UNDERSTANDING THE NABCA DATASET JUNE 2025

What is NABCA?

NABCA (National Alcohol Beverage Control Association) is a trade organization that represents alcohol control states in the United States. It serves as a centralized data collection and reporting system for distilled spirits sales across control jurisdictions.

Dataset Purpose and Scope

- **Industry Benchmarking:** Provides comprehensive sales data for distilled spirits brands across control states
- **Market Analysis:** Enables tracking of brand performance, market share, and sales trends
- **Regulatory Compliance:** Supports alcohol control state reporting and regulatory requirements
- **Business Intelligence:** Offers insights for manufacturers, distributors, and retailers

Data Structure and Content

- **Geographic Coverage:** Sales data from alcohol control states (government-controlled liquor sales)
- **Product Categories:** All major distilled spirits categories (Vodka, Whiskey, Gin, Rum, Tequila, etc.)
- **Time Periods:** Monthly, year-to-date, and rolling 12-month sales data
- **Metrics Tracked:** Case sales, market share percentages, year-over-year changes, vendor performance

Key Data Tables Identified

- BRAND LEADERS
- CURRENT MONTH SALES
- YEAR-TO-DATE SALES
- ROLLING 12-MONTH
- BRAND SUMMARY
- VENDOR RANKINGS: Top 100
- VENDOR RANKINGS: Top 20
- CONTROL STATES

Table 1: Brand Leaders

This table shows the top spirit brands ranked by sales volume. It tracks their performance over different time windows (year-to-date, current month, rolling 12 months) with comparisons against prior year sales (pg: 3-4).

BRAND	Type	Year to Date Case Sales				Current Month Case Sales		
		Rank	% Total	Case Sales	+ or − Last Year	Case Sales	+ or − Last Year	Case Sales Last Twelve Months
TITO HANDMADE	VODKA-CLASSIC-DOM	1	6.15	1751649	-36330	323361	-5894	3771844
J DNL BLACK LBL	DOM WHSKY-STRT-BRBN/TN	2	1.62	461387	-26162	75993	-3724	993806
FIREBALL CINNMN	CAN-US BLND-US BTLD	3	1.61	459517	-49577	75444	-6284	985133
CPTMRG ORG SPCD	RUM-FLVRD	4	1.39	394437	-14281	64771	-5602	848103
JIM BEAM	DOM WHSKY-STRT-BRBN/TN	5	1.34	382902	-10746	63694	-930	799924
PLATINUM 7X	VODKA-CLASSIC-DOM	6	1.28	365190	2801	63317	2331	745037
JAMESON	IRISH-BLND	7	1.11	314852	-8112	47997	18	652067
BAC SUPERIOR	RUM-LIGHT	8	1.08	307391	-16913	59700	-2277	672173
C RYL	CAN-FRGN BLND-FRGN BTLD	9	1.08	307193	-15606	49272	-1420	650007
SMIRNOFF PET	VODKA-CLASSIC-DOM	10	.92	263272	-7796	42233	-1792	559932

<u>Field Breakdown:</u>

Field	Description	Classification
Brand	The name of the spirit brand. Represents a real-world business entity.	Master Data
Type	Spirit type/category associated with the brand. (same as class)	Reference Data
Year to Date Case Sales Rank	Rank of the brand based on case sales for the year-to-date period.	Dimensional Data

Year to Date Case Sales % Total	The brand's share (%) of total case sales year-to-date.	Dimensional Data
Year to Date Case Sales Case Sales	Total number of 9-liter cases sold year-to-date for the brand.	Fact Data
Year to Date Case Sales + or - Last Year	Difference in case sales compared to the same YTD period in the prior year.	Fact Data
Current Month Case Sales Case Sales	Total number of 9-liter cases sold in the current month.	Fact Data
Current Month Case Sales + or - Last Year	Difference in case sales compared to the same month last year.	Fact Data
Current Month Case Sales Case Sales Last Twelve Months	Rolling 12-month total of 9-liter case sales for the brand.	Fact Data

Table 2: Current Month Sales

This table provides a breakdown of total case sales by spirit class for the current month. It shows how each class contributes to the overall distilled spirits market (% of total), the class-level share (% of class), and the distribution across different bottle sizes (pg: 5-6).

CLASS	%Total Dist. Spirits	% of Class	Total Cases	Bottle Sizes							
				1.75 L	1.0 L	750 ml	750 ml Traveler	375 ml	200 ml	100 ml	50 ml
DOM WHSKY-BLND		25.29	181112	61368	14909	75670	3606	13252	1809	217	10281
DOM WHSKY-SNGL MALT		.03	225			225					
DOM WHSKY-STRT-BRBN/TN		55.61	398249	154165	48909	151430	8537	21992	4702	671	7843
DOM WHSKY-STRT-OTH		1.81	12986	107	292	12253		244	8	1	81
DOM WHSKY-STRT-RYE		3.74	26817	3309	1510	21432		479	55		32
DOM WHSKY-STRT-SM BTCH		13.51	96736	16708	15612	59906		3379	271		860
TOTAL DOM WHSKY	14.18	100.00	716125	235657	81232	320916	12143	39346	6845	889	19097
SCOTCH-BLND-FRGN BTLD		60.34	44799	20385	3346	18858		1648	138		424
SCOTCH-BLND-US BTLD		15.55	11546	10612	244	512	145	33			
SCOTCH-SNGL MALT		24.11	17896	1510	529	15475		310			72
TOTAL SCOTCH	1.47	100.00	74241	32507	4119	34845	145	1991	138		496

Field Breakdown:

Field	Description	Classification
Class	The spirit class/category.	Reference Data

% Total Dist. Spirits	Percentage of this class out of all distilled spirits sales.	Dimensional Data
% of Class	Share of this class relative to its parent grouping.	Dimensional Data
Total Cases	Total number of 9-liter cases sold for this class (all bottle sizes).	Fact Data
Bottle Sizes 1.75 L	Number of cases sold in 1.75L bottles for this class.	Fact Data
Bottle Sizes 1.0 L	Number of cases sold in 1.0L bottles for this class.	Fact Data
Bottle Sizes 750 ml	Number of cases sold in 750ml bottles for this class.	Fact Data
Bottle Sizes 750 ml Traveler	Number of cases sold in 750ml traveler bottles.	Fact Data
Bottle Sizes 375 ml	Number of cases sold in 375ml bottles.	Fact Data
Bottle Sizes 200 ml	Number of cases sold in 200ml bottles.	Fact Data
Bottle Sizes 100 ml	Number of cases sold in 100ml bottles.	Fact Data
Bottle Sizes 50 ml	Number of cases sold in 50ml bottles.	Fact Data

Table 3: Year to Date Sales

This table provides a breakdown of total case sales by spirit class for year to date. Shows each class's share of total distilled spirits, share within its grouping, and distribution by bottle size (pg: 7-8)

CLASS	%Total Dist. Spirits	% of Class	Total Cases	Bottle Sizes							
				1.75 L	1.0 L	750 ml	750 ml Traveler	375 ml	200 ml	100 ml	50 ml
DOM WHSKY-BLND		25.81	1125749	379097	95357	467137	26040	83314	10967	1522	62315
DOM WHSKY-SNGL MALT		.03	1380			1380					
DOM WHSKY-STRT-BRBN/TN		54.93	2395863	936901	302562	886494	55101	135762	29408	5069	44566
DOM WHSKY-STRT-OTH		1.78	77670	754	1740	73153		1462	29	2	530
DOM WHSKY-STRT-RYE		3.88	169079	19947	9856	135766		3090	199		221
DOM WHSKY-STRT-SM BTCH		13.58	592155	95925	99242	368788		21525	1564		5111
TOTAL DOM WHSKY	15.32	100.00	4361896	1432624	508757	1932718	81141	245153	42167	6593	112743
SCOTCH-BLND-FRGN BTLD		60.51	264422	121079	20486	109215		10147	915		2580
SCOTCH-BLND-US BTLD		16.40	71676	65396	1934	3319	809	216			2
SCOTCH-SNGL MALT		23.08	100872	8900	3554	86043		1951			424
TOTAL SCOTCH	1.53	100.00	436970	195375	25974	198577	809	12314	915		3006

Field	Description	Classification
Class	Spirit class/category.	Reference Data
% Total Dist. Spirits	Class share (%) of all distilled spirits for the period.	Dimensional Data
% of Class	Share within the parent grouping defined by the report.	Dimensional Data
Total Cases	Total 9L cases for the class (all bottle sizes).	Fact Data
Bottle Sizes 1.75 L	9L cases sold in 1.75L.	Fact Data
Bottle Sizes 1.0 L	9L cases sold in 1.0L.	Fact Data
Bottle Sizes 750 ml	9L cases sold in 750ml.	Fact Data
Bottle Sizes 750 ml Traveler	9L cases sold in 750ml traveler.	Fact Data
Bottle Sizes 375 ml	9L cases sold in 375ml.	Fact Data
Bottle Sizes 200 ml	9L cases sold in 200ml.	Fact Data
Bottle Sizes 100 ml	9L cases sold in 100ml.	Fact Data
Bottle Sizes 50 ml	9L cases sold in 50ml.	Fact Data

Table 4: Rolling 12-Month Sales

This table provides a breakdown of total case sales by spirit class for the last 12 months. Shows each class's share of total distilled spirits, share within its grouping, and distribution by bottle size (pg: 9-10)

CLASS	%Total Dist. Spirits	% of Class	Total Cases	Bottle Sizes							
				1.75 L	1.0 L	750 ml	750 ml Traveler	375 ml	200 ml	100 ml	50 ml
DOM WHSKY-BLND		25.85	2420605	794633	200827	1038937	57420	174622	23497	2980	127689
DOM WHSKY-SNGL MALT		.03	2611			2611					
DOM WHSKY-STRT-BRBN/TN		54.75	5127435	1999008	630195	1936621	115441	285086	59890	9499	91695
DOM WHSKY-STRT-OTH		1.89	176922	1876	3776	165132		3492	110	3	2533
DOM WHSKY-STRT-RYE		3.98	372896	42874	20673	301826		6767	325		431
DOM WHSKY-STRT-SM BTCH		13.51	1264985	207225	198693	798577		46418	3391		10681
TOTAL DOM WHSKY	15.43	100.00	9365454	3045616	1054164	4243704	172861	516385	87213	12482	233029
SCOTCH-BLND-FRGN BTLD		61.04	607678	280617	49532	248497		21693	1876		5463
SCOTCH-BLND-US BTLD		15.41	153395	139452	4233	7582	1647	479			2
SCOTCH-SNGL MALT		23.55	234436	20667	8192	200010		4451	3	3	1110
TOTAL SCOTCH	1.64	100.00	995509	440736	61957	456089	1647	26623	1879	3	6575

Field Breakdown:

Field	Description	Classification
Class	Spirit class/category.	Reference Data
% Total Dist. Spirits	Class share (%) of all distilled spirits for the period.	Dimensional Data
% of Class	Share within the parent grouping defined by the report.	Dimensional Data
Total Cases	Total 9L cases for the class (all bottle sizes).	Fact Data
Bottle Sizes 1.75 L	9L cases sold in 1.75L.	Fact Data
Bottle Sizes 1.0 L	9L cases sold in 1.0L.	Fact Data
Bottle Sizes 750 ml	9L cases sold in 750ml.	Fact Data
Bottle Sizes 750 ml Traveler	9L cases sold in 750ml traveler.	Fact Data
Bottle Sizes 375 ml	9L cases sold in 375ml.	Fact Data
Bottle Sizes 200 ml	9L cases sold in 200ml.	Fact Data
Bottle Sizes 100 ml	9L cases sold in 100ml.	Fact Data
Bottle Sizes 50 ml	9L cases sold in 50ml.	Fact Data

Table 5: Brand Summary

Provides a granular view of brand sales performance, broken down by Class, Brand, and Vendor. It captures sales across multiple time windows (last 12 months, YTD, current month) and includes bottle-size level breakdowns for the current month. This table is the foundation (fact table) for reconstructing other summary tables (pg: 11-346).

Class & Type Brand	Vendor	Case Sales Last Twelve Months	Case Sales Last Year to Date	This Year to Date % of Type	This Year to Date Case Sales	Case Sales Current Month	Current Month Sales by Bottle Sizes 1.75 L	1.0 L	750 ml	750 ml Traveler	375 ml	200 ml	100 ml	50 ml
DOM WHSKY-BLND														
1OAC HNY GINGER	1OAC WHISKEY	2		.0	2	2			2					
15 STARS 3 KING	15 STARS	3		.0	3									
1835 APPLE PIE	BENCHMARK BEV	7	4	.0										
1835 CHERRY	BENCHMARK BEV	87	48	.0	50	13			13					
1835 CINNAMON	BENCHMARK BEV	31	13	.0	17	5			5					
1835 HONEY	BENCHMARK BEV	101	36	.0	41	10			10					
1911 CIDR DONUT	STONE FENCE BEV		2	.0										
22 SALUTE FG VN	DRAGON DST	21		.0	7	1		1						
6-IXTY PEACH	SHOE CRAZY WINE	7	5	.0	5	1			1					

Field Breakdown:

Field	Description	Classification
Class & Type	Spirit class category.	Reference Data
Brand	The brand name of the product.	Master Data
Vendor	The supplier or producer associated with the brand.	Master Data
Case Sales Last Twelve Months	Total cases sold in the last rolling 12 months.	Fact Data
Case Sales Last Year to Date	Total cases sold in the same year-to-date period last year.	Fact Data
This Year to Date % of Type	Brand's % share of its spirit type.	Dimensional Data
This Year to Date Case Sales	Current year-to-date total case sales.	Fact Data
Case Sales Current Month	Total case sales in the current month.	Fact Data

Current Month Sales by Bottle Sizes 1.75 L	Current month sales in 1.75L bottles.	Fact Data
Current Month Sales by Bottle Sizes 1.0 L	Current month sales in 1.0L bottles.	Fact Data
Current Month Sales by Bottle Sizes 750 ml	Current month sales in 750ml bottles.	Fact Data
Current Month Sales by Bottle Sizes 750 ml Traveler	Current month sales in 750ml "traveler" bottles.	Fact Data
Current Month Sales by Bottle Sizes 375 ml	Current month sales in 375ml bottles.	Fact Data
Current Month Sales by Bottle Sizes 200 ml	Current month sales in 200ml bottles.	Fact Data
Current Month Sales by Bottle Sizes 100 ml	Current month sales in 100ml bottles.	Fact Data
Current Month Sales by Bottle Sizes 50 ml	Current month sales in 50ml bottles.	Fact Data

Table 6: Vendor Sales Performance (Top 100)

This table provides a vendor-level view of sales performance of top 100 vendors. It shows each vendor's market position, share of total sales, and performance trends across multiple timeframes (last 12 months, year-to-date, current month) with comparisons against prior periods (pg: 365-366).

Vendor	Rank	Share of Market	Last 12 Months This Year	Last 12 Months Prior Year	+ or -	This Year to Date	Last Year to Date	+ or -	Current Month This Year	Current Month Last Year	+ or -
SAZERAC COMPANY	1	14.21	8624040	8439383	2.19	4160300	4114308	1.12	708560	694776	1.98
DIAGEO	2	14.03	8513473	8612121	-1.15	3895443	4043313	-3.66	670339	712738	-5.95
HEAVEN HILL	3	8.15	4947522	5164443	-4.20	2314781	2449662	-5.51	387133	413272	-6.32
SUNTORY GLOBAL	4	8.00	4858938	5064457	-4.06	2274127	2392887	-4.96	395781	415501	-4.75
FIFTH GEN DIST	5	6.31	3827626	3835147	-.20	1776906	1804401	-1.52	330729	331865	-.34
PERNOD RCRD USA	6	5.26	3191755	3246720	-1.69	1480952	1520491	-2.60	259175	271577	-4.57
BACARDI USA INC	7	5.14	3119098	3322313	-6.12	1438190	1541056	-6.68	266932	284117	-6.05
GALLO	8	5.07	3078332	2986520	3.07	1429428	1389901	2.84	297621	294241	1.15
SAZERAC N AMRCA	9	4.67	2834969	2775483	2.14	1401862	1390555	.81	233907	231558	1.01
PROXIMO SPIRITS	10	4.12	2501221	2590236	-3.44	1185665	1233113	-3.85	211743	220394	-3.93

Field Breakdown:

Field	Description	Classification
Vendor	The supplier or producer.	Master Data
Rank	Position of the vendor based on sales performance.	Dimensional Data
Share of Market	Vendor's percentage share of the overall spirits market.	Dimensional Data
Last 12 Months This Year	Total case sales for the last 12 months.	Fact Data
Last 12 Months Prior Year	Total case sales for the same 12-month period in the previous year.	Fact Data
+ or - (Last 12 Months)	Difference in sales between this year and last year's 12-month period.	Fact Data
This Year to Date	Total case sales year-to-date for the current year.	Fact Data
Last Year to Date	Total case sales year-to-date for the prior year.	Fact Data
+ or - (YTD)	Difference in sales between this year-to-date and last year-to-date.	Fact Data
Current Month This Year	Total case sales for the current month.	Fact Data
Current Month Last Year	Total case sales for the same month last year.	Fact Data
+ or - (Current Month)	Difference in sales between this year's and last year's current month.	Fact Data

Table 7: Vendor Sales Performance (Top 20)

This table shows a combined view of sales performance by Class and Vendor (top 20). It highlights each vendor's market position within a class, their share of market, and sales trends across timeframes (last 12 months, year-to-date, current month) compared with prior periods (pg: 367-373).

Class / Vendor	Rank	Share of Market	Last 12 Months This Year	Last 12 Months Prior Year	+ or -	This Year to Date	Last Year to Date	+ or -	Current Month This Year	Current Month Last Year	+ or -
DOM WHSKY			9365454	9571114	-2.15	4361896	4524906	-3.60	716125	745984	-4.00
SUNTORY GLOBAL	1	25.15	2355608	2388490	-1.38	1097866	1126996	-2.58	182726	185591	-1.54
BROWN FORMAN	2	19.73	1848039	1914017	-3.45	849302	895144	-5.12	137133	144077	-4.82
HEAVEN HILL	3	13.02	1219540	1277130	-4.51	571752	610037	-6.28	91440	98989	-7.63
SAZERAC COMPANY	4	10.91	1022231	943032	8.40	499621	480895	3.89	82126	84281	-2.56
DIAGEO	5	8.27	774369	830552	-6.76	361088	391211	-7.70	58057	62849	-7.62
CAMPARI	6	3.47	324736	340613	-4.66	150959	158486	-4.75	24746	25279	-2.11
SAZERAC N AMRCA	7	3.17	296611	290351	2.16	146814	144284	1.75	24093	22825	5.56
OLE SMOKY DIST	8	1.85	172860	178260	-3.03	77016	82523	-6.67	13178	14570	-9.55

Field Breakdown:

Field	Description	Classification
Class	The spirit class category.	Reference Data
Vendor	The supplier or producer.	Master Data
Rank	Position of the vendor within the class based on sales.	Dimensional Data
Share of Market	Percentage share of the class's total sales for the vendor.	Dimensional Data
Last 12 Months This Year	Case sales for the last 12 months (current year).	Fact Data
Last 12 Months Prior Year	Case sales for the same 12-month period in the prior year.	Fact Data
+ or - (Last 12 Months)	Difference in sales between this year and last year's 12-month period.	Fact Data
This Year to Date	Case sales year-to-date for the current year.	Fact Data

Last Year to Date	Case sales year-to-date for the prior year.	Fact Data
+ or - (YTD)	Difference in sales between this year-to-date and last year-to-date.	Fact Data
Current Month This Year	Case sales for the current month.	Fact Data
Current Month Last Year	Case sales for the same month in the prior year.	Fact Data
+ or - (Current Month)	Difference in sales between this year's and last year's current month.	Fact Data

Table 8: All Control States - Vendor / Brand Sales Performance by Class

This table provides a brand-level view within each vendor, showing performance across classes. It captures sales volume over the last 12 months, year-to-date, and current month, with comparisons against prior periods and percentage changes. It enables detailed analysis of how each brand under a vendor is performing inside its class (pg: 375-754).

Vendor / Brand	Class	Last 12 Months This Year	Last 12 Months Prior Year	% Change	This Year to Date	Last Year to Date	% Change	Current Month This Year	Current Month Last Year	% Change
10 BARREL BREW										
10 BRRL LMNGRSS	COCKTAILS	1	2	-50.00			100.00			.00
10 BRRL MAI TAI	COCKTAILS	1186	1551	-23.53	447	665	-32.78	71	141	-49.65
10 BRRL BL OR 4	COCKTAILS		16	-100.00			.00			.00
10 BRRL B MRY 4	COCKTAILS	381	1013	-62.39	21	435	-95.17	1	92	-98.91
10 BRRL GR HD 4	COCKTAILS	1552	1925	-19.38	722	772	-6.48	143	182	-21.43
10 BRRL MOSCW 4	COCKTAILS	1769	2132	-17.03	671	948	-29.22	61	237	-74.26
10 BRRL CLASSIC	COCKTAILS	826	1249	-33.87	167	508	-67.13	6	149	-95.97
10 BRL DISCO LM	COCKTAILS	1096	337	225.22	468	337	38.87	106	148	-28.38
10 BRL AMF	COCKTAILS	409	140	192.14	199	140	42.14	46	42	9.52

Field Breakdown:

Field	Description	Classification
Vendor	The supplier or producer.	Master Data
Brand	The brand name of the product.	Master Data

Class	Spirit class/category associated with the brand.	Reference Data
Last 12 Months This Year	Case sales for the last 12 months (current year).	Fact Data
Last 12 Months Prior Year	Case sales for the same 12-month period in the prior year.	Fact Data
% Change (Last 12 Months)	Percentage change in sales between this year and last year's 12-month period.	Dimensional Data
This Year to Date	Case sales year-to-date for the current year.	Fact Data
Last Year to Date	Case sales year-to-date for the prior year.	Fact Data
% Change (YTD)	Percentage change in sales between this year-to-date and last year-to-date.	Dimensional Data
Current Month This Year	Case sales for the current month.	Fact Data
Current Month Last Year	Case sales for the same month in the prior year.	Fact Data
% Change (Current Month)	Percentage change in sales between this year's and last year's current month.	Dimensional Data

Note:

- Master Data = the entities
- Reference Data = the classifications of those entities
- Dimensional Data = the context for measuring
- Fact Data = the actual numbers we measure

Data Processing and Structure

(1) Data Extraction and Flattening

- NABCA report tables are scraped and converted into a flat file.
- The flat file is in long format: one row per Brand × Vendor × Class/Type × Bottle Size × Month.
- Each row holds a single fact value (case sales for that brand–bottle–month).
- Flattening means unpivoting bottle-size columns into a single BottleSize column with a corresponding CaseSales value.

(2) Normalization

- Vendor and Brand → Master Data (real-world business entities).
- Class/Type and Bottle Size → Reference Data (standardized categories).
- Month/Year, Rank, % Share, % Change → Dimensional Data (context for analysis).
- Case Sales and other numbers → Fact Data (measurable values).
- Separate lookup tables will be created for Vendor, Brand, Class/Type, and Bottle Size to keep the warehouse clean and consistent.

(3) Core Fact Table

- The main fact table will store:

    Brand, Vendor, Class/Type, BottleSize, Month, CaseSales.

- This is the most detailed dataset (atomic grain).
- All other NABCA report tables (1–8) can be reconstructed by grouping this table and applying time-based calculations (YTD, L12M, Current Month, % Change, Rank, Market Share).

(4) Matching and Mastering

- NABCA sales data will be matched to TTB COLA products using a match and merge (mastering) process.

- Matching uses:
  - Brand + Bottle Size as the main keys.
  - Class/Type and Vendor to confirm matches and improve accuracy.
- This process links sales data to official product records, enabling richer analysis with label, origin, and alcohol content information.

(5) Product Hierarchy

- Products follow a hierarchical structure:
  - Brand → may have multiple flavors or variants.
  - Each variant → may have multiple bottle sizes (SKUs).
- NABCA data is currently at the bottle-size (SKU) level.
- TTB COLA may reveal a finer atomic level (e.g., flavor + size). If so, we will refine the structure; if not, the atomic key is Brand + Vendor + Class/Type + Bottle Size.

Summary

- Table 5 is the core table - it is the most detailed, and all other tables can be derived from it.
- All sales data is broken down by four key fields: Brand, Vendor, Class/Type, Bottle Size.
- Flattening and normalization ensure the data is consistent and ready for ingestion.
- Every brand belongs to one vendor and one class, so Vendor and Class serve as stable lookup references.
- With 18 months of data, we can compute all required reporting metrics (YTD, L12M, % Change, Ranks, Market Share).

Next:

- Deriving all tables from table 5
- ER Diagram
- How MDM can help with matching with ttb data

Note:

- Unique list of brand from table 8
- Unique list of vendors from table 5
- Unique list of class (same as type) from table 4

- 9L Cases: CBI Wines (+5.2 % vs. LY) outpacing Total Industry (-4.0 % vs. LY). August Total CBI (W&S) is ahead vs. Industry (+1.2 pp)
- Total CBI Shelf Dollars (+3.0 % vs. LY) is behind Total Industry (+3.5 % vs. LY).

Total Control States CBI

NABCA BevType	Percent to Total (NABCA Depl 9LE TY)	NABCA Depl 9LE TY	NABCA Depl 9LE YA	9L Diff	9L % Chg	NABCA Shelf $ TY	NABCA Shelf $ YA	$ Diff	$ % Chg
Total	100.0%	157,528	154,466	3,062	2.0%	$20,214,157	$19,621,878	$592,279	3.0%
WINE	64.1%	101,017	95,992	5,025	5.2%	$11,252,069	$10,514,772	$737,296	7.0%
SPIRITS	35.9%	56,511	58,474	-1,963	-3.4%	$8,962,088	$9,107,106	-$145,017	-1.6%

Total Control States - INDUSTRY

NABCA BevType	Percent to Total (NABCA Depl 9LE TY)	NABCA Depl 9LE TY	NABCA Depl 9LE YA	9L Diff	9L % Chg	NABCA Shelf $ TY	NABCA Shelf $ YA	$ Diff	$ % Chg
Total	100.0%	6,538,929	6,483,873	55,057	0.8%	$1,238,778,219	$1,196,471,849	$42,306,369	3.5%
WINE	20.6%	1,350,094	1,407,050	-56,956	-4.0%	$142,890,497	$141,489,264	$1,401,233	1.0%
SPIRITS	79.4%	5,188,835	5,076,822	112,013	2.2%	$1,095,887,722	$1,054,982,585	$40,905,137	3.9%

Below are August CBI Shelf Dollar and 9L performance breakdowns by class type.

Total Control States CBI

NABCA Item Class	Percent to Total (NABCA Depl 9LE TY)	NABCA Depl 9LE TY	NABCA Depl 9LE YA	9L Diff	9L % Chg	NABCA Shelf $ TY	NABCA Shelf $ YA	$ Diff	$ % Chg
Total	100.0%	157,528	154,466	3,062	2.0%	$20,214,157	$19,621,878	$592,279	3.0%
WINES	64.1%	101,017	95,992	5,025	5.2%	$11,252,069	$10,514,772	$737,296	7.0%
WHISKEY	1.7%	2,709	2,627	82	3.1%	$1,401,024	$1,363,581	$37,443	2.7%
VODKA	30.7%	48,383	51,763	-3,381	-6.5%	$6,306,601	$6,774,833	-$468,232	-6.9%
TEQUILA	1.6%	2,532	1,884	648	34.4%	$880,997	$670,483	$210,513	31.4%
RUM	0.1%	182	148	34	22.9%	$63,057	$47,684	$15,373	32.2%
GIN	0.1%	102	1	101	7126.6%	$14,148	$579	$13,569	2343.0%
CORDIALS	0.5%	794	836	-43	-5.1%	$113,707	$131,372	-$17,665	-13.4%
COCKTAILS	1.1%	1,801	1,190	610	51.3%	$179,089	$108,999	$70,089	64.3%
BRANDY	0.0%	8	22	-14	-62.6%	$3,466	$9,574	-$6,108	-63.8%

Total Control States - INDUSTRY

NABCA Item Class	Percent to Total (NABCA Depl 9LE TY)	NABCA Depl 9LE TY	NABCA Depl 9LE YA	9L Diff	9L % Chg	NABCA Shelf $ TY	NABCA Shelf $ YA	$ Diff	$ % Chg
Total	100.0%	6,538,929	6,483,873	55,057	0.8%	$1,238,778,219	$1,196,471,849	$42,306,369	3.5%
WINES	20.6%	1,350,094	1,407,050	-56,956	-4.0%	$142,890,497	$141,489,264	$1,401,233	1.0%
WHISKEY	18.4%	1,201,625	1,197,019	4,606	0.4%	$323,083,413	$308,478,055	$14,605,357	4.7%
VODKA	22.2%	1,451,224	1,428,030	23,194	1.6%	$216,717,975	$210,027,344	$6,690,631	3.2%
TEQUILA	7.7%	506,649	465,901	40,748	8.7%	$180,221,846	$159,260,381	$20,961,465	13.2%
RUM	7.1%	466,102	472,324	-6,222	-1.3%	$69,866,793	$68,377,925	$1,488,868	2.2%
GIN	2.9%	191,801	194,736	-2,936	-1.5%	$38,609,021	$37,164,345	$1,444,676	3.9%
CORDIALS	13.4%	875,221	862,427	12,793	1.5%	$171,154,064	$162,266,045	$8,888,019	5.5%
COCKTAILS	4.5%	297,110	212,871	84,240	39.6%	$22,952,460	$16,630,098	$6,322,362	38.0%
BRANDY	3.0%	199,104	243,513	-44,409	-18.2%	$73,282,151	$92,778,392	-$19,496,241	-21.0%