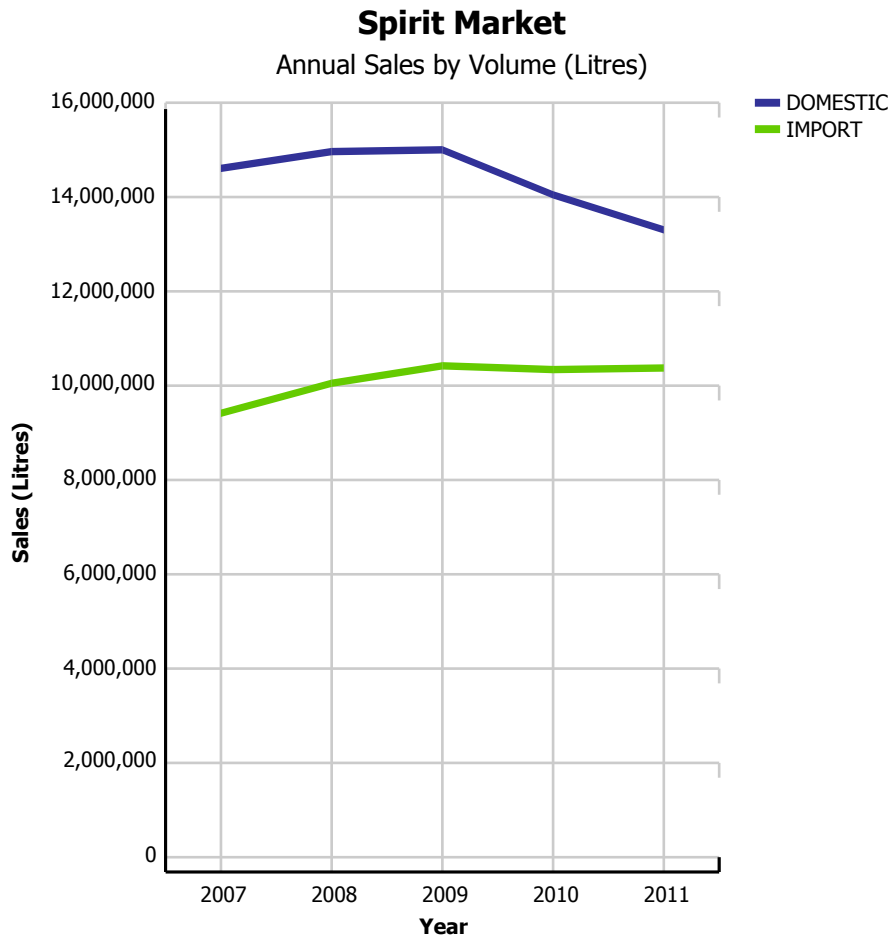
COOLER MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH
SALES IN LITRES

	2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
DOMESTIC BEER	12,023	5,026	1,204	355	-5	-3	n/a	-101.41%	0.00%
SPIRIT	9,118,142	8,689,520	8,568,688	10,795,712	11,219,745	1,529,493	-12.79%	3.93%	7.51%
WINE	952,452	912,062	860,465	1,055,226	854,840	140,721	-13.90%	-18.99%	3.29%
DOMESTIC - TOTAL	10,082,617	9,606,608	9,430,357	11,851,293	12,074,580	1,670,211	-12.89%	1.88%	7.21%
IMPORT BEER	7,024	4,322	985	754	1,393	364	170.20%	84.75%	0.00%
SPIRIT	1,238,916	1,574,392	1,773,102	1,537,891	1,327,112	182,568	-6.58%	-13.71%	4.57%
WINE	409,856	376,400	416,593	425,491	324,499	48,824	-21.61%	-23.74%	5.76%
IMPORT - TOTAL	1,655,796	1,955,114	2,190,681	1,964,135	1,653,004	231,757	-10.12%	-15.84%	4.80%
COOLERS - TOTAL	11,738,412	11,561,723	11,621,038	13,815,428	13,727,584	1,901,968	-12.56%	-0.64%	6.92%

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

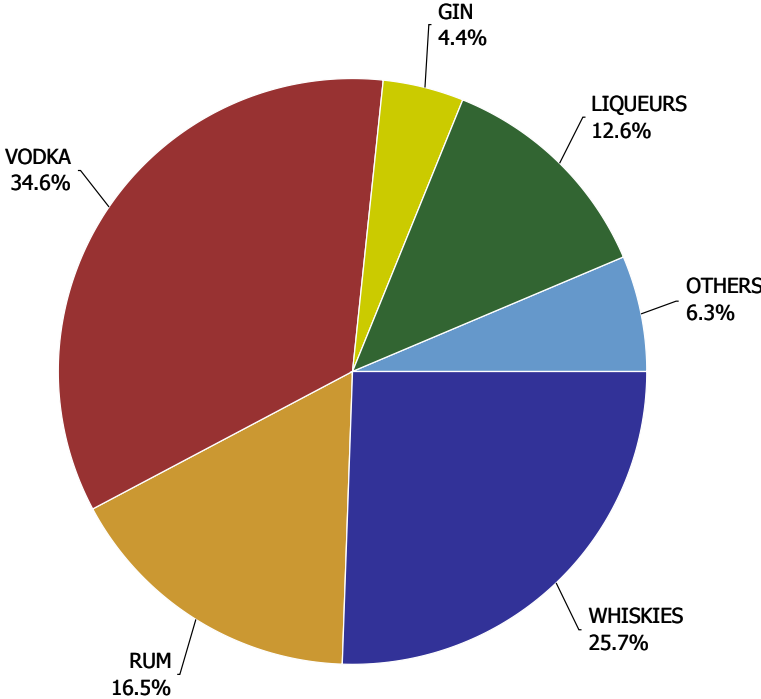
	2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
DOMESTIC BEER	\$101	\$42	\$10	\$3	\$0	\$0	n/a	-101.46%	0.00%
SPIRIT	\$50,300	\$48,992	\$48,990	\$56,965	\$56,519	\$8,024	-10.99%	-0.78%	8.53%
WINE	\$3,741	\$3,634	\$3,463	\$4,783	\$3,917	\$614	-12.38%	-18.11%	3.65%
DOMESTIC - TOTAL	\$54,142	\$52,668	\$52,463	\$61,751	\$60,436	\$8,638	-11.09%	-2.13%	8.22%
IMPORT BEER	\$34	\$21	\$5	\$3	\$8	\$2	283.10%	139.99%	0.00%
SPIRIT	\$8,383	\$10,863	\$12,250	\$10,857	\$9,516	\$1,341	-6.34%	-12.35%	4.13%
WINE	\$2,683	\$2,648	\$2,843	\$2,907	\$2,343	\$379	-20.99%	-19.42%	5.24%
IMPORT - TOTAL	\$11,100	\$13,532	\$15,097	\$13,768	\$11,867	\$1,722	-9.93%	-13.81%	4.35%
COOLERS - TOTAL	\$65,242	\$66,200	\$67,560	\$75,519	\$72,303	\$10,360	-10.90%	-4.26%	7.58%

Spirit Sales

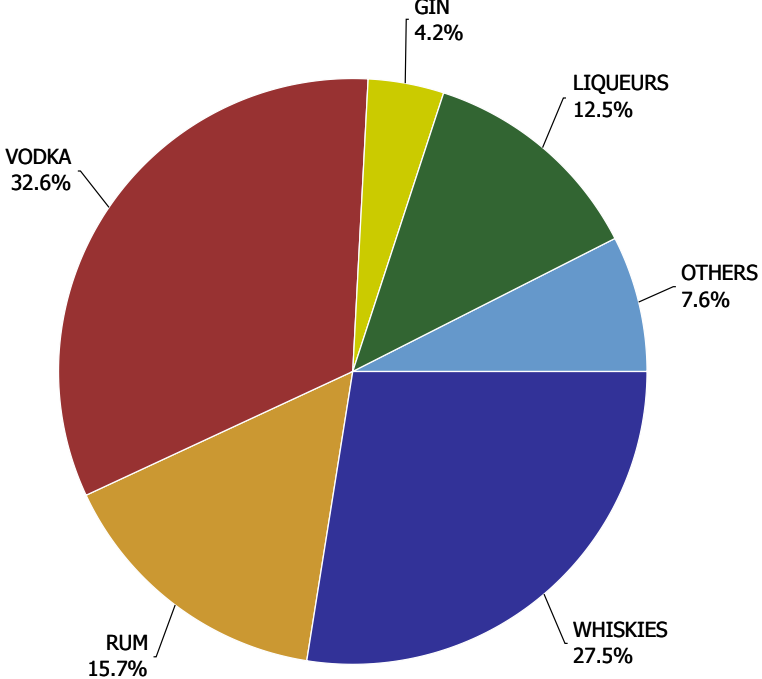


Spirit Market

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
SALES IN LITRES

		2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
ARMAGNAC		1,295	1,156	1,384	1,472	1,374	383	38.21%	-6.66%	11.55%
ASIAN SPIRITS		120,529	134,142	137,635	135,000	134,668	34,212	5.11%	-0.25%	44.65%
BRANDY	DOMESTIC	104,737	96,850	91,029	83,009	73,516	15,875	-12.41%	-11.44%	7.39%
	IMPORT	442,292	442,139	430,937	400,915	391,442	85,311	-1.19%	-2.36%	3.84%
BRANDY		547,028	538,988	521,965	483,924	464,959	101,186	-3.13%	-3.92%	4.40%
CACHACA		3,065	4,086	4,590	4,840	4,466	929	-12.83%	-7.72%	45.42%
COGNAC		43,408	46,463	42,292	40,701	41,343	9,359	9.17%	1.58%	15.58%
EAUX DE VIE	DOMESTIC	880	1,303	942	767	722	125	1.52%	-5.92%	11.43%
	IMPORT	10,356	12,134	14,711	16,085	16,095	3,523	-0.62%	0.06%	8.23%
EAUX DE VIE		11,236	13,438	15,654	16,852	16,816	3,648	-0.55%	-0.21%	8.37%
GIN	DOMESTIC	405,459	394,360	368,013	376,221	320,723	61,667	-11.59%	-14.75%	18.00%
	IMPORT	811,015	844,077	866,351	835,441	823,788	147,684	-2.68%	-1.39%	14.58%
GIN		1,216,474	1,238,437	1,234,365	1,211,661	1,144,511	209,351	-5.49%	-5.54%	15.54%
RUM	AMBER									
	DOMESTIC	1,009,420	1,091,983	1,159,199	1,126,968	1,161,069	213,973	-2.15%	3.03%	6.04%
	IMPORT	498,176	574,711	600,757	661,180	706,749	133,979	3.38%	6.89%	6.17%
	AMBER	1,507,596	1,666,694	1,759,955	1,788,148	1,867,818	347,952	-0.09%	4.46%	6.09%
	DARK									
	DOMESTIC	545,105	514,376	500,924	468,702	418,050	81,690	-12.55%	-10.81%	9.03%
	IMPORT	197,790	204,763	206,024	184,375	189,049	38,540	3.69%	2.53%	4.16%
	DARK	742,895	719,139	706,948	653,077	607,099	120,230	-7.93%	-7.04%	7.51%
	WHITE									
	DOMESTIC	1,917,961	1,899,888	1,900,738	1,767,005	1,628,022	306,813	-8.56%	-7.87%	11.75%
	IMPORT	136,617	126,196	120,089	114,803	102,333	18,463	-15.36%	-10.86%	13.98%
	WHITE	2,054,578	2,026,085	2,020,827	1,881,808	1,730,355	325,276	-8.97%	-8.05%	11.88%
RUM	DOMESTIC	3,472,485	3,506,247	3,560,860	3,362,674	3,207,141	602,475	-6.97%	-4.63%	9.33%
	IMPORT	832,584	905,671	926,870	960,359	998,130	190,982	1.27%	3.93%	6.59%
RUM		4,305,069	4,411,918	4,487,730	4,323,033	4,205,271	793,458	-5.11%	-2.72%	8.68%
TEQUILA	IMPORT	416,212	463,514	494,251	516,316	516,833	98,315	0.94%	0.10%	37.88%
TEQUILA		416,212	463,514	494,251	516,316	516,833	98,315	0.94%	0.10%	37.88%
VODKA	DOMESTIC	4,990,832	5,283,150	5,452,167	5,114,376	4,848,192	1,026,564	-4.51%	-5.20%	13.74%

SPIRITS MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH
SALES IN LITRES

		2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
VODKA	IMPORT	2,035,535	2,325,484	2,615,003	2,888,071	3,034,294	634,087	-1.01%	5.06%	13.61%
VODKA		7,026,367	7,608,634	8,067,170	8,002,448	7,882,486	1,660,652	-3.20%	-1.50%	13.69%
WHISKY	AMERICAN WHISKY	286,160	307,605	323,007	329,289	350,942	81,781	6.07%	6.58%	24.90%
	CANADIAN WHISKY	4,752,241	4,752,693	4,609,221	4,249,507	4,045,157	820,286	-6.08%	-4.81%	7.00%
	IRISH WHISKY	78,268	91,603	102,686	109,923	124,579	33,005	11.64%	13.33%	18.10%
	JAPANESE WHISKY	0	153	22	807	382	128	-48.36%	-52.73%	10.08%
	SCOTCH - BLEND	1,179,225	1,178,047	1,109,033	1,047,760	1,038,074	227,866	0.52%	-0.92%	3.11%
	SCOTCH - MALT	296,267	321,305	328,630	320,269	326,681	67,184	4.87%	2.00%	7.79%
	OTHER WHISKY	271	685	424	1,398	4,280	2,635	571.08%	206.07%	1.01%
WHISKY		6,592,431	6,652,091	6,473,025	6,058,954	5,890,094	1,232,885	-3.03%	-2.79%	7.65%
OTHER SPIRITS	MISC.	35	25	0	0	0	0	n/a	n/a	0.00%
	RESTRICTED	1,296	1,266	1,206	1,488	1,384	258	-18.71%	-7.02%	0.04%
	APERITIF	11,297	11,442	12,056	13,260	13,006	2,571	16.48%	-1.92%	20.24%
	FLAVOURED	1,544	862	1,401	2,851	2,774	498	-37.46%	-2.73%	2.91%
	READY TO MIX COCKTAILS	184,618	174,517	172,279	164,242	154,046	29,856	-8.32%	-6.21%	55.23%
	READY TO SERVE COCKTAILS	152,317	106,169	258,383	225,376	163,119	17,062	-27.54%	-27.62%	1.95%
	SCHNAPPS	10,209	11,368	9,971	9,569	9,354	1,802	-0.20%	-2.25%	7.28%
OTHER SPIRITS		361,316	305,648	455,297	416,787	343,683	52,047	-15.01%	-17.54%	26.67%
SPIRIT - GIFT PACKS	DOMESTIC	19,017	15,889	11,878	13,202	9,315	525	-57.82%	-29.44%	0.50%
	IMPORT	49,126	47,142	17,476	23,734	18,156	1,585	-23.62%	-23.50%	0.23%
SPIRIT - GIFT PACKS		68,143	63,031	29,354	36,936	27,472	2,110	-36.44%	-25.62%	0.32%

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

			2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
ARMAGNAC			\$145	\$125	\$175	\$189	\$155	\$46	41.24%	-17.97%	10.63%
ASIAN SPIRITS			\$2,970	\$3,386	\$3,521	\$3,702	\$5,305	\$1,874	83.95%	43.31%	31.02%
BRANDY	DOMESTIC		\$2,508	\$2,401	\$2,336	\$2,224	\$2,086	\$454	-6.44%	-6.23%	7.41%
	IMPORT		\$11,307	\$11,536	\$11,464	\$11,107	\$11,378	\$2,497	4.42%	2.44%	4.16%
BRANDY			\$13,815	\$13,937	\$13,800	\$13,331	\$13,464	\$2,951	2.59%	1.00%	4.66%
CACHACA			\$109	\$150	\$173	\$182	\$185	\$39	-3.58%	1.25%	45.41%
COGNAC			\$4,075	\$4,437	\$4,230	\$4,132	\$4,419	\$1,077	18.90%	6.95%	14.54%
EAUX DE VIE	DOMESTIC		\$82	\$114	\$94	\$82	\$77	\$13	0.86%	-6.47%	11.48%
	IMPORT		\$475	\$574	\$706	\$781	\$797	\$176	2.81%	2.05%	10.04%
EAUX DE VIE			\$557	\$689	\$800	\$863	\$873	\$189	2.67%	1.24%	10.17%
GIN	DOMESTIC		\$9,984	\$10,083	\$9,872	\$10,359	\$9,278	\$1,805	-6.02%	-10.44%	17.73%
	IMPORT		\$22,388	\$24,192	\$25,579	\$25,066	\$25,284	\$4,589	0.77%	0.87%	14.57%
GIN			\$32,371	\$34,275	\$35,451	\$35,426	\$34,561	\$6,394	-1.25%	-2.44%	15.42%
RUM	AMBER	DOMESTIC	\$25,922	\$29,627	\$33,059	\$32,912	\$35,507	\$6,631	3.45%	7.89%	6.10%
		IMPORT	\$13,566	\$16,268	\$17,755	\$20,641	\$23,293	\$4,514	9.00%	12.85%	6.44%
	AMBER		\$39,488	\$45,895	\$50,813	\$53,553	\$58,800	\$11,145	5.63%	9.80%	6.23%
	DARK	DOMESTIC	\$13,195	\$12,811	\$12,944	\$12,668	\$12,194	\$2,407	-4.70%	-3.74%	8.92%
		IMPORT	\$5,205	\$5,549	\$5,778	\$5,356	\$5,853	\$1,231	14.53%	9.26%	4.33%
	DARK		\$18,401	\$18,360	\$18,722	\$18,024	\$18,047	\$3,639	1.04%	0.12%	7.43%
	WHITE	DOMESTIC	\$46,786	\$47,836	\$49,415	\$47,861	\$46,267	\$8,780	-3.64%	-3.33%	11.65%
		IMPORT	\$3,520	\$3,417	\$3,349	\$3,285	\$3,013	\$548	-11.56%	-8.25%	14.33%
	WHITE		\$50,306	\$51,254	\$52,764	\$51,146	\$49,281	\$9,328	-4.14%	-3.65%	11.81%
RUM	DOMESTIC		\$85,903	\$90,275	\$95,417	\$93,441	\$93,968	\$17,818	-1.27%	0.56%	9.20%
	IMPORT		\$22,292	\$25,234	\$26,882	\$29,282	\$32,159	\$6,294	7.84%	9.82%	6.80%
RUM			\$108,195	\$115,509	\$122,299	\$122,723	\$126,127	\$24,112	0.96%	2.77%	8.59%
TEQUILA	IMPORT		\$17,021	\$19,726	\$22,147	\$22,647	\$21,771	\$4,099	-4.76%	-3.87%	36.44%
TEQUILA			\$17,021	\$19,726	\$22,147	\$22,647	\$21,771	\$4,099	-4.76%	-3.87%	36.44%
VODKA	DOMESTIC		\$122,296	\$133,484	\$142,381	\$139,548	\$138,578	\$29,661	1.17%	-0.70%	13.56%

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

		2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
VODKA	IMPORT	\$56,484	\$68,260	\$79,845	\$90,705	\$97,896	\$20,562	2.49%	7.93%	15.00%
VODKA		\$178,780	\$201,745	\$222,226	\$230,254	\$236,474	\$50,223	1.71%	2.70%	14.16%
WHISKY	AMERICAN WHISKY	\$9,202	\$10,285	\$11,133	\$11,675	\$12,814	\$3,029	10.08%	9.76%	24.68%
	CANADIAN WHISKY	\$124,305	\$129,475	\$131,382	\$123,561	\$122,227	\$24,960	-1.33%	-1.08%	6.95%
	IRISH WHISKY	\$2,850	\$3,436	\$3,883	\$4,268	\$4,984	\$1,318	16.14%	16.76%	17.31%
	JAPANESE WHISKY	\$0	\$21	\$3	\$87	\$53	\$17	-42.43%	-38.81%	9.71%
	SCOTCH - BLEND	\$36,148	\$37,386	\$37,328	\$35,248	\$35,459	\$7,785	1.76%	0.60%	3.78%
	SCOTCH - MALT	\$18,291	\$20,788	\$22,475	\$22,623	\$23,978	\$5,060	9.41%	5.99%	8.61%
	OTHER WHISKY	\$28	\$72	\$49	\$146	\$290	\$124	192.68%	98.88%	1.61%
WHISKY		\$190,823	\$201,464	\$206,253	\$197,607	\$199,804	\$42,293	1.84%	1.11%	7.98%
OTHER SPIRITS	MISC.	\$1	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	RESTRICTED	\$54	\$55	\$55	\$69	\$64	\$12	-18.69%	-6.98%	0.04%
	APERITIF	\$349	\$355	\$377	\$412	\$412	\$81	17.83%	-0.12%	20.25%
	FLAVOURED	\$52	\$29	\$57	\$101	\$100	\$19	-28.59%	-1.46%	3.98%
	READY TO MIX COCKTAILS	\$4,170	\$4,026	\$3,977	\$3,823	\$3,666	\$717	-5.71%	-4.13%	54.56%
	READY TO SERVE COCKTAILS	\$2,250	\$1,839	\$5,575	\$4,927	\$3,805	\$443	-18.33%	-22.78%	2.03%
	SCHNAPPS	\$306	\$356	\$352	\$337	\$338	\$65	2.41%	0.33%	6.85%
OTHER SPIRITS		\$7,181	\$6,661	\$10,392	\$9,670	\$8,383	\$1,338	-9.43%	-13.30%	26.09%
SPIRIT - GIFT PACKS	DOMESTIC	\$787	\$667	\$525	\$517	\$473	\$19	-48.43%	-8.60%	0.49%
	IMPORT	\$2,233	\$1,957	\$824	\$1,032	\$928	\$83	-1.09%	-10.04%	0.26%
SPIRIT - GIFT PACKS		\$3,019	\$2,624	\$1,349	\$1,549	\$1,400	\$102	-15.56%	-9.56%	0.34%

SPIRITS MARKET - LIQUEURS
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH
SALES IN LITRES

		2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
ALMOND	DOMESTIC	24,136	26,007	22,118	17,890	13,102	2,668	-30.74%	-26.76%	65.46%
	IMPORT	112,903	116,973	114,318	108,044	107,547	20,581	5.88%	-0.46%	13.37%
	ALMOND - TOTAL	137,040	142,980	136,437	125,934	120,650	23,249	-0.18%	-4.20%	19.02%
ANISE / LICORICE	DOMESTIC	8,093	6,014	3,264	2,058	1,492	341	-18.75%	-27.51%	73.15%
	IMPORT	163,043	165,594	160,574	146,603	138,857	27,610	-9.32%	-5.28%	20.02%
	ANISE / LICORICE - TOTAL	171,136	171,607	163,838	148,661	140,349	27,951	-9.45%	-5.59%	20.58%
APPLE	DOMESTIC	0	0	0	0	253	150	n/a	n/a	97.30%
	IMPORT	59,197	60,400	56,401	47,899	39,345	8,212	-18.92%	-17.86%	48.83%
	APPLE - TOTAL	59,197	60,400	56,401	47,899	39,598	8,363	-17.43%	-17.33%	49.14%
APRICOT	DOMESTIC	12,371	10,073	9,098	8,544	8,370	1,545	-13.15%	-2.04%	4.73%
	IMPORT	18,120	20,066	19,309	18,941	20,150	3,807	2.81%	6.38%	18.91%
	APRICOT - TOTAL	30,491	30,139	28,407	27,485	28,520	5,352	-2.37%	3.77%	14.75%
BANANA	DOMESTIC	5,926	20,774	17,232	7,636	3,777	598	-30.94%	-50.54%	17.88%
	IMPORT	28,465	32,423	33,670	34,510	32,182	6,904	-12.31%	-6.75%	64.71%
	BANANA - TOTAL	34,391	53,197	50,901	42,145	35,958	7,503	-14.16%	-14.68%	59.79%
BERRY - OTHER	DOMESTIC	13	1	84	134	462	73	470.59%	245.38%	1.95%
	IMPORT	287	1,499	1,676	1,289	804	180	-17.07%	-37.62%	32.44%
	BERRY - OTHER - TOTAL	300	1,501	1,760	1,423	1,266	253	9.95%	-10.99%	21.30%
BLACK CURRANT / CASSIS	DOMESTIC	0	0	33	400	273	16	-31.75%	-31.87%	4.81%
	IMPORT	8,918	9,093	7,766	7,458	6,856	1,269	-9.44%	-8.08%	36.21%
	BLACK CURRANT / CASSIS - TOTAL	8,918	9,093	7,799	7,859	7,128	1,285	-9.81%	-9.29%	35.01%
BLACKBERRY	DOMESTIC	1	1	37	74	30	4	-7.69%	-59.39%	3.75%
	IMPORT	2,972	3,214	3,196	2,868	3,030	458	-19.29%	5.66%	27.07%

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		2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
BLACKBERRY	BLACKBERRY - TOTAL	2,972	3,215	3,233	2,942	3,060	463	-19.19%	4.03%	26.84%
BUTTERSCOTCH	DOMESTIC	507	439	340	410	440	96	-26.32%	7.22%	94.82%
	IMPORT	49,359	51,811	53,199	48,687	52,414	12,370	12.63%	7.66%	45.41%
	BUTTERSCOTCH - TOTAL	49,866	52,250	53,538	49,097	52,854	12,466	12.18%	7.65%	45.82%
CACAO / CHOCOLATE	DOMESTIC	5,016	7,322	6,500	5,987	6,174	1,240	0.98%	3.12%	22.38%
	IMPORT	6,352	2,457	92	-1	0	0	n/a	100.00%	0.00%
	CACAO / CHOCOLATE - TOTAL	11,368	9,779	6,591	5,986	6,174	1,240	0.98%	3.13%	22.38%
CACAO / WHITE	DOMESTIC	22,924	32,080	28,975	24,915	23,409	5,062	-10.96%	-6.04%	54.33%
	IMPORT	11,270	4,713	5,600	1,064	5	4	-60.32%	-99.51%	142.86%
	CACAO / WHITE - TOTAL	34,194	36,794	34,575	25,979	23,414	5,066	-11.04%	-9.87%	54.35%
CHERRY	DOMESTIC	1,951	2,608	1,083	36	254	21	9.80%	605.21%	-1.18%
	IMPORT	10,446	10,088	9,426	9,097	8,511	1,722	-3.42%	-6.43%	24.22%
	CHERRY - TOTAL	12,396	12,697	10,509	9,133	8,765	1,743	-3.28%	-4.02%	23.49%
CHESTNUT	IMPORT	0	0	0	20	22	4	-75.00%	6.90%	0.00%
	CHESTNUT - TOTAL	0	0	0	20	22	4	-75.00%	6.90%	0.00%
CITRUS OTHER THAN ORANGE	IMPORT	1,087	961	267	17	0	0	n/a	-100.00%	0.00%
	CITRUS OTHER THAN ORANGE - TOTAL	1,087	961	267	17	0	0	n/a	-100.00%	0.00%
COCONUT	DOMESTIC	146,776	148,855	139,611	124,121	116,769	18,790	-14.36%	-5.92%	14.38%
	IMPORT	17,600	19,004	17,904	15,463	14,846	2,684	-3.92%	-3.99%	20.32%
	COCONUT - TOTAL	164,376	167,860	157,515	139,584	131,615	21,474	-13.19%	-5.71%	15.05%
COFFEE	DOMESTIC	17,478	13,898	11,778	6,115	2,289	585	-14.66%	-62.57%	32.96%
	IMPORT	390,207	377,042	362,309	318,452	297,200	50,419	-9.22%	-6.67%	13.71%

SPIRITS MARKET - LIQUEURS
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		2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
COFFEE	COFFEE - TOTAL	407,685	390,939	374,087	324,567	299,489	51,004	-9.29%	-7.73%	13.86%
CRANBERRY	DOMESTIC	0	0	35	36	28	3	-30.77%	-21.88%	0.00%
	CRANBERRY - TOTAL	0	0	35	36	28	3	-30.77%	-21.88%	0.00%
CREAM	DOMESTIC	4,796	3,332	1,627	2,869	1,614	267	-50.49%	-43.75%	44.00%
	IMPORT	1,056,492	1,102,424	1,091,283	1,022,421	1,033,282	148,746	-4.52%	1.06%	5.76%
	CREAM - TOTAL	1,061,288	1,105,756	1,092,910	1,025,290	1,034,896	149,013	-4.67%	0.94%	5.82%
EGG	IMPORT	5,291	5,068	6,068	5,883	5,693	742	-5.44%	-3.23%	1.84%
	EGG - TOTAL	5,291	5,068	6,068	5,883	5,693	742	-5.44%	-3.23%	1.84%
FRUIT - OTHER	DOMESTIC	38,793	39,378	32,472	17,847	7,286	802	-62.59%	-59.17%	6.63%
	IMPORT	123,206	124,173	104,963	85,163	67,806	13,004	-21.02%	-20.38%	38.68%
	FRUIT - OTHER - TOTAL	161,999	163,551	137,434	103,010	75,092	13,805	-25.80%	-27.10%	35.57%
GRAPE	DOMESTIC	52	36	27	64	18	0	-100.00%	-71.76%	0.00%
	IMPORT	0	2,042	9,815	5,530	2,728	446	-41.82%	-50.68%	21.47%
	GRAPE - TOTAL	52	2,078	9,842	5,594	2,746	446	-43.80%	-50.92%	21.66%
GRAPE FRUIT	IMPORT	7	781	1,274	888	757	164	25.00%	-14.67%	35.21%
	GRAPE FRUIT - TOTAL	7	781	1,274	888	757	164	25.00%	-14.67%	35.21%
HAZELNUT	IMPORT	25,733	25,930	24,065	20,847	20,430	3,753	-9.05%	-2.00%	34.51%
	HAZELNUT - TOTAL	25,733	25,930	24,065	20,847	20,430	3,753	-9.05%	-2.00%	34.51%
HERBAL	DOMESTIC	0	583	1,846	1,407	1,365	270	21.57%	-2.99%	9.34%
	IMPORT	286,740	372,968	372,319	334,781	313,723	69,250	-12.78%	-6.29%	47.00%
	HERBAL - TOTAL	286,740	373,551	374,165	336,188	315,088	69,521	-12.69%	-6.28%	46.84%
LEMON	IMPORT	12,861	18,834	18,391	19,029	22,826	4,195	30.98%	19.95%	17.93%
	LEMON - TOTAL	12,861	18,834	18,391	19,029	22,826	4,195	30.98%	19.95%	17.93%
LOGANBERRY	IMPORT	270	204	228	275	270	42	-10.64%	-1.82%	0.00%

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		2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
LOGANBERRY	LOGANBERRY - TOTAL	270	204	228	275	270	42	-10.64%	-1.82%	0.00%
MACADAMIA	IMPORT	0	0	622	3,608	3,542	640	-7.28%	-1.83%	2.05%
	MACADAMIA - TOTAL	0	0	622	3,608	3,542	640	-7.28%	-1.83%	2.05%
MELON	DOMESTIC	12,768	12,661	10,781	13,885	3,668	374	-77.92%	-73.58%	21.24%
	IMPORT	12,034	12,162	11,816	11,888	14,704	3,096	-0.68%	23.69%	59.08%
	MELON - TOTAL	24,802	24,823	22,597	25,773	18,372	3,470	-27.86%	-28.72%	51.53%
MINT	DOMESTIC	26,128	26,714	24,621	23,044	22,300	3,943	-15.93%	-3.23%	20.06%
	IMPORT	155	130	123	128	189	32	-19.40%	47.25%	50.37%
	MINT - TOTAL	26,284	26,844	24,744	23,173	22,489	3,975	-15.96%	-2.95%	20.32%
ORANGE	DOMESTIC	114,324	113,889	115,089	110,589	105,675	19,200	-4.42%	-4.44%	25.80%
	IMPORT	168,942	176,389	173,906	162,389	157,424	29,385	-5.80%	-3.06%	29.35%
	ORANGE - TOTAL	283,266	290,278	288,996	272,978	263,099	48,585	-5.26%	-3.62%	27.93%
OTHER	DOMESTIC	8,358	7,256	6,135	1,552	827	209	-36.26%	-46.68%	82.73%
	IMPORT	14,050	10,117	10,600	9,530	8,512	2,283	25.14%	-10.68%	20.98%
	OTHER - TOTAL	22,408	17,373	16,734	11,082	9,340	2,492	15.80%	-15.72%	26.45%
OTHER NUT	IMPORT	0	0	0	93	14	4	50.00%	-85.48%	0.00%
	OTHER NUT - TOTAL	0	0	0	93	14	4	50.00%	-85.48%	0.00%
PEACH	DOMESTIC	51,303	50,690	50,179	48,729	44,798	8,763	-14.36%	-8.07%	50.18%
	IMPORT	3,992	3,976	3,991	3,287	2,024	370	-40.54%	-38.43%	86.77%
	PEACH - TOTAL	55,295	54,667	54,170	52,016	46,822	9,133	-15.86%	-9.99%	51.77%
PEAR	DOMESTIC	2,633	71	76	40	10	1	n/a	-75.00%	0.00%
	IMPORT	4,628	4,790	4,412	4,077	3,623	761	11.26%	-11.13%	20.95%
	PEAR - TOTAL	7,261	4,862	4,489	4,117	3,633	762	11.37%	-11.76%	20.89%
PINEAPPLE	DOMESTIC	10,365	12,270	12,137	9,204	4,864	487	-63.04%	-47.15%	7.49%
	IMPORT	3,092	87	0	0	0	0	n/a	n/a	0.00%

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PINEAPPLE	PINEAPPLE - TOTAL	13,456	12,357	12,137	9,204	4,864	487	-63.04%	-47.15%	7.48%
PLUM	IMPORT	766	878	886	790	710	97	-40.28%	-10.25%	0.21%
	PLUM - TOTAL	766	878	886	790	710	97	-40.28%	-10.25%	0.21%
RASPBERRY	DOMESTIC	1,763	1,739	2,027	2,701	2,898	655	-2.05%	7.28%	73.70%
	IMPORT	102,166	117,903	115,824	105,522	98,457	21,142	-7.00%	-6.70%	43.35%
	RASPBERRY - TOTAL	103,928	119,642	117,851	108,223	101,355	21,797	-6.86%	-6.35%	44.21%
SPICE	DOMESTIC	208,262	262,165	301,627	305,314	327,560	74,627	2.83%	7.29%	7.32%
	IMPORT	14,529	16,296	14,168	11,223	9,551	2,167	-32.48%	-14.89%	45.80%
	SPICE - TOTAL	222,791	278,461	315,796	316,537	337,111	76,794	1.34%	6.50%	8.41%
STRAWBERRY	DOMESTIC	362	50	14	4	0	0	n/a	-100.00%	0.00%
	IMPORT	4,631	4,321	2,678	1,264	831	139	-28.10%	-34.28%	75.71%
	STRAWBERRY - TOTAL	4,993	4,371	2,692	1,268	831	139	-28.10%	-34.52%	75.71%
TANGERINE	DOMESTIC	14	10	0	0	0	0	n/a	n/a	0.00%
	IMPORT	3,192	3,408	1,758	1,038	819	172	-1.29%	-21.10%	35.07%
	TANGERINE - TOTAL	3,206	3,418	1,758	1,038	819	172	-1.29%	-21.10%	35.07%
WALNUT	IMPORT	0	13	126	97	55	4	-66.67%	-43.48%	0.00%
	WALNUT - TOTAL	0	13	126	97	55	4	-66.67%	-43.48%	0.00%
WHISKY	DOMESTIC	11,608	11,113	11,824	12,567	9,298	1,316	-53.06%	-26.01%	7.93%
	IMPORT	164,791	158,562	146,068	134,736	120,601	24,547	-11.86%	-10.49%	10.25%
	WHISKY - TOTAL	176,399	169,675	157,892	147,302	129,899	25,862	-15.62%	-11.81%	10.08%
LIQUEURS - TOTAL		3,624,513	3,846,824	3,771,759	3,453,071	3,319,643	603,514	-7.45%	-3.86%	19.63%

SPIRITS MARKET - LIQUEURS
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ALMOND	DOMESTIC	\$519	\$579	\$519	\$422	\$320	\$66	-27.81%	-24.14%	65.05%
	IMPORT	\$2,906	\$3,126	\$3,158	\$3,025	\$3,069	\$595	8.83%	1.45%	12.49%
	ALMOND - TOTAL	\$3,425	\$3,706	\$3,676	\$3,447	\$3,389	\$660	3.59%	-1.68%	17.45%
ANISE / LICORICE	DOMESTIC	\$180	\$139	\$76	\$48	\$36	\$8	-14.43%	-25.97%	72.47%
	IMPORT	\$4,357	\$4,419	\$4,454	\$4,189	\$4,051	\$805	-7.39%	-3.28%	19.04%
	ANISE / LICORICE - TOTAL	\$4,537	\$4,557	\$4,530	\$4,237	\$4,087	\$814	-7.46%	-3.54%	19.51%
APPLE	DOMESTIC	\$0	\$0	\$0	\$0	\$5	\$3	n/a	n/a	97.30%
	IMPORT	\$1,349	\$1,388	\$1,302	\$1,119	\$942	\$200	-16.44%	-15.84%	48.94%
	APPLE - TOTAL	\$1,349	\$1,388	\$1,302	\$1,119	\$947	\$203	-15.10%	-15.36%	49.21%
APRICOT	DOMESTIC	\$275	\$235	\$219	\$207	\$206	\$39	-10.23%	-0.23%	4.12%
	IMPORT	\$395	\$418	\$405	\$399	\$429	\$83	3.79%	7.70%	19.66%
	APRICOT - TOTAL	\$670	\$652	\$623	\$606	\$636	\$121	-1.12%	4.99%	14.61%
BANANA	DOMESTIC	\$119	\$508	\$439	\$201	\$99	\$15	-29.67%	-50.57%	14.12%
	IMPORT	\$566	\$662	\$695	\$713	\$678	\$148	-10.25%	-4.90%	64.79%
	BANANA - TOTAL	\$685	\$1,171	\$1,135	\$913	\$777	\$163	-12.53%	-14.93%	58.32%
BERRY - OTHER	DOMESTIC	\$0	\$0	\$3	\$4	\$19	\$3	677.96%	440.04%	3.32%
	IMPORT	\$9	\$46	\$47	\$37	\$24	\$5	-15.67%	-33.77%	33.15%
	BERRY - OTHER - TOTAL	\$9	\$46	\$51	\$40	\$43	\$9	26.41%	8.51%	19.90%
BLACK CURRANT / CASSIS	DOMESTIC	\$0	\$0	\$3	\$26	\$18	\$1	-27.39%	-30.46%	4.08%
	IMPORT	\$306	\$316	\$291	\$284	\$264	\$49	-10.78%	-7.06%	36.63%
	BLACK CURRANT / CASSIS - TOTAL	\$306	\$316	\$293	\$309	\$281	\$51	-11.31%	-8.99%	34.58%
BLACKBERRY	DOMESTIC	\$0	\$0	\$3	\$6	\$3	\$0	4.87%	-57.87%	3.68%
	IMPORT	\$94	\$105	\$106	\$97	\$99	\$16	-16.14%	2.21%	27.79%

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BLACKBERRY	BLACKBERRY - TOTAL	\$94	\$106	\$109	\$103	\$101	\$16	-15.72%	-1.30%	27.18%
BUTTERSCOTCH	DOMESTIC	\$10	\$9	\$7	\$8	\$9	\$2	-24.34%	9.05%	94.82%
	IMPORT	\$1,192	\$1,264	\$1,314	\$1,230	\$1,322	\$321	15.38%	7.45%	44.57%
	BUTTERSCOTCH - TOTAL	\$1,202	\$1,273	\$1,321	\$1,238	\$1,331	\$323	15.00%	7.46%	44.91%
CACAO / CHOCOLATE	DOMESTIC	\$112	\$169	\$157	\$146	\$153	\$31	3.68%	5.36%	22.37%
	IMPORT	\$168	\$74	\$2	\$0	\$0	\$0	n/a	100.00%	0.00%
	CACAO / CHOCOLATE - TOTAL	\$280	\$243	\$159	\$146	\$153	\$31	3.68%	5.37%	22.37%
CACAO / WHITE	DOMESTIC	\$500	\$709	\$656	\$563	\$537	\$115	-10.27%	-4.58%	54.27%
	IMPORT	\$304	\$162	\$190	\$32	\$0	\$0	-65.27%	-99.67%	175.27%
	CACAO / WHITE - TOTAL	\$804	\$871	\$847	\$595	\$537	\$115	-10.36%	-9.66%	54.30%
CHERRY	DOMESTIC	\$44	\$60	\$25	\$2	\$21	\$2	73.85%	835.50%	-1.16%
	IMPORT	\$259	\$255	\$243	\$239	\$234	\$48	1.61%	-2.16%	26.70%
	CHERRY - TOTAL	\$303	\$316	\$267	\$241	\$255	\$50	3.11%	5.81%	24.36%
CHESTNUT	IMPORT	\$0	\$0	\$0	\$1	\$1	\$0	-74.34%	8.63%	0.00%
	CHESTNUT - TOTAL	\$0	\$0	\$0	\$1	\$1	\$0	-74.34%	8.63%	0.00%
CITRUS OTHER THAN ORANGE	IMPORT	\$61	\$55	\$16	\$1	\$0	\$0	n/a	-100.00%	0.00%
	CITRUS OTHER THAN ORANGE - TOTAL	\$61	\$55	\$16	\$1	\$0	\$0	n/a	-100.00%	0.00%
COCONUT	DOMESTIC	\$3,744	\$3,933	\$3,854	\$3,420	\$3,237	\$519	-13.77%	-5.36%	14.06%
	IMPORT	\$439	\$430	\$427	\$376	\$368	\$67	-1.47%	-1.99%	20.34%
	COCONUT - TOTAL	\$4,183	\$4,363	\$4,281	\$3,796	\$3,605	\$586	-12.53%	-5.02%	14.70%
COFFEE	DOMESTIC	\$378	\$304	\$263	\$138	\$53	\$14	-12.38%	-61.80%	32.95%
	IMPORT	\$11,666	\$11,310	\$10,805	\$9,432	\$8,821	\$1,493	-8.14%	-6.47%	13.32%

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

		2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
COFFEE	COFFEE - TOTAL	\$12,044	\$11,615	\$11,068	\$9,570	\$8,874	\$1,506	-8.18%	-7.27%	13.44%
CRANBERRY	DOMESTIC	\$0	\$0	\$3	\$3	\$2	\$0	-28.91%	-20.01%	0.00%
	CRANBERRY - TOTAL	\$0	\$0	\$3	\$3	\$2	\$0	-28.91%	-20.01%	0.00%
CREAM	DOMESTIC	\$113	\$81	\$39	\$68	\$39	\$7	-46.68%	-42.40%	42.39%
	IMPORT	\$31,104	\$32,735	\$33,354	\$30,799	\$31,431	\$4,563	-3.05%	2.05%	5.82%
	CREAM - TOTAL	\$31,217	\$32,816	\$33,393	\$30,867	\$31,470	\$4,570	-3.16%	1.95%	5.86%
EGG	IMPORT	\$157	\$153	\$190	\$184	\$182	\$24	-2.96%	-1.09%	1.84%
	EGG - TOTAL	\$157	\$153	\$190	\$184	\$182	\$24	-2.96%	-1.09%	1.84%
FRUIT - OTHER	DOMESTIC	\$1,030	\$1,134	\$970	\$542	\$205	\$23	-64.59%	-62.23%	7.08%
	IMPORT	\$4,773	\$4,952	\$4,190	\$3,107	\$2,455	\$486	-20.35%	-20.99%	41.63%
	FRUIT - OTHER - TOTAL	\$5,803	\$6,086	\$5,160	\$3,649	\$2,660	\$508	-24.57%	-27.12%	38.97%
GRAPE	DOMESTIC	\$1	\$1	\$1	\$1	\$0	\$0	-100.00%	-71.77%	0.00%
	IMPORT	\$0	\$50	\$238	\$138	\$69	\$11	-40.26%	-49.78%	21.43%
	GRAPE - TOTAL	\$1	\$50	\$239	\$139	\$69	\$11	-42.16%	-50.01%	21.60%
GRAPE FRUIT	IMPORT	\$0	\$24	\$39	\$27	\$24	\$5	28.34%	-10.41%	35.23%
	GRAPE FRUIT - TOTAL	\$0	\$24	\$39	\$27	\$24	\$5	28.34%	-10.41%	35.23%
HAZELNUT	IMPORT	\$818	\$857	\$800	\$699	\$691	\$121	-11.57%	-1.17%	34.71%
	HAZELNUT - TOTAL	\$818	\$857	\$800	\$699	\$691	\$121	-11.57%	-1.17%	34.71%
HERBAL	DOMESTIC	\$0	\$56	\$177	\$135	\$133	\$27	24.83%	-0.94%	9.33%
	IMPORT	\$11,531	\$15,026	\$14,997	\$13,538	\$13,037	\$2,908	-9.61%	-3.70%	45.14%
	HERBAL - TOTAL	\$11,531	\$15,081	\$15,173	\$13,673	\$13,170	\$2,935	-9.38%	-3.67%	44.77%
LEMON	IMPORT	\$376	\$603	\$605	\$650	\$786	\$146	32.09%	20.94%	17.88%
	LEMON - TOTAL	\$376	\$603	\$605	\$650	\$786	\$146	32.09%	20.94%	17.88%
LOGANBERRY	IMPORT	\$8	\$6	\$7	\$8	\$8	\$1	-8.26%	-0.26%	0.00%

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

		2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
LOGANBERRY	LOGANBERRY - TOTAL	\$8	\$6	\$7	\$8	\$8	\$1	-8.26%	-0.26%	0.00%
MACADAMIA	IMPORT	\$0	\$0	\$24	\$137	\$137	\$25	-4.80%	0.09%	2.05%
	MACADAMIA - TOTAL	\$0	\$0	\$24	\$137	\$137	\$25	-4.80%	0.09%	2.05%
MELON	DOMESTIC	\$290	\$289	\$256	\$353	\$96	\$10	-77.32%	-72.72%	17.98%
	IMPORT	\$286	\$284	\$277	\$279	\$348	\$75	2.39%	24.60%	58.36%
	MELON - TOTAL	\$576	\$572	\$532	\$632	\$444	\$85	-26.83%	-29.74%	49.60%
MINT	DOMESTIC	\$649	\$676	\$623	\$579	\$573	\$101	-13.94%	-1.01%	19.87%
	IMPORT	\$7	\$6	\$5	\$5	\$9	\$2	5.68%	95.28%	54.22%
	MINT - TOTAL	\$656	\$681	\$628	\$584	\$582	\$103	-13.69%	-0.23%	20.42%
ORANGE	DOMESTIC	\$2,933	\$2,972	\$3,082	\$2,981	\$2,926	\$538	-1.33%	-1.84%	23.48%
	IMPORT	\$7,566	\$7,859	\$7,790	\$6,739	\$6,708	\$1,238	-2.41%	-0.47%	24.66%
	ORANGE - TOTAL	\$10,499	\$10,831	\$10,872	\$9,721	\$9,634	\$1,776	-2.08%	-0.89%	24.30%
OTHER	DOMESTIC	\$228	\$195	\$147	\$42	\$20	\$5	-43.74%	-52.26%	73.53%
	IMPORT	\$766	\$552	\$508	\$390	\$367	\$100	39.98%	-6.11%	20.20%
	OTHER - TOTAL	\$995	\$748	\$655	\$432	\$387	\$105	31.27%	-10.57%	22.95%
OTHER NUT	IMPORT	\$0	\$0	\$0	\$4	\$1	\$0	53.98%	-84.97%	0.00%
	OTHER NUT - TOTAL	\$0	\$0	\$0	\$4	\$1	\$0	53.98%	-84.97%	0.00%
PEACH	DOMESTIC	\$1,168	\$1,166	\$1,159	\$1,128	\$1,065	\$210	-10.38%	-5.64%	50.20%
	IMPORT	\$101	\$105	\$106	\$89	\$55	\$11	-37.75%	-37.92%	87.19%
	PEACH - TOTAL	\$1,269	\$1,271	\$1,266	\$1,217	\$1,120	\$221	-12.23%	-7.99%	52.02%
PEAR	DOMESTIC	\$49	\$5	\$7	\$4	\$1	\$0	n/a	-74.70%	0.00%
	IMPORT	\$122	\$128	\$122	\$114	\$107	\$23	17.72%	-5.74%	21.02%
	PEAR - TOTAL	\$171	\$133	\$129	\$117	\$108	\$23	18.07%	-7.84%	20.84%
PINEAPPLE	DOMESTIC	\$262	\$326	\$334	\$254	\$135	\$14	-62.75%	-46.99%	7.56%
	IMPORT	\$74	\$2	\$0	\$0	\$0	\$0	n/a	n/a	0.00%

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

		2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
PINEAPPLE	PINEAPPLE - TOTAL	\$335	\$328	\$334	\$254	\$135	\$14	-62.75%	-46.99%	7.55%
PLUM	IMPORT	\$20	\$23	\$24	\$23	\$21	\$3	-38.68%	-8.32%	0.21%
	PLUM - TOTAL	\$20	\$23	\$24	\$23	\$21	\$3	-38.68%	-8.32%	0.21%
RASPBERRY	DOMESTIC	\$36	\$36	\$48	\$81	\$95	\$20	11.16%	16.57%	50.47%
	IMPORT	\$2,585	\$3,009	\$2,980	\$2,790	\$2,652	\$577	-4.23%	-4.94%	43.32%
	RASPBERRY - TOTAL	\$2,622	\$3,045	\$3,028	\$2,871	\$2,747	\$597	-3.79%	-4.33%	43.57%
SPICE	DOMESTIC	\$5,695	\$7,207	\$8,583	\$8,960	\$9,788	\$2,246	5.32%	9.24%	6.65%
	IMPORT	\$484	\$533	\$485	\$381	\$336	\$77	-30.49%	-11.72%	45.60%
	SPICE - TOTAL	\$6,180	\$7,740	\$9,068	\$9,341	\$10,124	\$2,323	3.56%	8.38%	7.95%
STRAWBERRY	DOMESTIC	\$8	\$1	\$0	\$0	\$0	\$0	n/a	-100.00%	0.00%
	IMPORT	\$205	\$177	\$78	\$34	\$24	\$4	-22.15%	-31.02%	72.73%
	STRAWBERRY - TOTAL	\$213	\$178	\$78	\$35	\$24	\$4	-22.15%	-31.29%	72.73%
TANGERINE	DOMESTIC	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	IMPORT	\$76	\$82	\$43	\$26	\$21	\$4	1.36%	-19.54%	35.11%
	TANGERINE - TOTAL	\$76	\$82	\$43	\$26	\$21	\$4	1.36%	-19.54%	35.11%
WALNUT	IMPORT	\$0	\$1	\$6	\$5	\$3	\$0	-65.77%	-42.09%	0.00%
	WALNUT - TOTAL	\$0	\$1	\$6	\$5	\$3	\$0	-65.77%	-42.09%	0.00%
WHISKY	DOMESTIC	\$315	\$312	\$355	\$409	\$357	\$59	-37.93%	-12.66%	7.39%
	IMPORT	\$5,364	\$5,355	\$5,035	\$4,641	\$4,286	\$856	-8.14%	-7.66%	9.88%
	WHISKY - TOTAL	\$5,679	\$5,666	\$5,390	\$5,050	\$4,643	\$915	-10.88%	-8.07%	9.69%
LIQUEURS - TOTAL		\$109,154	\$117,654	\$117,366	\$106,708	\$104,212	\$19,171	-5.31%	-2.34%	19.47%

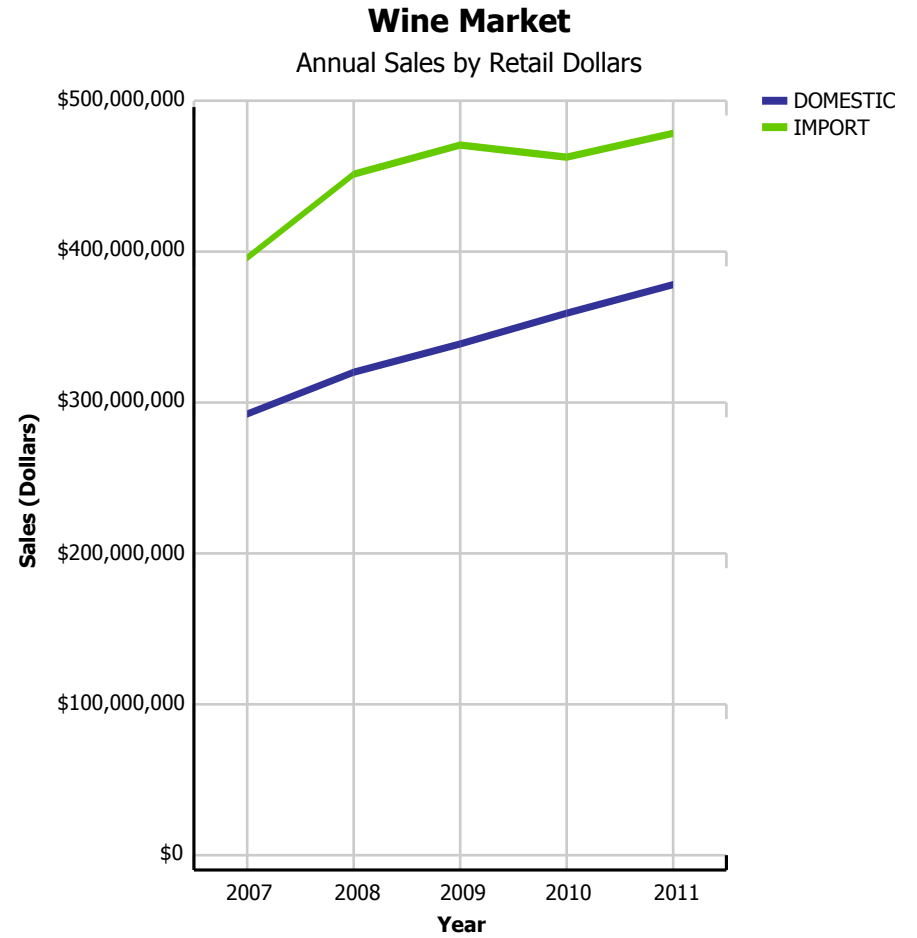
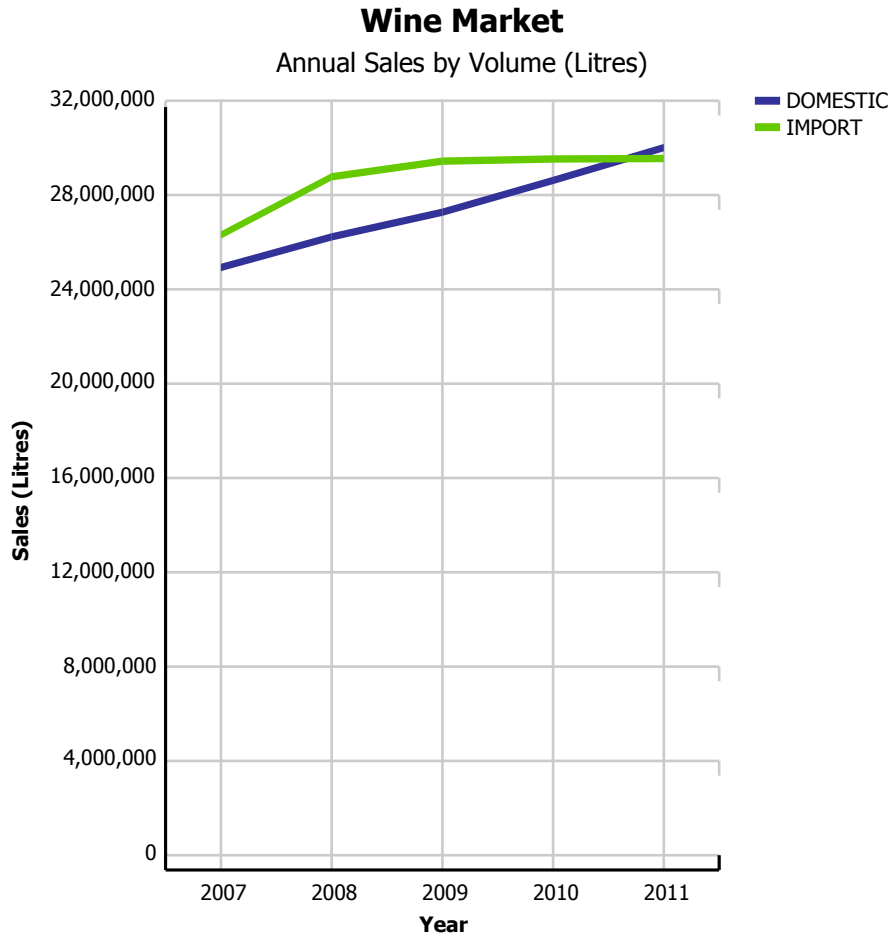
SPIRITS MARKET - OVERALL
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH
SALES IN LITRES

	2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
SPIRITS DOMESTIC	14,686,608	15,042,303	15,080,594	14,125,811	13,383,577	2,699,345	-6.06%	-5.25%	11.38%
IMPORT	9,650,486	10,286,101	10,655,877	10,576,187	10,610,056	2,102,703	-1.55%	0.32%	14.88%
SPIRITS	24,337,094	25,328,404	25,736,471	24,701,999	23,993,632	4,802,048	-4.14%	-2.87%	12.93%

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

	2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
SPIRITS DOMESTIC	\$369,010	\$391,819	\$408,162	\$394,662	\$390,896	\$79,519	-0.88%	-0.95%	10.98%
IMPORT	\$299,204	\$330,565	\$352,019	\$354,320	\$366,239	\$74,389	2.97%	3.36%	15.33%
SPIRITS	\$668,214	\$722,383	\$760,181	\$748,982	\$757,134	\$153,908	0.94%	1.09%	13.09%

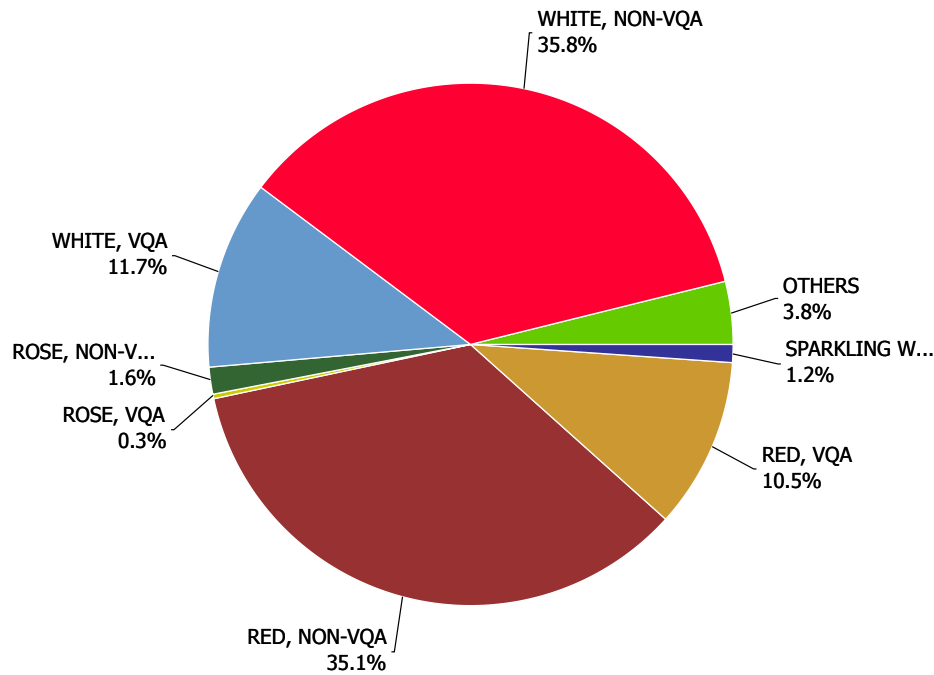
Wine Market (Domestic & Imported)



Wine Market - Domestic Wine

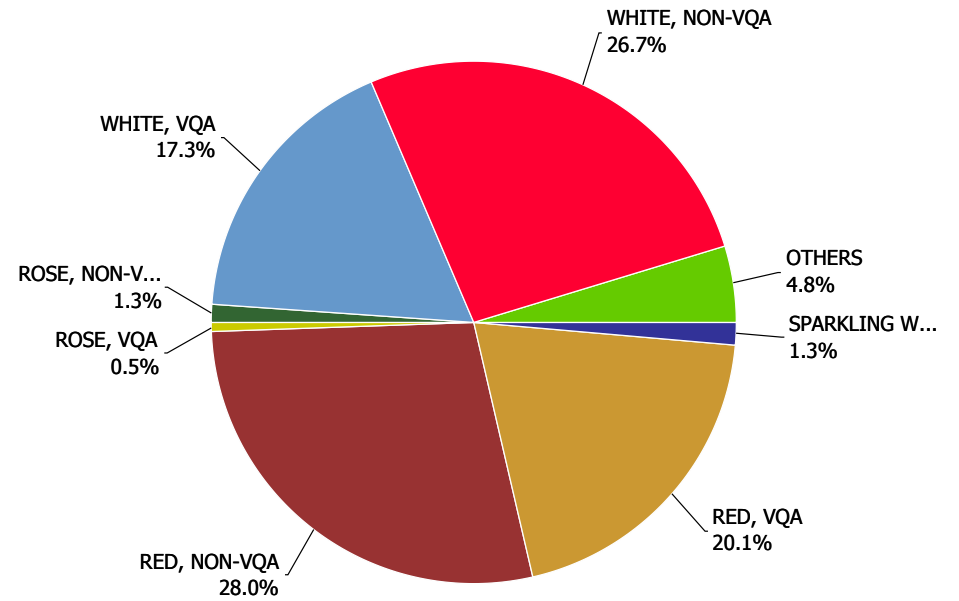
Domestic Wine Market Share

Current Quarter by Volume (Litres)



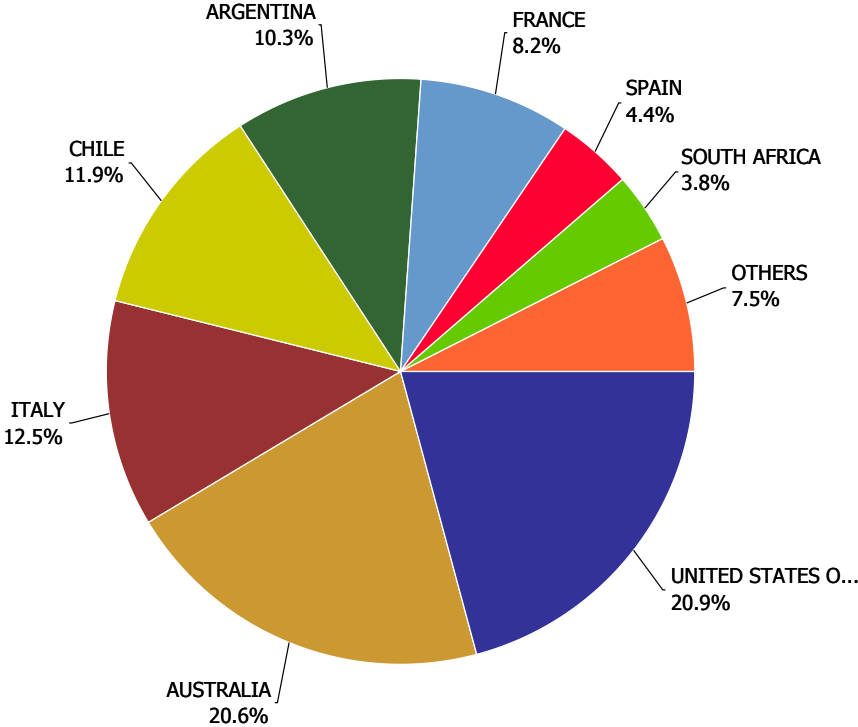
Domestic Wine Market Share

Current Quarter by Retail Dollars

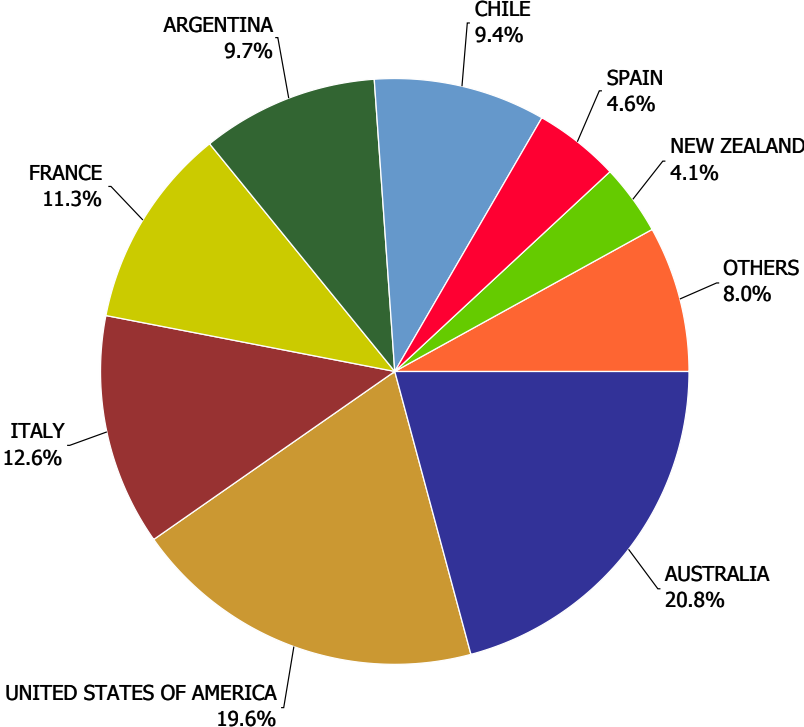


Wine Market - Import Wine

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
SALES IN LITRES

				2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
APERITIF, DESSERT AND FORTIFIED WINE	FLAVOURED	OTHER	NON-VQA	5,353	5,713	6,475	6,102	6,398	1,446	13.61%	4.84%	0.61%
		BC	NON-VQA	948	669	890	863	657	109	-17.56%	-23.87%	15.07%
	FLAVOURED			6,301	6,382	7,365	6,965	7,054	1,555	10.68%	1.29%	1.96%
FRUIT	OTHER	NON-VQA	966	1,163	581	1,789	2,369	583	-3.20%	32.43%	2.90%	
		BC	NON-VQA	130,307	143,319	124,407	148,116	147,142	14,763	-0.66%	-0.66%	1.14%
	FRUIT			131,274	144,482	124,989	149,905	149,511	15,346	-0.76%	-0.26%	1.17%
OTHER	BC	NON-VQA	3,013	2,376	5,590	5,384	7,869	1,975	201.38%	46.14%	5.51%	
		VQA	0	0	0	0	22	13	n/a	n/a	0.00%	
	OTHER			3,013	2,376	5,590	5,384	7,891	1,988	203.39%	46.56%	5.50%
OTHER FORTIFIED	OTHER	NON-VQA	3,097	2,081	1,396	908	693	130	-35.67%	-23.64%	0.27%	
		BC	NON-VQA	4,499	7,936	11,152	10,010	7,547	468	-11.23%	-24.61%	2.98%
			VQA	5,324	4,652	321	166	591	47	384.62%	254.95%	1.78%
	OTHER FORTIFIED			12,920	14,670	12,868	11,084	8,831	646	-12.71%	-20.33%	2.69%
PORT	OTHER	NON-VQA	5,266	4,800	3,954	37	0	0	n/a	-100.00%	0.00%	
		BC	NON-VQA	57,299	58,075	61,114	61,704	64,921	13,853	8.93%	5.21%	9.19%
			VQA	6,667	4,070	4,058	5,587	7,107	848	39.43%	27.21%	3.11%
	PORT			69,232	66,945	69,127	67,327	72,028	14,701	10.32%	6.98%	8.59%
SAKE	BC	NON-VQA	1,582	5,895	8,039	9,814	10,448	1,971	-13.85%	6.46%	46.37%	
	SAKE			1,582	5,895	8,039	9,814	10,448	1,971	-13.85%	6.46%	46.37%
SHERRY	BC	NON-VQA	838,702	817,216	791,654	793,610	762,784	182,363	-2.51%	-3.88%	0.60%	
	SHERRY			838,702	817,216	791,654	793,610	762,784	182,363	-2.51%	-3.88%	0.60%
VERMOUTH	BC	NON-VQA	-8	9	0	0	0	0	n/a	n/a	0.00%	
	VERMOUTH			-8	9	0	0	0	0	n/a	n/a	0.00%
APERITIF, DESSERT AND FORTIFIED WINE				1,063,014	1,057,974	1,019,631	1,044,089	1,018,548	218,571	-1.07%	-2.45%	1.78%
SPARKLING WINE	SPARKLING ICE WINE	OTHER	VQA	0	0	0	9	0	0	-100.00%	-100.00%	0.00%
		BC	VQA	149	95	63	76	26	3	-65.22%	-65.52%	0.00%

DOMESTIC WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH
SALES IN LITRES

				2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
SPARKLING WINE	SPARKLING ICE WINE	SPARKLING ICE WINE		149	95	63	85	26	3	-82.98%	-69.16%	0.00%
	RED	BC	NON-VQA	46,918	49,362	51,363	49,898	50,770	8,710	0.00%	1.75%	1.72%
			VQA	3,376	3,985	2,783	1,063	1	0	-100.00%	-99.93%	0.00%
		SPARKLING WINE RED		50,294	53,347	54,146	50,961	50,771	8,710	-0.03%	-0.37%	1.72%
	ROSE	OTHER	NON-VQA	36	0	0	0	0	0	n/a	n/a	0.00%
			VQA	0	0	0	0	18	18	n/a	n/a	0.00%
		BC	NON-VQA	4,084	1,494	2,474	2,756	3,444	382	-10.23%	24.99%	35.67%
			VQA	6,219	3,916	3,190	3,589	6,288	628	26.05%	75.21%	11.95%
		SPARKLING WINE ROSE		10,339	5,410	5,664	6,344	9,750	1,028	11.29%	53.68%	20.31%
	WHITE	OTHER	NON-VQA	31,743	19,630	17,397	16,214	14,216	2,494	3.42%	-12.32%	36.13%
			VQA	159	429	104	146	146	22	-23.68%	0.52%	49.23%
		BC	NON-VQA	307,124	319,682	312,856	302,999	291,366	44,885	-4.61%	-3.84%	15.36%
			VQA	79,752	75,320	69,878	80,061	90,710	13,649	-19.02%	13.30%	31.07%
		SPARKLING WINE WHITE		418,778	415,061	400,236	399,420	396,438	61,051	-7.99%	-0.75%	19.71%
	SPARKLING WINE			479,560	473,912	460,108	456,811	456,986	70,791	-6.86%	0.04%	17.73%
TABLE WINE	ICE WINE RED	OTHER	NON-VQA	0	0	0	0	28	2	n/a	n/a	0.00%
			VQA	220	583	475	323	298	26	-45.77%	-7.84%	0.00%
		BC	NON-VQA	381	268	209	272	216	2	-75.78%	-20.80%	0.00%
			VQA	6,653	5,124	4,459	4,967	5,047	802	-25.46%	1.61%	0.82%
		ICE WINE RED		7,253	5,975	5,142	5,563	5,589	832	-26.45%	0.47%	0.74%
	ICE WINE ROSE	BC	VQA	569	355	53	18	0	0	n/a	-102.08%	0.00%
		ICE WINE ROSE		569	355	53	18	0	0	n/a	-102.08%	0.00%
	ICE WINE WHITE	OTHER	NON-VQA	81	185	42	165	85	0	-100.00%	-48.52%	0.00%
			VQA	5,979	15,737	10,325	11,323	11,678	2,039	-54.06%	3.13%	0.44%
		BC	NON-VQA	403	296	373	1,480	1,482	132	16.70%	0.08%	3.16%

DOMESTIC WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH
SALES IN LITRES

				2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
TABLE WINE	ICE WINE WHITE	BC	VQA	28,996	30,215	29,734	29,121	30,390	5,125	-6.31%	4.36%	4.78%
		ICE WINE WHITE		35,458	46,433	40,473	42,090	43,634	7,297	-27.42%	3.67%	3.58%
RED	OTHER	NON-VQA	3,214	32,743	11,421	2,519	2,100	404	404	-25.20%	-16.61%	35.21%
		VQA	8,383	10,913	15,092	17,991	16,947	3,081	3,081	-33.90%	-5.80%	21.64%
	BC	NON-VQA	7,483,461	8,206,836	8,833,212	8,882,772	9,573,614	2,137,423	2,137,423	8.14%	7.78%	12.46%
		VQA	3,025,107	2,904,296	2,879,648	3,242,014	3,484,905	635,367	635,367	-10.77%	7.49%	23.96%
TABLE WINE RED		10,520,165	11,154,789	11,739,373	12,145,295	13,077,566	2,776,275	2,776,275	3.06%	7.68%	15.54%	
ROSE	OTHER	VQA	0	0	306	0	0	0	0	n/a	n/a	0.00%
		NON-VQA	367,998	422,969	487,911	522,143	532,257	97,460	97,460	-5.24%	1.94%	4.53%
	BC	NON-VQA	88,668	112,671	130,578	172,303	193,945	20,794	20,794	18.07%	12.56%	6.85%
		VQA	456,665	535,640	618,795	694,445	726,201	118,254	118,254	-1.83%	4.57%	5.15%
TABLE WINE ROSE		456,665	535,640	618,795	694,445	726,201	118,254	118,254	-1.83%	4.57%	5.15%	
WHITE	OTHER	NON-VQA	2,523	31,154	12,493	2,837	2,182	393	393	-27.28%	-23.07%	30.01%
		VQA	7,097	8,447	9,407	11,245	10,160	1,571	1,571	-44.76%	-9.65%	18.26%
	BC	NON-VQA	8,915,309	9,479,971	9,850,312	10,018,733	10,280,888	2,184,051	2,184,051	4.60%	2.62%	12.76%
		VQA	3,582,170	3,564,523	3,654,412	4,310,626	4,491,881	711,700	711,700	-12.66%	4.20%	22.23%
TABLE WINE WHITE		12,507,099	13,084,096	13,526,624	14,343,441	14,785,111	2,897,715	2,897,715	-0.30%	3.08%	15.64%	
TABLE WINE				23,527,210	24,827,288	25,930,461	27,230,852	28,638,102	5,800,372	1.20%	5.17%	15.31%
WINE - GIFT PACKS	WINE - GIFT PACKS ALL	OTHER	NON-VQA	986	2,390	9	4,111	5,661	0	-100.00%	37.71%	0.00%
			VQA	2,270	4,867	4,656	0	1,013	1,008	n/a	n/a	0.00%
	BC	NON-VQA	74	6,522	230	0	0	0	0	n/a	n/a	0.00%
		VQA	12,706	9,297	13,570	40,126	48,263	5,040	5,040	-53.52%	20.28%	0.29%
WINE - GIFT PACKS ALL		16,036	23,076	18,465	44,238	54,937	6,048	6,048	-47.73%	24.19%	0.25%	
WINE - GIFT PACKS				16,036	23,076	18,465	44,238	54,937	6,048	-47.73%	24.19%	0.25%
DOMESTIC WINE - TOTAL				25,085,820	26,382,250	27,428,665	28,775,989	30,168,571	6,095,780	0.92%	4.84%	14.86%

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

				2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
APERITIF, DESSERT AND FORTIFIED WINE	FLAVOURED	OTHER	NON-VQA	\$77	\$85	\$98	\$92	\$98	\$22	16.65%	7.15%	0.61%
		BC	NON-VQA	\$32	\$25	\$29	\$35	\$20	\$3	-19.80%	-43.06%	14.42%
	FLAVOURED			\$109	\$111	\$127	\$127	\$119	\$26	10.05%	-6.83%	2.96%
FRUIT	OTHER	NON-VQA	\$43	\$60	\$41	\$71	\$81	\$19	\$19	-29.19%	14.14%	3.83%
		BC	NON-VQA	\$3,327	\$3,828	\$3,348	\$3,926	\$3,955	\$362	-1.88%	0.74%	1.53%
	FRUIT			\$3,371	\$3,888	\$3,388	\$3,997	\$4,036	\$381	-3.75%	0.98%	1.57%
OTHER	BC	NON-VQA	\$94	\$63	\$149	\$156	\$233	\$57	\$57	177.06%	49.03%	5.79%
		VQA	\$0	\$0	\$0	\$0	\$1	\$0	\$0	n/a	n/a	0.00%
	OTHER			\$94	\$63	\$149	\$156	\$233	\$58	179.09%	49.49%	5.77%
OTHER FORTIFIED	OTHER	NON-VQA	\$141	\$96	\$65	\$42	\$33	\$6	\$6	-33.95%	-22.06%	0.27%
		BC	NON-VQA	\$205	\$413	\$561	\$527	\$420	\$27	-12.83%	-20.37%	3.17%
	OTHER FORTIFIED		VQA	\$162	\$135	\$24	\$12	\$45	\$4	396.96%	264.18%	1.78%
			\$508	\$644	\$650	\$581	\$498	\$37	-10.35%	-14.41%	2.85%	
PORT	OTHER	NON-VQA	\$68	\$60	\$50	\$0	\$0	\$0	\$0	n/a	-100.00%	0.00%
		BC	NON-VQA	\$588	\$656	\$727	\$800	\$890	\$147	13.24%	11.32%	8.13%
	PORT		VQA	\$265	\$184	\$184	\$263	\$332	\$39	41.91%	26.32%	3.09%
			\$921	\$900	\$962	\$1,063	\$1,222	\$187	18.28%	14.98%	6.76%	
SAKE	BC	NON-VQA	\$31	\$172	\$200	\$225	\$250	\$49	\$49	-8.70%	11.06%	14.27%
		SAKE		\$31	\$172	\$200	\$225	\$250	\$49	-8.70%	11.06%	14.27%
SHERRY	BC	NON-VQA	\$6,122	\$5,916	\$5,760	\$5,748	\$5,598	\$1,342	\$1,342	-0.79%	-2.62%	0.60%
		SHERRY		\$6,122	\$5,916	\$5,760	\$5,748	\$5,598	\$1,342	-0.79%	-2.62%	0.60%
VERMOUTH	BC	NON-VQA	\$0	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		VERMOUTH		\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
APERITIF, DESSERT AND FORTIFIED WINE				\$11,155	\$11,693	\$11,235	\$11,898	\$11,956	\$2,080	1.66%	0.48%	2.06%
SPARKLING WINE	SPARKLING ICE WINE	OTHER	VQA	\$0	\$0	\$0	\$1	\$0	\$0	-100.00%	-100.00%	0.00%
		BC	VQA	\$21	\$13	\$9	\$11	\$4	\$0	-64.29%	-64.94%	0.00%

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

		2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011	
SPARKLING WINE	SPARKLING ICE WINE	\$21	\$13	\$9	\$12	\$4	\$0	-80.90%	-68.08%	0.00%	
	RED										
	BC										
		NON-VQA	\$363	\$400	\$418	\$403	\$415	\$75	9.05%	3.04%	2.14%
		VQA	\$99	\$124	\$82	\$31	\$0	\$0	-100.00%	-99.94%	0.00%
		SPARKLING WINE RED	\$462	\$524	\$499	\$434	\$415	\$75	8.88%	-4.35%	2.14%
	ROSE										
	OTHER										
		NON-VQA	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		VQA	\$0	\$0	\$0	\$0	\$1	\$1	n/a	n/a	0.00%
	BC										
		NON-VQA	\$85	\$53	\$86	\$85	\$127	\$14	-3.84%	48.40%	36.04%
		VQA	\$188	\$123	\$104	\$118	\$193	\$18	8.30%	63.74%	11.26%
		SPARKLING WINE ROSE	\$274	\$176	\$189	\$203	\$321	\$33	4.71%	57.65%	21.02%
	WHITE										
	OTHER										
		NON-VQA	\$335	\$207	\$185	\$176	\$162	\$29	11.37%	-7.84%	35.85%
		VQA	\$5	\$13	\$3	\$5	\$5	\$1	-19.92%	7.50%	50.22%
	BC										
		NON-VQA	\$2,631	\$2,724	\$2,755	\$2,690	\$2,723	\$419	-3.96%	1.22%	21.08%
		VQA	\$2,175	\$2,161	\$2,089	\$2,447	\$2,680	\$385	-25.43%	9.54%	27.57%
		SPARKLING WINE WHITE	\$5,146	\$5,106	\$5,033	\$5,318	\$5,570	\$834	-14.88%	4.75%	24.66%
	SPARKLING WINE	\$5,902	\$5,820	\$5,730	\$5,966	\$6,310	\$942	-12.94%	5.75%	22.98%	
TABLE WINE	ICE WINE RED										
	OTHER										
		NON-VQA	\$0	\$0	\$0	\$0	\$5	\$0	n/a	n/a	0.00%
		VQA	\$31	\$128	\$99	\$46	\$40	\$2	-66.84%	-14.57%	0.00%
	BC										
		NON-VQA	\$61	\$34	\$31	\$39	\$29	\$0	-77.80%	-27.08%	0.00%
		VQA	\$1,143	\$722	\$674	\$719	\$838	\$123	-9.19%	16.50%	0.53%
		ICE WINE RED	\$1,235	\$884	\$804	\$805	\$911	\$126	-12.15%	13.14%	0.49%
	ICE WINE ROSE										
	BC										
		VQA	\$52	\$33	\$5	\$2	\$0	\$0	n/a	-102.14%	0.00%
		ICE WINE ROSE	\$52	\$33	\$5	\$2	\$0	\$0	n/a	-102.14%	0.00%
	ICE WINE WHITE										
	OTHER										
		NON-VQA	\$11	\$26	\$5	\$16	\$7	\$0	-100.00%	-53.97%	0.00%
		VQA	\$711	\$2,179	\$1,412	\$1,201	\$1,226	\$235	-45.40%	2.10%	0.48%
	BC										
		NON-VQA	\$48	\$35	\$41	\$135	\$142	\$13	19.76%	5.74%	1.02%

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

				2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011	
TABLE WINE	ICE WINE WHITE	BC	VQA	\$3,705	\$3,839	\$3,768	\$3,780	\$4,128	\$707	-0.63%	9.20%	4.09%	
		ICE WINE WHITE		\$4,475	\$6,080	\$5,225	\$5,131	\$5,504	\$955	-17.32%	7.26%	3.21%	
RED	OTHER	NON-VQA		\$38	\$326	\$122	\$50	\$61	\$7	-57.16%	20.78%	16.16%	
		VQA		\$148	\$214	\$313	\$337	\$325	\$58	-35.87%	-3.53%	23.06%	
	BC	NON-VQA		\$68,644	\$77,954	\$86,483	\$86,949	\$92,427	\$19,969	7.15%	6.30%	12.37%	
		VQA		\$62,570	\$64,750	\$66,399	\$73,252	\$79,866	\$14,334	-7.80%	9.03%	20.66%	
TABLE WINE RED			\$131,400	\$143,243	\$153,318	\$160,588	\$172,679	\$34,367	0.23%	7.53%	16.23%		
ROSE	OTHER	VQA		\$0	\$0	\$4	\$0	\$0	\$0	n/a	n/a	0.00%	
		NON-VQA		\$3,361	\$3,935	\$4,694	\$5,302	\$5,368	\$939	-2.71%	1.25%	6.53%	
	BC	VQA		\$1,297	\$1,929	\$2,356	\$3,015	\$3,488	\$360	18.15%	15.72%	7.02%	
		TABLE WINE ROSE			\$4,658	\$5,864	\$7,055	\$8,316	\$8,856	\$1,299	2.30%	6.49%	6.72%
WHITE	OTHER	NON-VQA		\$31	\$304	\$127	\$122	\$78	\$10	-52.89%	-36.13%	11.13%	
		VQA		\$123	\$169	\$211	\$249	\$217	\$32	-55.75%	-12.53%	17.70%	
	BC	NON-VQA		\$75,086	\$83,066	\$88,968	\$91,180	\$93,339	\$19,039	4.33%	2.37%	12.83%	
		VQA		\$60,020	\$64,234	\$67,623	\$76,201	\$78,958	\$12,307	-10.41%	3.62%	21.57%	
	TABLE WINE WHITE			\$135,261	\$147,774	\$156,930	\$167,751	\$172,592	\$31,388	-2.15%	2.89%	16.83%	
	TABLE WINE			\$277,080	\$303,878	\$323,336	\$342,593	\$360,542	\$68,135	-1.16%	5.24%	16.04%	
WINE - GIFT PACKS	WINE - GIFT PACKS ALL	OTHER	NON-VQA		\$66	\$101	\$0	\$394	\$541	\$0	-100.00%	37.45%	0.00%
			VQA		\$356	\$761	\$728	\$0	\$163	\$162	n/a	n/a	0.00%
		BC	NON-VQA		\$1	\$101	\$3	\$0	\$0	\$0	n/a	n/a	0.00%
			VQA		\$299	\$181	\$249	\$790	\$1,084	\$144	-45.33%	37.22%	0.44%
	WINE - GIFT PACKS ALL			\$722	\$1,144	\$980	\$1,183	\$1,788	\$306	-6.78%	51.05%	0.27%	
	WINE - GIFT PACKS			\$722	\$1,144	\$980	\$1,183	\$1,788	\$306	-6.78%	51.05%	0.27%	
DOMESTIC WINE - TOTAL				\$294,859	\$322,534	\$341,281	\$361,641	\$380,595	\$71,462	-1.28%	5.24%	15.65%	

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH

			2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
APERITIF, DESSERT AND FORTIFIED WINE	FLAVOURED	AUSTRALIA	2,588	2,725	2,930	2,545	2,729	577	11.94%	7.25%	1.46%
		CHINA	0	0	0	0	2,314	923	n/a	n/a	4.89%
		ITALY	62	21	74	16	5,667	3,177	n/a	34,247.73%	4.21%
		UNITED STATES OF AMERICA	0	40	12,778	4,072	3,598	729	10.96%	-11.64%	0.00%
		FLAVOURED	2,649	2,787	15,783	6,634	14,310	5,406	11.39%	80.82%	3.66%
FRUIT	ARMENIA	74	83	1	0	0	0	n/a	n/a	0.00%	
	CHINA	1	0	0	0	0	0	n/a	n/a	0.00%	
	DENMARK	2,338	34	0	-1	1	0	100.00%	n/a	0.00%	
	FRANCE	0	0	0	0	16	0	n/a	n/a	0.00%	
	JAPAN	7,662	9,390	10,024	11,276	10,391	2,547	-7.51%	-7.85%	25.82%	
	KOREA - SOUTH	0	24	438	150	182	35	-9.92%	20.96%	49.67%	
	TURKEY	0	0	0	21	3	0	n/a	-85.71%	0.00%	
	UNITED STATES OF AMERICA	1,786	1,844	1,968	2,464	3,345	846	16.10%	35.71%	57.53%	
FRUIT	11,861	11,374	12,431	13,911	13,937	3,429	-2.63%	0.06%	33.78%		
MADEIRA	PORTUGAL	5,262	5,883	5,528	5,215	5,326	1,224	-5.23%	2.13%	19.50%	
	MADEIRA	5,262	5,883	5,528	5,215	5,326	1,224	-5.23%	2.13%	19.50%	
MONTILLA	SPAIN	10,874	11,152	11,390	9,657	10,158	2,678	37.19%	5.19%	3.94%	
	MONTILLA	10,874	11,152	11,390	9,657	10,158	2,678	37.19%	5.19%	3.94%	
OTHER	AUSTRALIA	13	4	0	8	0	0	n/a	-100.00%	0.00%	
	CHINA	0	0	0	0	476	170	n/a	n/a	9.86%	
	OTHER	13	4	0	8	476	170	n/a	-100.00%	9.86%	
OTHER FORTIFIED	AUSTRALIA	844	891	429	452	627	90	77.04%	38.67%	27.53%	
	CHINA	5,208	6,465	7,215	5,925	6,528	1,918	12.72%	10.18%	21.69%	
	FRANCE	40,019	37,668	35,920	34,040	32,603	6,858	-4.28%	-4.22%	6.83%	
	GREECE	116	566	516	58	91	18	-42.86%	55.13%	0.00%	
	ITALY	14,440	15,323	15,768	14,995	14,876	3,662	4.32%	-0.80%	32.19%	
	JAPAN	0	0	36	81	428	160	787.42%	428.89%	89.71%	
	KOREA - SOUTH	9,207	7,353	5,920	4,530	7,174	3,192	206.20%	58.36%	52.66%	
	PORTUGAL	16	0	0	0	0	0	n/a	n/a	0.00%	

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH

			2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
APERITIF, DESSERT AND FORTIFIED WINE	OTHER FORTIFIED	SPAIN	0	0	0	44	0	0	-100.00%	-100.00%	0.00%
		UNITED STATES OF AMERICA	2,564	2,609	2,087	1,732	1,708	370	-2.95%	-1.39%	25.48%
		URUGUAY	0	9	4	0	14	0	n/a	3,700.00%	0.00%
		OTHER FORTIFIED	72,415	70,884	67,895	61,858	64,048	16,267	16.98%	3.54%	20.64%
PORT	AUSTRALIA	35,305	32,981	31,192	22,171	19,268	4,172	-14.05%	-13.09%	7.82%	
	PORTUGAL	87,993	90,466	91,233	84,771	85,783	16,958	0.89%	1.19%	10.46%	
	SOUTH AFRICA	23,654	24,008	20,633	17,627	19,152	4,652	0.76%	8.65%	10.28%	
	UNITED STATES OF AMERICA	48	74	32	22	58	4	n/a	168.97%	7.69%	
	PORT	147,000	147,529	143,091	124,591	124,262	25,786	-1.89%	-0.26%	10.02%	
SAKE	JAPAN	53,856	64,450	66,615	68,161	72,960	18,380	5.82%	7.04%	33.10%	
	KOREA - SOUTH	4,498	3,566	2,894	2,368	1,841	431	-24.74%	-22.27%	45.66%	
	UNITED STATES OF AMERICA	295,734	312,818	318,615	317,395	311,893	80,086	-2.73%	-1.73%	66.20%	
	SAKE	354,088	380,835	388,124	387,925	386,694	98,896	-1.37%	-0.32%	59.86%	
SHERRY	AUSTRALIA	30,687	29,158	29,527	28,232	33,693	8,343	27.63%	19.35%	0.76%	
	NEW ZEALAND	31,630	30,741	27,583	22,142	4,885	0	-100.00%	-77.94%	0.00%	
	SOUTH AFRICA	29,074	30,408	29,592	22,851	25,760	6,389	11.56%	12.73%	1.90%	
	SPAIN	82,660	80,351	75,031	67,791	66,361	13,071	0.48%	-2.11%	2.36%	
	SHERRY	174,051	170,657	161,733	141,015	130,699	27,803	-4.66%	-7.32%	1.80%	
VERMOUTH	FRANCE	23,451	24,943	22,973	21,032	19,551	4,156	-16.23%	-7.04%	10.34%	
	ITALY	234,420	228,931	219,099	210,184	201,287	42,271	-1.91%	-4.23%	5.28%	
	UNITED STATES OF AMERICA	104	65	68	225	222	55	25.86%	-1.33%	47.97%	
	VERMOUTH	257,976	253,939	242,140	231,442	221,060	46,482	-3.36%	-4.49%	5.77%	
IMPORT APERITIF, DESSERT AND FORTIFIED WINE - TOTAL			1,036,189	1,055,044	1,048,115	982,256	970,971	228,141	1.10%	-1.15%	28.71%
TABLE ARGENTINA WINE	RED	CANADA BOTTLED	74	-1	0	0	0	0	n/a	n/a	0.00%
		IMPORT BOTTLED	819,610	1,161,589	1,723,253	2,214,794	2,499,636	591,275	12.65%	12.86%	10.45%
		RED - TOTAL	819,685	1,161,588	1,723,253	2,214,794	2,499,636	591,275	12.65%	12.86%	10.45%

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			2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011	
TABLE WINE	ARGENTINA	ROSE	IMPORT BOTTLED	0	180	121	3,648	8,165	632	626.72%	123.83%	5.14%
			ROSE - TOTAL	0	180	121	3,648	8,165	632	626.72%	123.83%	5.14%
		WHITE	IMPORT BOTTLED	149,599	160,565	215,235	332,252	346,644	71,054	19.13%	4.33%	7.93%
		WHITE - TOTAL	149,599	160,565	215,235	332,252	346,644	71,054	19.13%	4.33%	7.93%	
		TOTAL	969,284	1,322,333	1,938,609	2,550,694	2,854,446	662,961	13.41%	11.91%	10.13%	
ARMENIA	RED	IMPORT BOTTLED	1	1	0	0	0	0	n/a	n/a	0.00%	
			RED - TOTAL	1	1	0	0	0	n/a	n/a	0.00%	
		WHITE	IMPORT BOTTLED	46	35	47	22	-9	0	-100.00%	-140.00%	0.00%
		WHITE - TOTAL	46	35	47	22	-9	0	-100.00%	-140.00%	0.00%	
		TOTAL	47	36	47	22	-9	0	-100.00%	-140.00%	0.00%	
AUSTRALIA	RED	CANADA BOTTLED	75,010	47,731	12,828	9,228	8,240	465	-84.30%	-10.71%	11.65%	
		IMPORT BOTTLED	5,718,356	5,807,487	5,191,779	4,614,722	4,242,935	920,078	-4.58%	-8.06%	12.12%	
			RED - TOTAL	5,793,365	5,855,218	5,204,607	4,623,950	4,251,175	920,542	-4.83%	-8.06%	12.12%
	ROSE	IMPORT BOTTLED	30,228	23,023	18,607	20,049	16,254	2,058	-28.21%	-18.93%	4.93%	
			ROSE - TOTAL	30,228	23,023	18,607	20,049	16,254	2,058	-28.21%	-18.93%	4.93%
	WHITE	CANADA BOTTLED	121,373	72,060	11,435	5,862	3,600	0	-100.00%	-38.58%	0.00%	
IMPORT BOTTLED		2,091,601	2,389,280	2,237,974	2,135,447	1,923,766	360,453	-13.18%	-9.91%	9.73%		
		WHITE - TOTAL	2,212,975	2,461,340	2,249,410	2,141,308	1,927,366	360,453	-13.52%	-9.99%	9.77%	
	TOTAL	8,036,568	8,339,580	7,472,624	6,785,307	6,194,795	1,283,054	-7.49%	-8.70%	11.37%		
AUSTRIA	RED	IMPORT BOTTLED	1,039	1,210	919	1,486	457	117	-62.86%	-69.27%	20.53%	
			RED - TOTAL	1,039	1,210	919	1,486	457	117	-62.86%	-69.27%	20.53%
	ROSE	IMPORT BOTTLED	0	502	152	594	9	0	-100.00%	-98.48%	0.00%	
		ROSE - TOTAL	0	502	152	594	9	0	-100.00%	-98.48%	0.00%	
WHITE	IMPORT BOTTLED	8,259	8,271	6,927	7,011	12,646	2,164	2.91%	80.38%	23.80%		
		WHITE - TOTAL	8,259	8,271	6,927	7,011	12,646	2,164	2.91%	80.38%	23.80%	
	TOTAL	9,298	9,984	7,997	9,092	13,112	2,281	-10.02%	44.23%	23.68%		
BULGARIA	RED	IMPORT BOTTLED	44,698	29,741	3,586	122	70	71	9,600.00%	-42.33%	-1.06%	
			RED - TOTAL	44,698	29,741	3,586	122	70	71	9,600.00%	-42.33%	-1.06%
	WHITE	IMPORT BOTTLED	0	0	0	0	135	135	n/a	n/a	0.00%	

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TABLE WINE	BULGARIA	WHITE	WHITE - TOTAL	0	0	0	0	135	135	n/a	n/a	0.00%
		TOTAL		44,698	29,741	3,586	122	206	206	9,600.00%	-42.33%	-1.06%
	CHILE	RED	CANADA BOTTLED	340,039	312,986	294,555	243,662	182,668	37,252	-28.02%	-25.03%	20.33%
			IMPORT BOTTLED	1,582,660	1,865,665	2,065,670	2,144,272	2,205,944	499,821	-2.46%	2.88%	6.71%
		RED - TOTAL		1,922,699	2,178,652	2,360,225	2,387,934	2,388,612	537,074	-4.81%	0.03%	7.75%
		ROSE	IMPORT BOTTLED	680	3,519	8,768	7,640	7,458	514	-23.09%	-2.39%	2.82%
			ROSE - TOTAL		680	3,519	8,768	7,640	7,458	514	-23.09%	-2.39%
		WHITE	CANADA BOTTLED	249,079	230,802	228,014	193,756	139,389	25,970	-29.48%	-28.06%	20.41%
			IMPORT BOTTLED	580,124	689,941	808,215	921,307	970,492	200,228	-2.56%	5.34%	10.20%
		WHITE - TOTAL		829,203	920,743	1,036,228	1,115,063	1,109,881	226,198	-6.65%	-0.46%	11.48%
		TOTAL		2,752,582	3,102,914	3,405,221	3,510,637	3,505,951	763,786	-5.38%	-0.13%	8.92%
	CHINA	RED	IMPORT BOTTLED	0	2,926	4,882	3,449	2,747	484	-28.62%	-20.35%	4.45%
			RED - TOTAL		0	2,926	4,882	3,449	2,747	484	-28.62%	-20.35%
		WHITE	IMPORT BOTTLED	0	395	328	228	262	100	306.06%	15.13%	10.00%
			WHITE - TOTAL		0	395	328	228	262	100	306.06%	15.13%
		TOTAL		0	3,321	5,210	3,677	3,010	585	-16.84%	-18.15%	4.93%
	CROATIA	RED	IMPORT BOTTLED	5,348	4,685	4,561	4,312	2,845	670	-3.14%	-34.02%	1.08%
			RED - TOTAL		5,348	4,685	4,561	4,312	2,845	670	-3.14%	-34.02%
		WHITE	IMPORT BOTTLED	454	124	4	90	198	45	0.00%	120.00%	0.00%
			WHITE - TOTAL		454	124	4	90	198	45	0.00%	120.00%
		TOTAL		5,801	4,810	4,565	4,402	3,043	716	-2.95%	-30.87%	1.08%
	CZECH REPUBLIC	RED	IMPORT BOTTLED	1,896	1,644	1,074	596	10	0	-100.00%	-98.24%	0.00%
			RED - TOTAL		1,896	1,644	1,074	596	10	0	-100.00%	-98.24%
		WHITE	IMPORT BOTTLED	1,462	1,352	1,327	770	10	9	100.00%	-98.64%	0.00%
			WHITE - TOTAL		1,462	1,352	1,327	770	10	9	100.00%	-98.64%
		TOTAL		3,358	2,996	2,401	1,366	21	9	-58.62%	-98.46%	0.00%
	FRANCE	RED	CANADA BOTTLED	117,120	125,864	143,152	180,400	155,241	35,149	-16.64%	-14.23%	1.67%
			IMPORT BOTTLED	1,278,083	1,461,017	1,483,065	1,393,838	1,408,136	313,501	-0.60%	1.03%	8.96%
		RED - TOTAL		1,395,203	1,586,881	1,626,217	1,574,238	1,563,377	348,650	-2.49%	-0.69%	8.23%

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TABLE WINE	FRANCE	ROSE	IMPORT BOTTLED	28,299	37,923	43,297	68,481	62,138	6,729	-23.14%	-9.26%	9.91%
		ROSE - TOTAL	28,299	37,923	43,297	68,481	62,138	6,729	-23.14%	-9.26%	9.91%	
	WHITE	CANADA BOTTLED	52,916	56,740	62,934	77,184	49,748	10,460	-40.32%	-35.55%	1.50%	
		IMPORT BOTTLED	680,669	704,966	693,772	628,007	601,443	113,849	-11.19%	-4.23%	13.37%	
		WHITE - TOTAL	733,585	761,706	756,705	705,191	651,191	124,309	-14.69%	-7.66%	12.47%	
TOTAL	2,157,088	2,386,511	2,426,220	2,347,909	2,276,706	479,688	-6.32%	-3.03%	9.49%			
GEORGIA	RED	IMPORT BOTTLED	0	0	0	0	6,099	1,858	n/a	n/a	1.60%	
		RED - TOTAL	0	0	0	0	6,099	1,858	n/a	n/a	1.60%	
	WHITE	IMPORT BOTTLED	0	0	0	0	126	0	n/a	n/a	0.00%	
		WHITE - TOTAL	0	0	0	0	126	0	n/a	n/a	0.00%	
	TOTAL	0	0	0	0	6,225	1,858	n/a	n/a	1.60%		
GERMANY	ICE WINE WHITE	IMPORT BOTTLED	15	6	2	0	0	0	n/a	n/a	0.00%	
		ICE WINE WHITE - TOTAL	15	6	2	0	0	0	n/a	n/a	0.00%	
	RED	IMPORT BOTTLED	6,309	9,686	19,642	17,501	17,908	3,746	5.16%	2.32%	1.59%	
		RED - TOTAL	6,309	9,686	19,642	17,501	17,908	3,746	5.16%	2.32%	1.59%	
	WHITE	IMPORT BOTTLED	451,396	470,342	475,795	483,583	476,818	96,878	-1.51%	-1.40%	5.91%	
WHITE - TOTAL		451,396	470,342	475,795	483,583	476,818	96,878	-1.51%	-1.40%	5.91%		
TOTAL	457,720	480,034	495,439	501,084	494,726	100,624	-1.27%	-1.27%	5.76%			
GREECE	RED	IMPORT BOTTLED	110,447	99,691	75,588	62,582	54,953	11,856	-20.64%	-12.19%	67.37%	
		RED - TOTAL	110,447	99,691	75,588	62,582	54,953	11,856	-20.64%	-12.19%	67.37%	
	ROSE	IMPORT BOTTLED	0	9	32	27	0	0	n/a	-100.00%	0.00%	
		ROSE - TOTAL	0	9	32	27	0	0	n/a	-100.00%	0.00%	
	WHITE	IMPORT BOTTLED	90,746	82,364	63,322	56,452	54,357	10,526	-11.82%	-3.71%	59.32%	
WHITE - TOTAL		90,746	82,364	63,322	56,452	54,357	10,526	-11.82%	-3.71%	59.32%		
TOTAL	201,193	182,064	138,942	119,061	109,310	22,383	-16.72%	-8.19%	63.37%			
HUNGARY	RED	IMPORT BOTTLED	43,106	42,372	30,010	24,659	23,948	5,074	-4.32%	-2.88%	1.17%	
		RED - TOTAL	43,106	42,372	30,010	24,659	23,948	5,074	-4.32%	-2.88%	1.17%	
	WHITE	IMPORT BOTTLED	112,466	101,292	85,855	80,400	84,024	15,982	-11.08%	4.51%	5.66%	

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TABLE WINE	HUNGARY	WHITE	WHITE - TOTAL	112,466	101,292	85,855	80,400	84,024	15,982	-11.08%	4.51%	5.66%
		TOTAL	155,571	143,665	115,866	105,059	107,972	21,056	-9.54%	2.77%	4.66%	
INDIA	RED	IMPORT BOTTLED	596	84	0	0	0	0	n/a	n/a	0.00%	
		RED - TOTAL	596	84	0	0	0	0	n/a	n/a	0.00%	
	ROSE	IMPORT BOTTLED	-4	296	458	-21	0	0	n/a	100.00%	0.00%	
		ROSE - TOTAL	-4	296	458	-21	0	0	n/a	100.00%	0.00%	
	WHITE	IMPORT BOTTLED	522	168	7	2	0	0	n/a	-100.00%	0.00%	
		WHITE - TOTAL	522	168	7	2	0	0	n/a	-100.00%	0.00%	
TOTAL	1,114	548	465	-19	0	0	n/a	100.00%	0.00%			
ISRAEL	RED	IMPORT BOTTLED	748	2,588	10,568	9,286	5,610	1,354	-45.91%	-39.58%	7.46%	
		RED - TOTAL	748	2,588	10,568	9,286	5,610	1,354	-45.91%	-39.58%	7.46%	
	ROSE	IMPORT BOTTLED	0	0	0	0	120	75	n/a	n/a	0.00%	
		ROSE - TOTAL	0	0	0	0	120	75	n/a	n/a	0.00%	
	WHITE	IMPORT BOTTLED	60	1,076	4,296	3,612	3,390	791	-19.66%	-6.15%	8.29%	
		WHITE - TOTAL	60	1,076	4,296	3,612	3,390	791	-19.66%	-6.15%	8.29%	
TOTAL	808	3,664	14,864	12,897	9,120	2,220	-38.51%	-30.22%	7.77%			
ITALY	RED	IMPORT BOTTLED	2,097,785	2,207,782	2,229,653	2,139,529	2,135,251	480,738	-2.79%	-0.20%	15.56%	
		RED - TOTAL	2,097,785	2,207,782	2,229,653	2,139,529	2,135,251	480,738	-2.79%	-0.20%	15.56%	
	ROSE	IMPORT BOTTLED	2,605	3,838	2,602	5,650	32,253	5,974	493.52%	470.87%	4.37%	
		ROSE - TOTAL	2,605	3,838	2,602	5,650	32,253	5,974	493.52%	470.87%	4.37%	
	WHITE	IMPORT BOTTLED	987,320	1,098,138	1,117,328	1,149,292	1,185,472	232,517	1.09%	3.15%	20.04%	
		WHITE - TOTAL	987,320	1,098,138	1,117,328	1,149,292	1,185,472	232,517	1.09%	3.15%	20.04%	
TOTAL	3,087,711	3,309,759	3,349,583	3,294,471	3,352,976	719,229	-0.87%	1.78%	17.04%			
LEBANON	RED	IMPORT BOTTLED	1,048	989	766	472	341	108	-16.76%	-27.66%	32.09%	
		RED - TOTAL	1,048	989	766	472	341	108	-16.76%	-27.66%	32.09%	
	ROSE	IMPORT BOTTLED	67	91	141	17	98	15	66.67%	465.22%	81.54%	
		ROSE - TOTAL	67	91	141	17	98	15	66.67%	465.22%	81.54%	
	WHITE	IMPORT BOTTLED	27	112	282	114	172	14	-45.45%	50.66%	41.48%	
		WHITE - TOTAL	27	112	282	114	172	14	-45.45%	50.66%	41.48%	

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TABLE WINE	LEBANON	WHITE	WHITE - TOTAL	27	112	282	114	172	14	-45.45%	50.66%	41.48%
		TOTAL		1,142	1,192	1,190	603	610	136	-16.51%	1.24%	42.63%
MEXICO	RED	IMPORT BOTTLED		372	1,076	1,137	839	1,063	198	-9.28%	26.63%	12.70%
		RED - TOTAL	372	1,076	1,137	839	1,063	198	-9.28%	26.63%	12.70%	
	WHITE	IMPORT BOTTLED		0	18	90	198	324	18	-60.00%	63.64%	0.00%
		WHITE - TOTAL	0	18	90	198	324	18	-60.00%	63.64%	0.00%	
TOTAL		372	1,094	1,227	1,037	1,387	216	-17.95%	33.69%	11.03%		
MOLDOVA, REPUBLIC OF	RED	IMPORT BOTTLED		142	126	104	18	0	0	n/a	-100.00%	0.00%
		RED - TOTAL	142	126	104	18	0	0	n/a	-100.00%	0.00%	
	WHITE	IMPORT BOTTLED		70	36	0	0	0	0	n/a	n/a	0.00%
		WHITE - TOTAL	70	36	0	0	0	0	0	n/a	n/a	0.00%
TOTAL		213	162	104	18	0	0	0	n/a	-100.00%	0.00%	
MONTENEGRO	RED	IMPORT BOTTLED		4,494	4,492	3,980	3,455	4,304	910	15.07%	24.57%	1.73%
		RED - TOTAL	4,494	4,492	3,980	3,455	4,304	910	15.07%	24.57%	1.73%	
	TOTAL		4,494	4,492	3,980	3,455	4,304	910	15.07%	24.57%	1.73%	
MOROCCO	RED	IMPORT BOTTLED		634	520	188	11	2	0	-100.00%	-86.67%	0.00%
		RED - TOTAL	634	520	188	11	2	0	-100.00%	-86.67%	0.00%	
	TOTAL		634	520	188	11	2	0	-100.00%	-86.67%	0.00%	
NEW ZEALAND	RED	IMPORT BOTTLED		38,947	61,516	62,175	68,534	88,514	19,665	15.87%	29.15%	16.84%
		RED - TOTAL	38,947	61,516	62,175	68,534	88,514	19,665	15.87%	29.15%	16.84%	
	ROSE	IMPORT BOTTLED		488	1,532	3,135	620	1,591	229	238.89%	156.78%	6.27%
		ROSE - TOTAL	488	1,532	3,135	620	1,591	229	238.89%	156.78%	6.27%	
	TOTAL		410,042	545,443	584,372	699,919	882,732	190,713	19.69%	26.12%	21.80%	
PORTUGAL	RED	IMPORT BOTTLED		85,098	98,218	104,165	106,910	125,282	31,113	29.68%	17.19%	5.92%
		RED - TOTAL	85,098	98,218	104,165	106,910	125,282	31,113	29.68%	17.19%	5.92%	
	ROSE	IMPORT BOTTLED		61,124	63,912	64,427	62,759	76,112	14,006	3.97%	21.28%	2.69%

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TABLE WINE	PORTUGAL	ROSE	ROSE - TOTAL	61,124	63,912	64,427	62,759	76,112	14,006	3.97%	21.28%	2.69%
		WHITE	IMPORT BOTTLED	52,972	66,698	81,401	92,708	103,537	15,621	1.42%	11.68%	2.44%
			WHITE - TOTAL	52,972	66,698	81,401	92,708	103,537	15,621	1.42%	11.68%	2.44%
			TOTAL	199,194	228,829	249,994	262,377	304,930	60,740	14.89%	16.22%	3.93%
ROMANIA	RED	IMPORT BOTTLED	1,568	52	0	0	0	0	n/a	n/a	0.00%	
		RED - TOTAL	1,568	52	0	0	0	0	n/a	n/a	0.00%	
	ROSE	IMPORT BOTTLED	72	0	0	0	0	0	0	n/a	n/a	0.00%
		ROSE - TOTAL	72	0	0	0	0	0	0	n/a	n/a	0.00%
	WHITE	IMPORT BOTTLED	562	63	0	0	0	0	0	n/a	n/a	0.00%
		WHITE - TOTAL	562	63	0	0	0	0	0	n/a	n/a	0.00%
		TOTAL	2,202	115	0	0	0	0	0	n/a	n/a	0.00%
	SLOVAK REPUBLIC	RED	IMPORT BOTTLED	761	145	0	0	0	0	n/a	n/a	0.00%
RED - TOTAL			761	145	0	0	0	0	n/a	n/a	0.00%	
WHITE		IMPORT BOTTLED	5	0	0	0	0	0	0	n/a	n/a	0.00%
		WHITE - TOTAL	5	0	0	0	0	0	0	n/a	n/a	0.00%
	TOTAL	766	145	0	0	0	0	0	n/a	n/a	0.00%	
SLOVENIA	RED	IMPORT BOTTLED	0	0	0	0	45	27	n/a	n/a	0.00%	
		RED - TOTAL	0	0	0	0	45	27	n/a	n/a	0.00%	
	WHITE	IMPORT BOTTLED	0	0	215	346	32	27	24.14%	-90.91%	0.00%	
		WHITE - TOTAL	0	0	215	346	32	27	24.14%	-90.91%	0.00%	
	TOTAL	0	0	215	346	76	54	24.14%	-90.91%	0.00%		
SOUTH AFRICA	RED	CANADA BOTTLED	0	588	587	768	192	0	-100.00%	-75.00%	0.00%	
		IMPORT BOTTLED	633,046	677,293	699,871	646,762	608,228	139,711	0.15%	-5.96%	5.56%	
		RED - TOTAL	633,046	677,881	700,458	647,530	608,420	139,711	0.05%	-6.04%	5.56%	
	ROSE	IMPORT BOTTLED	5,395	1,592	2,210	77	2,751	1,548	206,300.00%	3,461.17%	0.00%	
		ROSE - TOTAL	5,395	1,592	2,210	77	2,751	1,548	206,300.00%	3,461.17%	0.00%	
	WHITE	CANADA BOTTLED	0	407	468	648	216	0	-100.00%	-66.67%	0.00%	
IMPORT BOTTLED		365,330	376,629	374,512	388,366	397,326	90,814	22.54%	2.31%	7.64%		
	WHITE - TOTAL	365,330	377,036	374,980	389,014	397,542	90,814	22.54%	2.31%	7.64%		

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH

			2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011	
TABLE WINE	SOUTH AFRICA	TOTAL	1,003,771	1,056,509	1,077,648	1,036,622	1,008,713	232,073	8.57%	-2.69%	6.38%	
	SPAIN	RED	IMPORT BOTTLED	559,797	729,266	721,453	720,460	822,615	206,669	21.84%	14.18%	7.53%
		RED - TOTAL	559,797	729,266	721,453	720,460	822,615	206,669	21.84%	14.18%	7.53%	
		ROSE	IMPORT BOTTLED	6,889	8,121	13,537	10,830	14,807	2,631	35.81%	36.72%	7.11%
		ROSE - TOTAL	6,889	8,121	13,537	10,830	14,807	2,631	35.81%	36.72%	7.11%	
		WHITE	IMPORT BOTTLED	28,100	38,533	44,813	49,033	55,748	12,251	23.95%	13.70%	15.06%
		WHITE - TOTAL	28,100	38,533	44,813	49,033	55,748	12,251	23.95%	13.70%	15.06%	
		TOTAL	594,785	775,920	779,803	780,323	893,170	221,550	22.11%	14.46%	7.99%	
	SWITZERLAND	RED	IMPORT BOTTLED	0	27	63	0	0	0	n/a	n/a	0.00%
		RED - TOTAL	0	27	63	0	0	0	n/a	n/a	0.00%	
		WHITE	IMPORT BOTTLED	0	36	54	0	306	66	n/a	n/a	8.33%
		WHITE - TOTAL	0	36	54	0	306	66	n/a	n/a	8.33%	
		TOTAL	0	63	117	0	306	66	n/a	n/a	8.33%	
	TURKEY	RED	IMPORT BOTTLED	0	0	0	180	0	0	n/a	-100.00%	0.00%
		RED - TOTAL	0	0	0	180	0	0	n/a	-100.00%	0.00%	
		TOTAL	0	0	0	180	0	0	n/a	-100.00%	0.00%	
	UNITED STATES OF AMERICA	RED	CANADA BOTTLED	450,262	460,796	492,550	504,542	447,303	95,976	-18.69%	-11.34%	1.93%
			IMPORT BOTTLED	2,130,882	2,449,727	2,763,628	2,763,638	2,917,756	665,407	5.79%	5.58%	15.30%
		RED - TOTAL	2,581,143	2,910,522	3,256,178	3,268,180	3,365,059	761,382	1.92%	2.96%	13.53%	
		ROSE	CANADA BOTTLED	14,534	12,530	11,469	11,174	3,894	298	-87.98%	-65.15%	3.08%
			IMPORT BOTTLED	519,582	521,165	511,496	498,457	480,537	97,473	-4.08%	-3.60%	6.24%
		ROSE - TOTAL	534,116	533,694	522,965	509,630	484,431	97,771	-6.08%	-4.94%	6.21%	
		WHITE	CANADA BOTTLED	290,532	265,085	265,074	267,872	225,404	49,426	-14.45%	-15.85%	2.63%
			IMPORT BOTTLED	1,237,195	1,403,124	1,599,174	1,678,112	1,692,489	337,976	-0.99%	0.86%	12.38%
		WHITE - TOTAL	1,527,727	1,668,209	1,864,248	1,945,984	1,917,893	387,402	-2.94%	-1.44%	11.23%	
		TOTAL	4,642,986	5,112,425	5,643,391	5,723,794	5,767,383	1,246,556	-0.30%	0.76%	12.15%	
	URUGUAY	RED	IMPORT BOTTLED	110	972	836	1,276	2,643	334	-44.51%	107.17%	3.83%
		RED - TOTAL	110	972	836	1,276	2,643	334	-44.51%	107.17%	3.83%	

**IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH**

			2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
TABLE WINE	URUGUAY	WHITE IMPORT BOTTLED	0	0	0	0	36	0	n/a	n/a	0.00%
		WHITE - TOTAL	0	0	0	0	36	0	n/a	n/a	0.00%
	TOTAL	110	972	836	1,276	2,679	334	-44.51%	107.17%	3.83%	
IMPORT TABLE WINE - SUMMARY		CANADA BOTTLED	1,710,938	1,585,588	1,523,066	1,495,096	1,215,895	254,997	-23.03%	-18.67%	7.05%
		IMPORT BOTTLED	23,032,613	25,464,253	26,201,636	26,260,649	26,582,006	5,759,007	0.96%	1.22%	11.87%
IMPORT TABLE WINE - TOTAL			24,743,551	27,049,841	27,724,702	27,755,744	27,797,901	6,014,005	-0.35%	0.15%	11.66%
SPARKLING WINE	ARGENTINA	RED	0	0	0	0	36	0	n/a	n/a	0.00%
		ROSE	0	0	0	0	135	9	n/a	n/a	0.00%
		WHITE	166	912	1,444	2,402	2,546	334	-49.35%	5.99%	8.45%
		TOTAL	166	912	1,444	2,402	2,717	343	-49.35%	5.99%	10.04%
	AUSTRALIA	RED	15,158	16,196	14,318	12,280	10,328	1,897	-13.18%	-15.90%	1.37%
		ROSE	12,012	31,395	47,785	84,694	78,696	13,668	-5.44%	-7.08%	6.07%
		WHITE	72,384	108,448	120,499	115,694	96,039	13,312	-18.04%	-16.99%	6.48%
		TOTAL	99,554	156,039	182,601	212,668	185,063	28,877	-12.18%	-12.98%	6.02%
	CHILE	RED	0	1	0	0	0	0	n/a	n/a	0.00%
		ROSE	0	2,941	11,820	13,997	17,015	4,280	80.42%	21.56%	2.10%
		WHITE	2,077	1,146	860	18	91	0	n/a	404.17%	0.00%
		TOTAL	2,077	4,088	12,680	14,015	17,105	4,280	80.42%	22.05%	2.10%
	CHINA	WHITE	0	0	0	0	8	8	n/a	n/a	0.00%
		TOTAL	0	0	0	0	8	8	n/a	n/a	0.00%
	CZECH REPUBLIC	WHITE	360	340	1,536	5	2	0	-100.00%	-57.14%	0.00%
		TOTAL	360	340	1,536	5	2	0	-100.00%	-57.14%	0.00%
	FRANCE	ROSE	16,585	23,346	31,744	30,293	37,498	7,716	35.04%	23.79%	13.09%
		ROSE TABLE WINE	0	0	0	0	1,648	254	n/a	n/a	8.60%
		WHITE	188,139	203,813	186,425	177,003	168,851	26,770	-13.04%	-4.61%	25.60%
		WHITE TABLE WINE	599	2,953	4,734	4,761	6,862	1,420	30.64%	44.12%	10.93%
		TOTAL	205,323	230,111	222,903	212,057	214,860	36,159	-4.47%	0.54%	22.82%
GERMANY	ROSE	8	27	0	12,424	15,938	2,835	-18.94%	28.27%	3.34%	
	WHITE	136,683	146,552	148,902	156,365	162,638	24,498	-8.53%	4.01%	11.69%	

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH

		2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011	
SPARKLING WINE	GERMANY	TOTAL	136,691	146,579	148,902	168,789	178,575	27,333	-9.73%	5.80%	10.94%
	HUNGARY	WHITE	12,946	13,644	16,550	20,561	19,202	2,960	-19.60%	-6.61%	2.84%
		TOTAL	12,946	13,644	16,550	20,561	19,202	2,960	-19.60%	-6.61%	2.84%
	INDIA	WHITE	31	3	0	0	0	0	n/a	n/a	0.00%
		TOTAL	31	3	0	0	0	0	n/a	n/a	0.00%
	ISRAEL	WHITE	0	0	90	0	0	0	n/a	n/a	0.00%
		TOTAL	0	0	90	0	0	0	n/a	n/a	0.00%
	ITALY	RED	0	0	0	36	4	0	n/a	-87.50%	0.00%
		ROSE	1,150	1,804	5,373	10,466	12,040	2,038	-16.91%	15.04%	9.06%
		WHITE	96,041	123,424	140,679	171,383	184,365	34,330	10.75%	7.57%	20.91%
		TOTAL	97,192	125,227	146,052	181,885	196,409	36,368	8.72%	7.99%	20.18%
	NEW ZEALAND	ROSE	0	0	171	45	54	9	0.00%	20.00%	0.00%
		WHITE	2,051	4,060	5,260	3,744	5,884	2,181	189.07%	57.17%	8.11%
		TOTAL	2,051	4,060	5,431	3,789	5,938	2,190	186.84%	56.73%	8.11%
	PORTUGAL	ROSE	0	0	374	598	557	34	-48.86%	-6.89%	59.76%
		WHITE	72	18	234	261	474	9	-75.00%	81.61%	1.74%
		TOTAL	72	18	608	860	1,031	43	-58.09%	19.98%	33.09%
	SOUTH AFRICA	ROSE	0	0	84	185	54	54	n/a	-70.85%	0.00%
		WHITE	1,688	1,594	1,512	16,004	19,135	3,276	-9.55%	19.56%	6.33%
		TOTAL	1,688	1,594	1,596	16,190	19,189	3,330	-9.55%	18.53%	6.33%
	SPAIN	RED	0	10	11	0	27	9	n/a	n/a	0.00%
		ROSE	14,902	15,686	14,894	14,844	20,914	3,932	14.00%	40.90%	8.56%
		WHITE	245,556	262,625	247,642	260,848	265,263	40,037	-7.80%	1.69%	14.94%
		TOTAL	260,459	278,321	262,548	275,692	286,204	43,978	-6.20%	3.80%	14.47%
	UNITED STATES OF AMERICA	ROSE	788	1,366	2,708	19,982	10,546	1,268	-67.53%	-47.22%	1.00%
		WHITE	133,366	131,466	116,351	113,779	107,352	17,865	-8.54%	-5.65%	11.36%
		TOTAL	134,154	132,832	119,059	133,761	117,898	19,132	-18.36%	-11.86%	10.43%
IMPORT SPARKLING WINE - TOTAL			952,764	1,093,768	1,122,000	1,242,672	1,244,203	205,001	-4.96%	0.12%	14.17%
WINE - GIFT PACKS	AUSTRALIA		33,480	42,204	8,802	7,108	3,977	119	-88.29%	-44.05%	0.15%

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH
SALES IN LITRES

		2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
WINE - GIFT PACKS	CHILE	4	0	0	0	0	0	n/a	n/a	0.00%
	FRANCE	1,852	966	479	992	1,688	98	26.21%	70.20%	0.44%
	ITALY	4,044	2,164	3,073	45	0	0	n/a	-100.00%	0.00%
	PORTUGAL	0	0	26	34	0	0	-100.00%	-100.00%	0.00%
	SOUTH AFRICA	0	0	0	8,649	33	0	-100.00%	-99.62%	0.00%
	SPAIN	0	0	0	2,065	1,012	2	-88.89%	-51.00%	0.00%
	UNITED STATES OF AMERICA	1,654	464	4	0	0	0	n/a	n/a	0.00%
IMPORT WINE - GIFT PACKS - TOTAL		41,035	45,797	12,385	18,893	6,710	218	-86.89%	-64.49%	0.20%
IMPORT WINE - TOTAL		26,773,539	29,244,450	29,907,202	29,999,566	30,019,784	6,447,364	-0.48%	0.07%	12.31%

**IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH**

			2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
APERITIF, DESSERT AND FORTIFIED WINE	FLAVOURED	AUSTRALIA	\$65	\$69	\$75	\$65	\$71	\$15	14.93%	9.69%	1.45%
		CHINA	\$0	\$0	\$0	\$0	\$32	\$13	n/a	n/a	4.76%
		ITALY	\$3	\$1	\$4	\$1	\$118	\$66	n/a	11,328.43%	5.04%
		UNITED STATES OF AMERICA	\$0	\$4	\$89	\$28	\$26	\$5	13.93%	-9.81%	0.00%
	FLAVOURED	\$68	\$74	\$167	\$94	\$247	\$100	14.68%	127.92%	3.84%	
FRUIT	ARMENIA	\$2	\$2	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
	CHINA	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
	DENMARK	\$52	\$1	\$0	\$0	\$0	\$0	100.00%	n/a	0.00%	
	FRANCE	\$0	\$0	\$0	\$0	\$1	\$0	n/a	n/a	0.00%	
	JAPAN	\$183	\$233	\$254	\$286	\$283	\$71	-1.13%	-1.24%	31.23%	
	KOREA - SOUTH	\$0	\$0	\$9	\$3	\$4	\$1	-6.64%	24.59%	49.27%	
	TURKEY	\$0	\$0	\$0	\$1	\$0	\$0	n/a	-85.35%	0.00%	
	UNITED STATES OF AMERICA	\$35	\$31	\$31	\$41	\$57	\$15	20.67%	39.27%	57.23%	
FRUIT	\$272	\$268	\$295	\$331	\$344	\$86	1.96%	3.80%	35.76%		
MADEIRA	PORTUGAL	\$166	\$194	\$180	\$174	\$179	\$42	-4.59%	2.45%	19.15%	
	MADEIRA	\$166	\$194	\$180	\$174	\$179	\$42	-4.59%	2.45%	19.15%	
MONTILLA	SPAIN	\$187	\$196	\$209	\$177	\$188	\$50	36.76%	6.27%	4.50%	
	MONTILLA	\$187	\$196	\$209	\$177	\$188	\$50	36.76%	6.27%	4.50%	
OTHER	AUSTRALIA	\$1	\$0	\$0	\$0	\$0	\$0	n/a	-100.00%	0.00%	
	CHINA	\$0	\$0	\$0	\$0	\$11	\$4	n/a	n/a	9.86%	
	OTHER	\$1	\$0	\$0	\$0	\$11	\$4	n/a	-100.00%	9.86%	
OTHER FORTIFIED	AUSTRALIA	\$47	\$46	\$21	\$24	\$26	\$4	47.01%	8.05%	28.10%	
	CHINA	\$88	\$131	\$155	\$134	\$151	\$46	20.42%	12.51%	20.89%	
	FRANCE	\$619	\$598	\$575	\$565	\$549	\$117	-0.92%	-2.69%	8.51%	
	GREECE	\$2	\$9	\$8	\$1	\$2	\$0	-40.81%	59.73%	0.00%	
	ITALY	\$262	\$283	\$317	\$317	\$323	\$80	7.18%	1.94%	32.22%	
	JAPAN	\$0	\$0	\$2	\$5	\$27	\$10	922.56%	485.58%	89.21%	
	KOREA - SOUTH	\$217	\$176	\$141	\$105	\$114	\$39	60.93%	9.19%	44.61%	
	PORTUGAL	\$1	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	

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			2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
APERITIF, DESSERT AND FORTIFIED WINE	OTHER FORTIFIED	SPAIN	\$0	\$0	\$0	\$2	\$0	\$0	-100.00%	-100.00%	0.00%
		UNITED STATES OF AMERICA	\$90	\$94	\$78	\$65	\$65	\$14	-0.35%	-0.51%	25.57%
		URUGUAY	\$0	\$1	\$0	\$0	\$1	\$0	n/a	3,028.48%	0.00%
		OTHER FORTIFIED	\$1,326	\$1,339	\$1,297	\$1,217	\$1,257	\$310	13.46%	3.34%	22.38%
PORT	AUSTRALIA	\$653	\$635	\$569	\$411	\$361	\$78	-12.75%	-12.32%	11.97%	
	PORTUGAL	\$3,280	\$3,378	\$3,369	\$3,215	\$3,375	\$676	3.77%	4.97%	11.78%	
	SOUTH AFRICA	\$342	\$353	\$306	\$264	\$291	\$72	3.52%	10.40%	10.29%	
	UNITED STATES OF AMERICA	\$1	\$2	\$1	\$1	\$3	\$0	n/a	164.60%	12.38%	
	PORT	\$4,276	\$4,368	\$4,245	\$3,891	\$4,029	\$826	1.92%	3.55%	11.69%	
SAKE	JAPAN	\$1,347	\$1,567	\$1,663	\$1,708	\$1,870	\$463	4.01%	9.45%	48.73%	
	KOREA - SOUTH	\$80	\$64	\$52	\$40	\$31	\$7	-22.77%	-20.75%	45.63%	
	UNITED STATES OF AMERICA	\$2,955	\$3,201	\$3,267	\$3,164	\$3,169	\$810	0.06%	0.17%	57.98%	
	SAKE	\$4,381	\$4,832	\$4,982	\$4,912	\$5,070	\$1,281	1.28%	3.23%	54.49%	
SHERRY	AUSTRALIA	\$387	\$382	\$393	\$378	\$463	\$115	31.05%	22.35%	0.76%	
	NEW ZEALAND	\$422	\$419	\$408	\$341	\$77	\$0	-100.00%	-77.47%	0.00%	
	SOUTH AFRICA	\$362	\$385	\$377	\$291	\$335	\$84	14.55%	15.10%	1.90%	
	SPAIN	\$1,651	\$1,640	\$1,559	\$1,426	\$1,449	\$289	4.01%	1.60%	2.75%	
	SHERRY	\$2,822	\$2,827	\$2,737	\$2,436	\$2,323	\$488	-2.22%	-4.63%	2.16%	
VERMOUTH	FRANCE	\$255	\$275	\$255	\$228	\$223	\$49	-6.79%	-1.93%	10.37%	
	ITALY	\$2,469	\$2,517	\$2,444	\$2,349	\$2,287	\$492	-0.70%	-2.64%	5.66%	
	UNITED STATES OF AMERICA	\$4	\$2	\$2	\$8	\$8	\$2	29.30%	1.39%	47.99%	
	VERMOUTH	\$2,727	\$2,794	\$2,701	\$2,584	\$2,518	\$543	-1.20%	-2.57%	6.21%	
IMPORT APERITIF, DESSERT AND FORTIFIED WINE - TOTAL			\$16,227	\$16,891	\$16,813	\$15,816	\$16,166	\$3,730	4.19%	2.22%	24.10%
TABLE ARGENTINA WINE	RED	CANADA BOTTLED	\$1	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		IMPORT BOTTLED	\$10,753	\$15,801	\$24,527	\$32,167	\$38,332	\$9,243	18.98%	19.16%	12.10%
		RED - TOTAL	\$10,754	\$15,801	\$24,527	\$32,167	\$38,332	\$9,243	18.98%	19.16%	12.10%

IMPORT WINE MARKET
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			2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011	
TABLE WINE	ARGENTINA	ROSE	IMPORT BOTTLED	\$0	\$3	\$3	\$62	\$132	\$9	421.29%	112.58%	5.68%
			ROSE - TOTAL	\$0	\$3	\$3	\$62	\$132	\$9	421.29%	112.58%	5.68%
		WHITE	IMPORT BOTTLED	\$1,701	\$1,920	\$2,644	\$4,030	\$4,446	\$930	25.72%	10.32%	8.39%
		WHITE - TOTAL	\$1,701	\$1,920	\$2,644	\$4,030	\$4,446	\$930	25.72%	10.32%	8.39%	
		TOTAL	\$12,455	\$17,724	\$27,174	\$36,260	\$42,910	\$10,181	19.65%	18.34%	11.70%	
	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	\$1	\$0	\$0	-100.00%	-132.36%	0.00%
		WHITE - TOTAL	\$1	\$1	\$1	\$1	\$0	\$0	-100.00%	-132.36%	0.00%	
		TOTAL	\$1	\$1	\$1	\$1	\$0	\$0	-100.00%	-132.36%	0.00%	
AUSTRALIA		RED	CANADA BOTTLED	\$648	\$402	\$157	\$100	\$86	\$5	-81.38%	-13.41%	12.31%
	IMPORT BOTTLED		\$93,600	\$97,124	\$88,938	\$77,647	\$72,814	\$15,937	-1.64%	-6.22%	12.93%	
	RED - TOTAL		\$94,247	\$97,526	\$89,094	\$77,747	\$72,901	\$15,943	-1.78%	-6.23%	12.92%	
	ROSE	IMPORT BOTTLED	\$408	\$318	\$265	\$307	\$261	\$35	-22.23%	-15.01%	5.94%	
		ROSE - TOTAL	\$408	\$318	\$265	\$307	\$261	\$35	-22.23%	-15.01%	5.94%	
	WHITE	CANADA BOTTLED	\$1,065	\$629	\$131	\$63	\$37	\$0	-100.00%	-40.38%	0.00%	
		IMPORT BOTTLED	\$28,545	\$32,719	\$31,445	\$29,451	\$26,884	\$5,132	-10.61%	-8.72%	10.28%	
		WHITE - TOTAL	\$29,610	\$33,347	\$31,576	\$29,514	\$26,922	\$5,132	-10.86%	-8.78%	10.31%	
		TOTAL	\$124,265	\$131,192	\$120,935	\$107,568	\$100,083	\$21,110	-4.19%	-6.96%	12.20%	
	AUSTRIA	RED	IMPORT BOTTLED	\$24	\$32	\$27	\$39	\$13	\$3	-61.73%	-66.52%	18.41%
			RED - TOTAL	\$24	\$32	\$27	\$39	\$13	\$3	-61.73%	-66.52%	18.41%
ROSE			IMPORT BOTTLED	\$0	\$11	\$4	\$10	\$0	\$0	-100.00%	-98.68%	0.00%
		ROSE - TOTAL	\$0	\$11	\$4	\$10	\$0	\$0	-100.00%	-98.68%	0.00%	
WHITE		IMPORT BOTTLED	\$183	\$205	\$188	\$182	\$298	\$55	-1.77%	63.78%	26.22%	
		WHITE - TOTAL	\$183	\$205	\$188	\$182	\$298	\$55	-1.77%	63.78%	26.22%	
	TOTAL	\$207	\$247	\$218	\$231	\$311	\$58	-12.26%	34.58%	25.89%		
BULGARIA	RED	IMPORT BOTTLED	\$373	\$281	\$33	\$1	\$1	\$1	18,466.40%	20.12%	-0.39%	
		RED - TOTAL	\$373	\$281	\$33	\$1	\$1	\$1	18,466.40%	20.12%	-0.39%	
	WHITE	IMPORT BOTTLED	\$0	\$0	\$0	\$0	\$2	\$2	n/a	n/a	0.00%	

**IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH**

				2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
TABLE WINE	BULGARIA	WHITE	WHITE - TOTAL	\$0	\$0	\$0	\$0	\$2	\$2	n/a	n/a	0.00%
		TOTAL		\$373	\$281	\$33	\$1	\$4	\$4	18,466.40%	20.12%	-0.39%
CHILE	RED	CANADA BOTTLED		\$3,021	\$2,773	\$2,614	\$2,154	\$1,669	\$343	-24.25%	-22.50%	18.46%
		IMPORT BOTTLED		\$20,100	\$24,525	\$27,469	\$27,969	\$28,896	\$6,637	-0.18%	3.31%	7.52%
		RED - TOTAL		\$23,121	\$27,298	\$30,083	\$30,123	\$30,565	\$6,980	-1.72%	1.47%	8.11%
	ROSE	IMPORT BOTTLED		\$11	\$54	\$130	\$124	\$120	\$8	-18.90%	-2.55%	2.87%
		ROSE - TOTAL		\$11	\$54	\$130	\$124	\$120	\$8	-18.90%	-2.55%	2.87%
	WHITE	CANADA BOTTLED		\$2,158	\$2,025	\$2,017	\$1,708	\$1,268	\$239	-25.20%	-25.77%	18.86%
		IMPORT BOTTLED		\$7,087	\$8,664	\$10,321	\$11,538	\$12,172	\$2,518	-0.15%	5.50%	10.86%
		WHITE - TOTAL		\$9,245	\$10,689	\$12,338	\$13,246	\$13,441	\$2,757	-2.97%	1.47%	11.61%
	TOTAL			\$32,377	\$38,040	\$42,551	\$43,493	\$44,126	\$9,746	-2.09%	1.46%	9.17%
	CHINA	RED	IMPORT BOTTLED		\$0	\$45	\$83	\$66	\$47	\$8	-39.35%	-29.16%
RED - TOTAL				\$0	\$45	\$83	\$66	\$47	\$8	-39.35%	-29.16%	4.71%
WHITE		IMPORT BOTTLED		\$0	\$6	\$6	\$4	\$5	\$2	319.45%	9.12%	10.59%
		WHITE - TOTAL		\$0	\$6	\$6	\$4	\$5	\$2	319.45%	9.12%	10.59%
TOTAL			\$0	\$51	\$89	\$70	\$51	\$9	-28.07%	-26.90%	5.23%	
CROATIA	RED	IMPORT BOTTLED		\$74	\$63	\$63	\$59	\$37	\$9	-5.92%	-36.72%	1.01%
		RED - TOTAL		\$74	\$63	\$63	\$59	\$37	\$9	-5.92%	-36.72%	1.01%
	WHITE	IMPORT BOTTLED		\$8	\$2	\$0	\$1	\$3	\$1	2.59%	122.91%	0.00%
		WHITE - TOTAL		\$8	\$2	\$0	\$1	\$3	\$1	2.59%	122.91%	0.00%
	TOTAL			\$82	\$66	\$63	\$60	\$40	\$10	-5.40%	-33.43%	1.01%
CZECH REPUBLIC	RED	IMPORT BOTTLED		\$27	\$22	\$15	\$8	\$0	\$0	-100.00%	-98.23%	0.00%
		RED - TOTAL		\$27	\$22	\$15	\$8	\$0	\$0	-100.00%	-98.23%	0.00%
	WHITE	IMPORT BOTTLED		\$22	\$19	\$19	\$11	\$0	\$0	125.58%	-98.49%	0.00%
		WHITE - TOTAL		\$22	\$19	\$19	\$11	\$0	\$0	125.58%	-98.49%	0.00%
	TOTAL			\$48	\$42	\$33	\$19	\$0	\$0	-53.08%	-98.38%	0.00%
FRANCE	RED	CANADA BOTTLED		\$832	\$898	\$1,043	\$1,315	\$1,206	\$275	-9.45%	-8.75%	1.67%
		IMPORT BOTTLED		\$25,771	\$30,347	\$35,267	\$29,956	\$31,616	\$7,053	7.21%	5.54%	10.54%
		RED - TOTAL		\$26,603	\$31,245	\$36,310	\$31,270	\$32,822	\$7,327	6.48%	4.96%	10.21%

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH

			2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011	
TABLE WINE	FRANCE	ROSE	IMPORT BOTTLED	\$463	\$639	\$750	\$1,189	\$1,083	\$113	-20.93%	-8.92%	11.19%
		ROSE - TOTAL	\$463	\$639	\$750	\$1,189	\$1,083	\$113	-20.93%	-8.92%	11.19%	
	WHITE	CANADA BOTTLED	\$375	\$404	\$458	\$562	\$385	\$82	-35.00%	-31.58%	1.50%	
		IMPORT BOTTLED	\$11,188	\$12,514	\$12,662	\$11,691	\$11,651	\$2,281	-6.75%	-0.34%	17.49%	
		WHITE - TOTAL	\$11,563	\$12,918	\$13,121	\$12,253	\$12,036	\$2,363	-8.13%	-1.77%	16.98%	
TOTAL	\$38,629	\$44,801	\$50,181	\$44,712	\$45,941	\$9,803	2.15%	2.75%	12.01%			
GEORGIA	RED	IMPORT BOTTLED	\$0	\$0	\$0	\$0	\$145	\$45	n/a	n/a	1.74%	
		RED - TOTAL	\$0	\$0	\$0	\$0	\$145	\$45	n/a	n/a	1.74%	
	WHITE	IMPORT BOTTLED	\$0	\$0	\$0	\$0	\$2	\$0	n/a	n/a	0.00%	
		WHITE - TOTAL	\$0	\$0	\$0	\$0	\$2	\$0	n/a	n/a	0.00%	
	TOTAL	\$0	\$0	\$0	\$0	\$147	\$45	n/a	n/a	1.74%		
GERMANY	ICE WINE WHITE	IMPORT BOTTLED	\$2	\$1	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
		ICE WINE WHITE - TOTAL	\$2	\$1	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
	RED	IMPORT BOTTLED	\$96	\$138	\$258	\$233	\$245	\$54	10.16%	5.13%	2.13%	
		RED - TOTAL	\$96	\$138	\$258	\$233	\$245	\$54	10.16%	5.13%	2.13%	
	WHITE	IMPORT BOTTLED	\$5,866	\$6,605	\$7,024	\$7,136	\$7,156	\$1,480	2.63%	0.28%	7.86%	
WHITE - TOTAL		\$5,866	\$6,605	\$7,024	\$7,136	\$7,156	\$1,480	2.63%	0.28%	7.86%		
TOTAL	\$5,963	\$6,743	\$7,282	\$7,368	\$7,400	\$1,534	2.88%	0.44%	7.67%			
GREECE	RED	IMPORT BOTTLED	\$1,091	\$1,035	\$928	\$782	\$718	\$157	-16.50%	-8.23%	65.93%	
		RED - TOTAL	\$1,091	\$1,035	\$928	\$782	\$718	\$157	-16.50%	-8.23%	65.93%	
	ROSE	IMPORT BOTTLED	\$0	\$0	\$1	\$0	\$0	\$0	n/a	-100.00%	0.00%	
		ROSE - TOTAL	\$0	\$0	\$1	\$0	\$0	\$0	n/a	-100.00%	0.00%	
	WHITE	IMPORT BOTTLED	\$836	\$790	\$690	\$656	\$664	\$129	-8.79%	1.26%	57.63%	
WHITE - TOTAL		\$836	\$790	\$690	\$656	\$664	\$129	-8.79%	1.26%	57.63%		
TOTAL	\$1,927	\$1,826	\$1,618	\$1,439	\$1,382	\$285	-13.19%	-3.93%	61.94%			
HUNGARY	RED	IMPORT BOTTLED	\$421	\$419	\$323	\$269	\$266	\$57	-1.38%	-1.06%	1.18%	
		RED - TOTAL	\$421	\$419	\$323	\$269	\$266	\$57	-1.38%	-1.06%	1.18%	
	WHITE	IMPORT BOTTLED	\$1,181	\$1,113	\$1,045	\$1,002	\$1,058	\$204	-8.64%	5.54%	6.08%	

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH

			2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011	
TABLE WINE	HUNGARY	WHITE	WHITE - TOTAL	\$1,181	\$1,113	\$1,045	\$1,002	\$1,058	\$204	-8.64%	5.54%	6.08%
		TOTAL	\$1,602	\$1,533	\$1,368	\$1,271	\$1,324	\$261	-7.15%	4.14%	5.10%	
INDIA	RED	IMPORT BOTTLED	\$11	\$1	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
		RED - TOTAL	\$11	\$1	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
	ROSE	IMPORT BOTTLED	\$0	\$4	\$4	\$0	\$0	\$0	n/a	100.00%	0.00%	
		ROSE - TOTAL	\$0	\$4	\$4	\$0	\$0	\$0	n/a	100.00%	0.00%	
	WHITE	IMPORT BOTTLED	\$9	\$3	\$0	\$0	\$0	\$0	n/a	-100.00%	0.00%	
		WHITE - TOTAL	\$9	\$3	\$0	\$0	\$0	\$0	n/a	-100.00%	0.00%	
TOTAL	\$20	\$8	\$5	\$0	\$0	\$0	\$0	n/a	100.00%	0.00%		
ISRAEL	RED	IMPORT BOTTLED	\$15	\$59	\$241	\$216	\$134	\$33	-41.81%	-38.13%	7.30%	
		RED - TOTAL	\$15	\$59	\$241	\$216	\$134	\$33	-41.81%	-38.13%	7.30%	
	ROSE	IMPORT BOTTLED	\$0	\$0	\$0	\$0	\$3	\$2	n/a	n/a	0.00%	
		ROSE - TOTAL	\$0	\$0	\$0	\$0	\$3	\$2	n/a	n/a	0.00%	
	WHITE	IMPORT BOTTLED	\$1	\$23	\$92	\$77	\$71	\$16	-19.74%	-8.09%	8.20%	
		WHITE - TOTAL	\$1	\$23	\$92	\$77	\$71	\$16	-19.74%	-8.09%	8.20%	
TOTAL	\$15	\$83	\$333	\$293	\$207	\$50	-35.91%	-30.21%	7.61%			
ITALY	RED	IMPORT BOTTLED	\$32,313	\$37,219	\$37,168	\$35,747	\$36,893	\$8,294	0.98%	3.21%	21.16%	
		RED - TOTAL	\$32,313	\$37,219	\$37,168	\$35,747	\$36,893	\$8,294	0.98%	3.21%	21.16%	
	ROSE	IMPORT BOTTLED	\$40	\$63	\$44	\$113	\$595	\$109	440.05%	428.57%	4.69%	
		ROSE - TOTAL	\$40	\$63	\$44	\$113	\$595	\$109	440.05%	428.57%	4.69%	
	WHITE	IMPORT BOTTLED	\$12,625	\$15,077	\$16,087	\$16,736	\$17,892	\$3,495	6.77%	6.91%	22.68%	
		WHITE - TOTAL	\$12,625	\$15,077	\$16,087	\$16,736	\$17,892	\$3,495	6.77%	6.91%	22.68%	
TOTAL	\$44,978	\$52,360	\$53,299	\$52,595	\$55,380	\$11,898	3.40%	5.29%	21.47%			
LEBANON	RED	IMPORT BOTTLED	\$61	\$55	\$49	\$28	\$24	\$8	-8.56%	-14.08%	31.97%	
		RED - TOTAL	\$61	\$55	\$49	\$28	\$24	\$8	-8.56%	-14.08%	31.97%	
	ROSE	IMPORT BOTTLED	\$2	\$3	\$5	\$0	\$3	\$0	71.12%	473.81%	81.81%	
		ROSE - TOTAL	\$2	\$3	\$5	\$0	\$3	\$0	71.12%	473.81%	81.81%	
WHITE	IMPORT BOTTLED	\$1	\$5	\$15	\$5	\$7	\$1	-43.99%	53.98%	41.42%		

**IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH**

			2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011	
TABLE WINE	LEBANON	WHITE	WHITE - TOTAL	\$1	\$5	\$15	\$5	\$7	\$1	-43.99%	53.98%	41.42%
		TOTAL		\$64	\$63	\$69	\$33	\$34	\$9	-10.17%	3.06%	38.19%
MEXICO	RED	IMPORT BOTTLED		\$6	\$17	\$20	\$15	\$23	\$4	-5.32%	58.58%	14.40%
		RED - TOTAL	\$6	\$17	\$20	\$15	\$23	\$4	-5.32%	58.58%	14.40%	
	WHITE	IMPORT BOTTLED		\$0	\$0	\$1	\$3	\$7	\$0	-51.31%	121.62%	0.00%
		WHITE - TOTAL	\$0	\$0	\$1	\$3	\$7	\$0	-51.31%	121.62%	0.00%	
	TOTAL		\$6	\$18	\$22	\$18	\$31	\$5	-12.71%	70.21%	12.27%	
	MOLDOVA, REPUBLIC OF	RED	IMPORT BOTTLED		\$3	\$2	\$2	\$0	\$0	\$0	n/a	-100.00%
RED - TOTAL			\$3	\$2	\$2	\$0	\$0	\$0	n/a	-100.00%	0.00%	
WHITE		IMPORT BOTTLED		\$1	\$1	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		WHITE - TOTAL	\$1	\$1	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
TOTAL		\$4	\$3	\$2	\$0	\$0	\$0	n/a	-100.00%	0.00%		
MONTENEGRO		RED	IMPORT BOTTLED		\$58	\$60	\$55	\$50	\$63	\$14	18.12%	27.05%
	RED - TOTAL		\$58	\$60	\$55	\$50	\$63	\$14	18.12%	27.05%	1.73%	
	TOTAL		\$58	\$60	\$55	\$50	\$63	\$14	18.12%	27.05%	1.73%	
MOROCCO	RED	IMPORT BOTTLED		\$26	\$20	\$7	\$0	\$0	\$0	-100.00%	-86.31%	0.00%
		RED - TOTAL	\$26	\$20	\$7	\$0	\$0	\$0	-100.00%	-86.31%	0.00%	
	TOTAL		\$26	\$20	\$7	\$0	\$0	\$0	-100.00%	-86.31%	0.00%	
NEW ZEALAND	RED	IMPORT BOTTLED		\$1,033	\$1,671	\$1,702	\$1,778	\$2,331	\$516	18.69%	31.13%	17.17%
		RED - TOTAL	\$1,033	\$1,671	\$1,702	\$1,778	\$2,331	\$516	18.69%	31.13%	17.17%	
	ROSE	IMPORT BOTTLED		\$11	\$30	\$61	\$11	\$29	\$4	253.48%	160.02%	7.02%
		ROSE - TOTAL	\$11	\$30	\$61	\$11	\$29	\$4	253.48%	160.02%	7.02%	
	WHITE	IMPORT BOTTLED		\$8,098	\$10,796	\$11,877	\$13,999	\$17,365	\$3,710	19.60%	24.04%	23.33%
		WHITE - TOTAL	\$8,098	\$10,796	\$11,877	\$13,999	\$17,365	\$3,710	19.60%	24.04%	23.33%	
TOTAL		\$9,142	\$12,497	\$13,640	\$15,788	\$19,725	\$4,230	19.57%	24.94%	22.58%		
PORTUGAL	RED	IMPORT BOTTLED		\$1,244	\$1,544	\$1,604	\$1,653	\$1,932	\$459	26.66%	16.91%	7.67%
		RED - TOTAL	\$1,244	\$1,544	\$1,604	\$1,653	\$1,932	\$459	26.66%	16.91%	7.67%	
	ROSE	IMPORT BOTTLED		\$642	\$679	\$695	\$697	\$870	\$159	5.10%	24.86%	2.83%

**IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH**

			2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011	
TABLE WINE	PORTUGAL	ROSE	ROSE - TOTAL	\$642	\$679	\$695	\$697	\$870	\$159	5.10%	24.86%	2.83%
		WHITE	IMPORT BOTTLED	\$658	\$841	\$1,063	\$1,196	\$1,350	\$211	4.28%	12.92%	2.57%
			WHITE - TOTAL	\$658	\$841	\$1,063	\$1,196	\$1,350	\$211	4.28%	12.92%	2.57%
			TOTAL	\$2,543	\$3,064	\$3,362	\$3,546	\$4,153	\$829	15.78%	17.12%	5.00%
ROMANIA	RED	IMPORT BOTTLED	\$31	\$1	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
		RED - TOTAL	\$31	\$1	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
	ROSE	IMPORT BOTTLED	\$1	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		ROSE - TOTAL	\$1	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	WHITE	IMPORT BOTTLED	\$10	\$1	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		WHITE - TOTAL	\$10	\$1	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		TOTAL	\$42	\$2	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	SLOVAK REPUBLIC	RED	IMPORT BOTTLED	\$8	\$2	\$0	\$0	\$0	\$0	\$0	n/a	n/a
RED - TOTAL			\$8	\$2	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
WHITE		IMPORT BOTTLED	\$0	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		WHITE - TOTAL	\$0	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	TOTAL	\$8	\$2	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%	
SLOVENIA	RED	IMPORT BOTTLED	\$0	\$0	\$0	\$0	\$1	\$0	\$0	n/a	n/a	0.00%
		RED - TOTAL	\$0	\$0	\$0	\$0	\$1	\$0	\$0	n/a	n/a	0.00%
	WHITE	IMPORT BOTTLED	\$0	\$0	\$8	\$13	\$1	\$1	\$1	-42.45%	-94.05%	0.00%
		WHITE - TOTAL	\$0	\$0	\$8	\$13	\$1	\$1	\$1	-42.45%	-94.05%	0.00%
	TOTAL	\$0	\$0	\$8	\$13	\$1	\$1	\$1	-42.45%	-94.05%	0.00%	
SOUTH AFRICA	RED	CANADA BOTTLED	\$0	\$8	\$8	\$11	\$3	\$0	\$0	-100.00%	-74.67%	0.00%
		IMPORT BOTTLED	\$8,549	\$9,254	\$9,835	\$9,045	\$8,628	\$1,983	\$1,983	2.15%	-4.60%	5.58%
		RED - TOTAL	\$8,549	\$9,262	\$9,843	\$9,055	\$8,631	\$1,983	\$1,983	2.05%	-4.68%	5.58%
	ROSE	IMPORT BOTTLED	\$60	\$19	\$28	\$1	\$34	\$15	\$15	172,890.23%	3,558.06%	0.00%
		ROSE - TOTAL	\$60	\$19	\$28	\$1	\$34	\$15	\$15	172,890.23%	3,558.06%	0.00%
	WHITE	CANADA BOTTLED	\$0	\$6	\$6	\$9	\$3	\$0	\$0	-100.00%	-66.32%	0.00%
IMPORT BOTTLED		\$4,332	\$4,533	\$4,601	\$4,680	\$4,869	\$1,117	\$1,117	23.32%	4.05%	7.82%	
WHITE - TOTAL		\$4,332	\$4,539	\$4,607	\$4,689	\$4,872	\$1,117	\$1,117	23.30%	3.91%	7.81%	

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH

				2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
TABLE WINE	SOUTH AFRICA	TOTAL		\$12,940	\$13,819	\$14,479	\$13,745	\$13,537	\$3,115	9.33%	-1.51%	6.39%
	SPAIN	RED	IMPORT BOTTLED	\$8,826	\$11,547	\$11,942	\$11,859	\$13,590	\$3,467	22.27%	14.60%	9.01%
			RED - TOTAL	\$8,826	\$11,547	\$11,942	\$11,859	\$13,590	\$3,467	22.27%	14.60%	9.01%
		ROSE	IMPORT BOTTLED	\$108	\$131	\$224	\$179	\$242	\$38	31.10%	35.10%	7.26%
			ROSE - TOTAL	\$108	\$131	\$224	\$179	\$242	\$38	31.10%	35.10%	7.26%
		WHITE	IMPORT BOTTLED	\$464	\$613	\$694	\$735	\$861	\$201	29.41%	17.19%	18.19%
			WHITE - TOTAL	\$464	\$613	\$694	\$735	\$861	\$201	29.41%	17.19%	18.19%
		TOTAL		\$9,398	\$12,290	\$12,860	\$12,773	\$14,693	\$3,706	22.72%	15.03%	9.52%
	SWITZERLAND	RED	IMPORT BOTTLED	\$0	\$1	\$2	\$0	\$0	\$0	n/a	n/a	0.00%
			RED - TOTAL	\$0	\$1	\$2	\$0	\$0	\$0	n/a	n/a	0.00%
		WHITE	IMPORT BOTTLED	\$0	\$1	\$1	\$0	\$9	\$2	n/a	n/a	8.33%
			WHITE - TOTAL	\$0	\$1	\$1	\$0	\$9	\$2	n/a	n/a	8.33%
		TOTAL		\$0	\$2	\$3	\$0	\$9	\$2	n/a	n/a	8.33%
	TURKEY	RED	IMPORT BOTTLED	\$0	\$0	\$0	\$3	\$0	\$0	n/a	-100.00%	0.00%
			RED - TOTAL	\$0	\$0	\$0	\$3	\$0	\$0	n/a	-100.00%	0.00%
		TOTAL		\$0	\$0	\$0	\$3	\$0	\$0	n/a	-100.00%	0.00%
	UNITED STATES OF AMERICA	RED	CANADA BOTTLED	\$3,095	\$3,480	\$3,666	\$3,739	\$3,441	\$740	-14.48%	-7.99%	2.01%
			IMPORT BOTTLED	\$38,689	\$46,496	\$50,984	\$49,919	\$54,838	\$12,558	10.12%	9.85%	21.42%
			RED - TOTAL	\$41,784	\$49,977	\$54,651	\$53,659	\$58,278	\$13,298	8.38%	8.61%	20.27%
		ROSE	CANADA BOTTLED	\$104	\$93	\$86	\$83	\$30	\$2	-87.66%	-64.39%	3.08%
			IMPORT BOTTLED	\$4,504	\$4,640	\$4,595	\$4,444	\$4,315	\$881	-2.16%	-2.92%	7.38%
			ROSE - TOTAL	\$4,608	\$4,733	\$4,681	\$4,528	\$4,344	\$883	-3.90%	-4.05%	7.35%
		WHITE	CANADA BOTTLED	\$2,067	\$1,977	\$1,975	\$1,982	\$1,724	\$378	-10.52%	-13.04%	2.59%
			IMPORT BOTTLED	\$17,358	\$19,966	\$22,038	\$22,607	\$23,653	\$4,832	2.46%	4.63%	17.38%
			WHITE - TOTAL	\$19,424	\$21,943	\$24,013	\$24,589	\$25,377	\$5,209	1.39%	3.20%	16.37%
		TOTAL		\$65,816	\$76,653	\$83,344	\$82,775	\$87,999	\$19,390	5.81%	6.31%	18.51%
	URUGUAY	RED	IMPORT BOTTLED	\$3	\$22	\$19	\$28	\$53	\$7	-42.68%	91.17%	3.83%
			RED - TOTAL	\$3	\$22	\$19	\$28	\$53	\$7	-42.68%	91.17%	3.83%

IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH

			2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011	
TABLE URUGUAY WINE	WHITE	IMPORT BOTTLED	\$0	\$0	\$0	\$0	\$1	\$0	n/a	n/a	0.00%	
		WHITE - TOTAL	\$0	\$0	\$0	\$0	\$1	\$0	n/a	n/a	0.00%	
		TOTAL	\$3	\$22	\$19	\$28	\$53	\$7	-42.68%	91.17%	3.83%	
IMPORT TABLE WINE - SUMMARY		CANADA BOTTLED	\$13,366	\$12,694	\$12,161	\$11,725	\$9,851	\$2,064	-19.21%	-15.98%	7.21%	
		IMPORT BOTTLED	\$349,629	\$400,818	\$420,894	\$412,427	\$429,755	\$94,238	4.94%	4.20%	14.61%	
IMPORT TABLE WINE - TOTAL			\$362,994	\$413,512	\$433,054	\$424,152	\$439,606	\$96,302	4.27%	3.64%	14.45%	
SPARKLING WINE	ARGENTINA	RED	\$0	\$0	\$0	\$0	\$1	\$0	n/a	n/a	0.00%	
		ROSE	\$0	\$0	\$0	\$0	\$3	\$0	n/a	n/a	0.00%	
		WHITE	\$3	\$16	\$29	\$52	\$49	\$7	-49.59%	-5.58%	9.50%	
		TOTAL	\$3	\$16	\$29	\$52	\$53	\$7	-49.59%	-5.58%	11.47%	
	AUSTRALIA	RED	\$307	\$341	\$298	\$227	\$183	\$34	\$34	-22.63%	-19.59%	1.36%
		ROSE	\$182	\$489	\$744	\$1,363	\$1,275	\$224	\$224	-2.37%	-6.48%	6.10%
		WHITE	\$1,197	\$1,828	\$2,019	\$1,935	\$1,648	\$229	\$229	-17.02%	-14.83%	6.86%
		TOTAL	\$1,686	\$2,659	\$3,061	\$3,526	\$3,106	\$488	\$488	-11.36%	-11.90%	6.23%
	CHILE	RED	\$0	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		ROSE	\$0	\$62	\$251	\$282	\$322	\$86	\$86	94.54%	14.12%	2.13%
		WHITE	\$33	\$18	\$14	\$0	\$2	\$0	\$0	n/a	526.45%	0.00%
		TOTAL	\$33	\$80	\$265	\$282	\$324	\$86	\$86	94.54%	14.65%	2.13%
	CHINA	WHITE	\$0	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		TOTAL	\$0	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	CZECH REPUBLIC	WHITE	\$6	\$5	\$24	\$0	\$0	\$0	\$0	-100.00%	-57.65%	0.00%
		TOTAL	\$6	\$5	\$24	\$0	\$0	\$0	\$0	-100.00%	-57.65%	0.00%
	FRANCE	ROSE	\$714	\$995	\$1,168	\$1,191	\$1,346	\$258	\$258	3.04%	13.05%	20.59%
		ROSE TABLE WINE	\$0	\$0	\$0	\$0	\$49	\$7	\$7	n/a	n/a	8.65%
		WHITE	\$9,970	\$11,464	\$10,533	\$10,166	\$9,614	\$1,543	\$1,543	-15.51%	-5.43%	26.46%
		WHITE TABLE WINE	\$16	\$79	\$139	\$142	\$202	\$43	\$43	33.11%	42.23%	11.14%
		TOTAL	\$10,699	\$12,538	\$11,840	\$11,499	\$11,211	\$1,852	\$1,852	-12.57%	-2.92%	25.40%
	GERMANY	ROSE	\$0	\$0	\$0	\$207	\$264	\$46	\$46	-17.96%	27.91%	3.38%
		WHITE	\$2,288	\$2,478	\$2,536	\$2,645	\$2,840	\$432	\$432	-4.27%	7.37%	12.09%

**IMPORT WINE MARKET
ANNUAL FIGURES ARE 12 MONTH PERIODS ENDING IN MARCH**

			2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
SPARKLING WINE	GERMANY	TOTAL	\$2,288	\$2,478	\$2,536	\$2,851	\$3,104	\$478	-5.80%	8.86%	11.35%
	HUNGARY	WHITE	\$201	\$218	\$264	\$326	\$308	\$49	-15.64%	-5.39%	2.83%
		TOTAL	\$201	\$218	\$264	\$326	\$308	\$49	-15.64%	-5.39%	2.83%
	INDIA	WHITE	\$1	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
		TOTAL	\$1	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	ISRAEL	WHITE	\$0	\$0	\$4	\$0	\$0	\$0	n/a	n/a	0.00%
		TOTAL	\$0	\$0	\$4	\$0	\$0	\$0	n/a	n/a	0.00%
	ITALY	RED	\$0	\$0	\$0	\$1	\$0	\$0	n/a	-87.50%	0.00%
		ROSE	\$25	\$55	\$141	\$220	\$237	\$39	-19.28%	7.72%	11.75%
		WHITE	\$1,766	\$2,322	\$2,712	\$3,397	\$3,751	\$703	10.42%	10.42%	21.73%
		TOTAL	\$1,791	\$2,376	\$2,853	\$3,618	\$3,988	\$742	8.33%	10.24%	21.13%
	NEW ZEALAND	ROSE	\$0	\$0	\$4	\$1	\$1	\$0	-38.97%	-5.68%	0.00%
		WHITE	\$42	\$77	\$106	\$72	\$163	\$60	433.37%	125.79%	7.64%
		TOTAL	\$42	\$77	\$110	\$73	\$164	\$61	425.46%	124.05%	7.64%
	PORTUGAL	ROSE	\$0	\$0	\$9	\$14	\$10	\$0	-68.68%	-24.87%	57.20%
		WHITE	\$1	\$0	\$5	\$6	\$8	\$0	-79.03%	26.71%	2.57%
		TOTAL	\$1	\$0	\$14	\$20	\$18	\$1	-72.34%	-9.37%	34.25%
	SOUTH AFRICA	ROSE	\$0	\$0	\$3	\$6	\$2	\$2	n/a	-75.05%	0.00%
		WHITE	\$45	\$45	\$44	\$262	\$311	\$55	-4.86%	18.72%	6.31%
		TOTAL	\$45	\$45	\$47	\$268	\$312	\$57	-4.86%	16.47%	6.31%
	SPAIN	RED	\$0	\$0	\$0	\$0	\$1	\$0	n/a	n/a	0.00%
		ROSE	\$281	\$306	\$304	\$283	\$368	\$67	14.82%	29.98%	9.01%
		WHITE	\$4,228	\$4,700	\$4,566	\$4,669	\$4,768	\$725	-4.51%	2.12%	14.98%
		TOTAL	\$4,509	\$5,006	\$4,871	\$4,952	\$5,136	\$792	-3.13%	3.71%	14.55%
	UNITED STATES OF AMERICA	ROSE	\$13	\$24	\$45	\$251	\$129	\$15	-68.60%	-48.63%	1.90%
		WHITE	\$2,028	\$2,100	\$1,866	\$1,882	\$1,878	\$312	-8.00%	-0.22%	12.61%
		TOTAL	\$2,041	\$2,124	\$1,910	\$2,133	\$2,007	\$327	-15.64%	-5.91%	11.93%
IMPORT SPARKLING WINE - TOTAL			\$23,346	\$27,624	\$27,828	\$29,600	\$29,732	\$4,940	-5.83%	0.45%	17.77%
WINE - GIFT PACKS	AUSTRALIA		\$362	\$508	\$127	\$127	\$62	\$2	-89.56%	-51.49%	0.17%

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

		2007	2008	2009	2010	2011	CURRENT QUARTER	% CHG SAME QTR PREV YR	% CHG CURR YR VS PREV YR	LICENSEE % SALES 2011
WINE - GIFT PACKS	CHILE	\$0	\$0	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
	FRANCE	\$161	\$97	\$64	\$93	\$155	\$9	2.97%	66.92%	0.49%
	ITALY	\$83	\$45	\$84	\$1	\$0	\$0	n/a	-100.00%	0.00%
	PORTUGAL	\$0	\$0	\$4	\$6	\$0	\$0	-100.00%	-100.00%	0.00%
	SOUTH AFRICA	\$0	\$0	\$0	\$100	\$0	\$0	-100.00%	-99.62%	0.00%
	SPAIN	\$0	\$0	\$0	\$48	\$24	\$0	-84.78%	-49.60%	0.00%
	UNITED STATES OF AMERICA	\$44	\$10	\$0	\$0	\$0	\$0	n/a	n/a	0.00%
IMPORT WINE - GIFT PACKS - TOTAL		\$649	\$659	\$279	\$375	\$241	\$11	-67.13%	-35.70%	0.36%
IMPORT WINE - TOTAL		\$403,216	\$458,686	\$477,975	\$469,942	\$485,745	\$104,983	3.72%	3.36%	14.96%

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 100,000 HL are commercial breweries b) Breweries with annual production of up to 100,000 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 or harmonized sales tax (HST) after July 1, 2010.
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:

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