

**227.62M**

Total Volume Sold (liters)

**60.07M**

Total Volume Sold (gallons)

**264M**

Total Bottles Sold

**\$3.49bn**

Total Sales: Header

**\$3.47bn**

Total Sales: Line Item

**1.16bn**

Gross profit (retail price - cost)

**48.39**

Sales per capita (city)

**37.89**

Sales per capita (county)

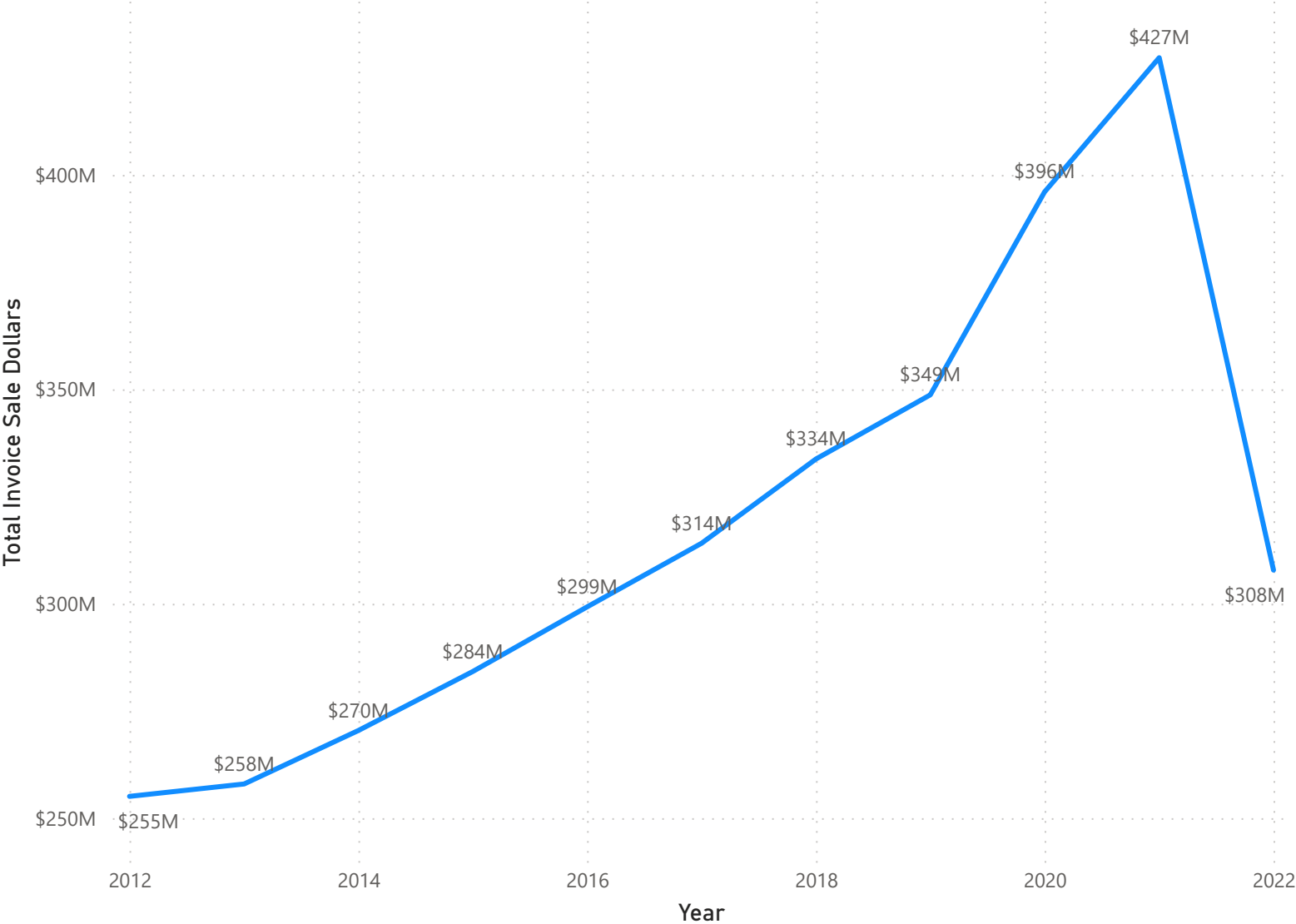
- City
- ☐ Select all
  - ☐ Ackley
  - ☐ Ackworth
  - ☐ Adair
  - ☐ Adel
  - ☐ Afton
  - ☐ Agency
  - ☐ Ainsworth
  - ☐ Akron
  - ☐ Albert City
  - ☐ Albia
  - ☐ Albion
  - ☐ Alburnett
  - ☐ Alden
  - ☐ Alexander
  - ☐ Algona
  - ☐ Alleman
  - ☐ Allerton
  - ☐ Allison
  - ☐ Alta
  - ☐ Alta Vista
  - ☐ Alton
  - ☐ Altoona
  - ☐ Alvord

Invoice Date

1/3/2012

9/30/2022

Total Invoice Sale Dollars by Year



Year	Total Invoice Sale Dollars
2012	\$255,083,406.6100008
2013	\$257,971,283.8600006
2014	\$270,447,418.1499991
2015	\$284,191,713.4700012
2016	\$299,257,023.6700011
2017	\$314,112,668.4199995
2018	\$333,750,345.5499997
2019	\$348,705,706.2900012
2020	\$396,035,503.0200027
2021	\$427,324,052.2399982
2022	\$307,836,499.9699978
Total	\$3,494,715,621.250002

- County
- ☐ Select all

☐ Adair County

☐ Adams County

☐ Allamakee County

☐ Appanoose County

☐ Audubon County

☐ Benton County

☐ Black Hawk County

☐ Boone County

☐ Bremer County

☐ Buchanan County

☐ Buena Vista County

☐ Butler County

☐ Calhoun County

☐ Carroll County

☐ Cass County

☐ Cedar County

☐ Cerro Gordo County

☐ Cherokee County

☐ Chickasaw County

☐ Clarke County

☐ Clay County

☐ Clayton County

☐ Clinton County

Invoice Date

1/3/2012

9/30/2022

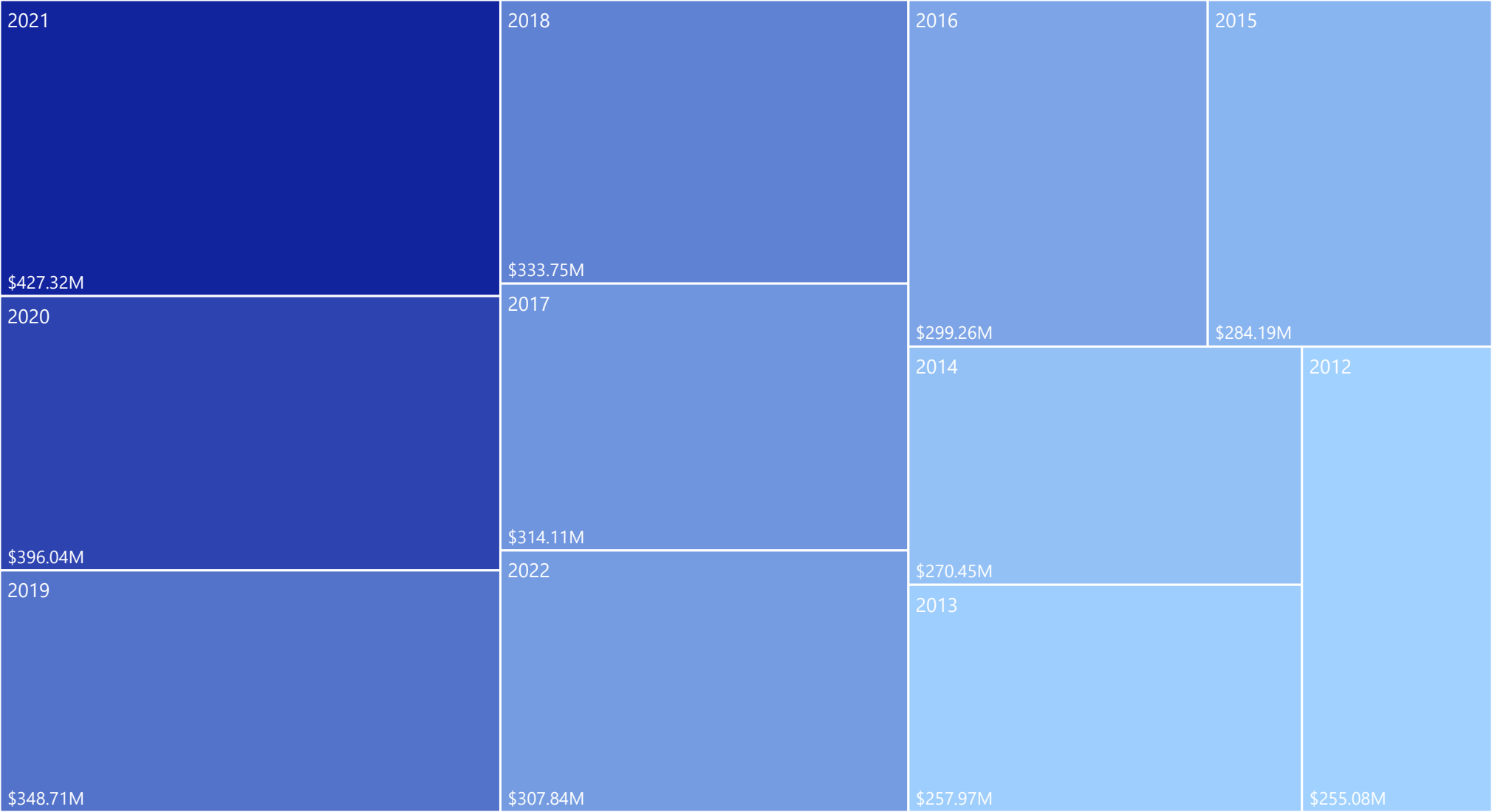
60.07M

Total Volume Sold (gallons)

227.62M

Total Volume Sold (liters)

Total Invoice Sale Dollars by Year



Store Status

- ☐ Select all
- ☐ A
- ☐ I
- ☐ Unknown

Invoice Date

1/3/2012

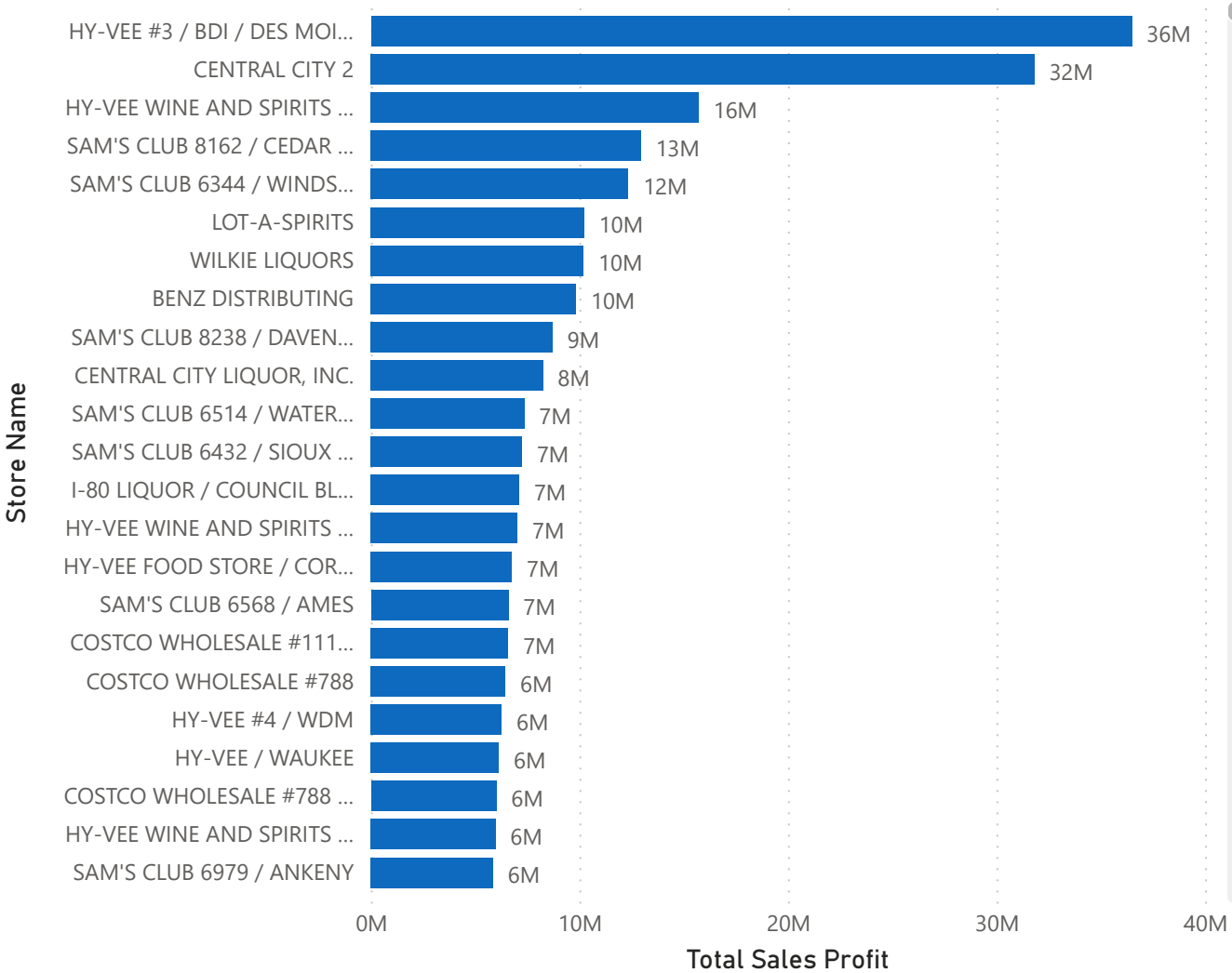
9/30/2022



3310

Total Number of Stores

Total Sales Profit by Store Name



Store Name	Total Sales Profit	Total Volume Sold (gallons)
HY-VEE #3 / BDI / DES MOINES	36,497,711.25	1,675,817.82
CENTRAL CITY 2	31,819,989.05	1,414,650.76
HY-VEE WINE AND SPIRITS / IOWA CITY	15,714,050.46	800,494.68
SAM'S CLUB 8162 / CEDAR RAPIDS	12,944,781.78	700,994.25
SAM'S CLUB 6344 / WINDSOR HEIGHTS	12,351,146.19	671,442.98
LOT-A-SPIRITS	10,227,638.55	455,786.74
WILKIE LIQUORS	10,204,395.65	548,765.58
BENZ DISTRIBUTING	9,840,064.07	426,186.77
SAM'S CLUB 8238 / DAVENPORT	8,711,032.94	474,828.50
CENTRAL CITY LIQUOR, INC.	8,258,135.81	315,375.14
SAM'S CLUB 6514 / WATERLOO	7,362,871.88	426,131.41
SAM'S CLUB 6432 / SIOUX CITY	7,249,451.37	394,918.72
I-80 LIQUOR / COUNCIL BLUFFS	7,114,996.36	300,516.47
HY-VEE WINE AND SPIRITS / WDM	7,028,652.72	314,735.93
HY-VEE FOOD STORE / CORALVILLE	6,759,858.72	310,206.61
SAM'S CLUB 6568 / AMES	6,600,840.69	379,429.28
COSTCO WHOLESALE #1111 / CORALVILLE	6,594,407.10	338,706.44
COSTCO WHOLESALE #788	6,449,582.19	282,925.12
HY-VEE #4 / WDM	6,278,577.17	278,773.84
HY-VEE / WAUKEE	6,138,138.18	266,289.22
COSTCO WHOLESALE #788 / WDM	6,023,782.79	338,908.64
HY-VEE WINE AND SPIRITS / ANKENY	5,982,260.45	299,897.96
SAM'S CLUB 6979 / ANKENY	5,859,915.31	318,701.12
HY-VEE FOOD STORE / CARROLL	5,782,285.98	318,943.42
Total	1,158,883,995.96	60,073,998.44

Category Name

- ☐ Select all
- ☐ 100 PROOF VODKA
- ☐ 100% AGAVE TEQUILA
- ☐ AGED DARK RUM
- ☐ AMARETTO - IMPORTED
- ☐ AMERICAN ALCOHOL
- ☐ AMERICAN AMARETTO
- ☐ AMERICAN BRANDIES
- ☐ AMERICAN COCKTAILS
- ☐ AMERICAN CORDIALS & LIQUEUR
- ☐ AMERICAN CORDIALS & LIQUEURS
- ☐ AMERICAN DISTILLED SPIRIT SPECIALT
- ☐ AMERICAN DISTILLED SPIRITS SPECIAL
- ☐ AMERICAN DRY GINS
- ☐ AMERICAN FLAVORED VODKA
- ☐ AMERICAN GRAPE BRANDIES
- ☐ AMERICAN SCHNAPPS
- ☐ AMERICAN SLOE GINS
- ☐ AMERICAN VODKA
- ☐ AMERICAN VODKAS
- ☐ AMERICAN WHISKIES
- ☐ ANISETTE
- ☐ APPLE SCHNAPPS
- ☐ APRICOT BRANDIES

Age

0

128

Proof

15

190

132

Number of Category

551

Number of Vendors

Category_Name	Total Bottles Sold	Total Sale Dollars
100 PROOF VODKA	71233	\$990,937.4500000115
100% AGAVE TEQUILA	4654576	\$127,085,436.5500051
AGED DARK RUM	319983	\$5,751,673.759999911
AMARETTO - IMPORTED	1092	\$50,996.39999999999
AMERICAN ALCOHOL	2598	\$50,826.20000000002
AMERICAN AMARETTO	1465	\$11,806.25
AMERICAN BRANDIES	7747021	\$50,924,501.15000848
AMERICAN COCKTAILS	283792	\$2,798,924.469999989
AMERICAN CORDIALS & LIQUEUR	7032951	\$37,740,424.58999796
AMERICAN CORDIALS & LIQUEURS	12485	\$148,131.35
AMERICAN DISTILLED SPIRIT SPECIALTY	85461	\$1,724,781.130000004
AMERICAN DISTILLED SPIRITS SPECIALTY	803	\$12,375.78
AMERICAN DRY GINS	5056464	\$37,201,475.38000344
AMERICAN FLAVORED VODKA	7967192	\$81,735,443.03000224
AMERICAN GRAPE BRANDIES	127651	\$1,175,438.159999995
AMERICAN SCHNAPPS	6005969	\$50,287,571.29999734
AMERICAN SLOE GINS	56199	\$420,875.8199999967
AMERICAN VODKA	4265	\$61,488.97000000001
AMERICAN VODKAS	49190911	\$435,613,357.7500539
AMERICAN WHISKIES	132	\$3,762
ANISETTE	4955	\$34,457.19999999998
APPLE SCHNAPPS	159228	\$1,779,411.389999982
APRICOT BRANDIES	71176	\$815,604.2000000067
BARBADOS RUM	52749	\$742,565.1600000093
BLACKBERRY BRANDIES	30991	\$329,136.5199999993
BLENDED WHISKIES	9581290	\$97,180,517.0099918
BOTTLED IN BOND BOURBON	119343	\$3,062,731.980000018
BUTTERSCOTCH SCHNAPPS	107935	\$900,653.7799999993
CANADIAN WHISKIES	28767992	\$411,528,541.910048
CHERRY BRANDIES	9470	\$50,585.42999999989
CINNAMON SCHNAPPS	81275	\$927,891.3799999858
COCKTAILS / RTD	2612	\$40,002.27
Total	261644912	\$3,467,988,862.320186

Item Number

- ☐ Select all
- ☐ 100001
- ☐ 100005
- ☐ 100006
- ☐ 100015
- ☐ 100017
- ☐ 100018
- ☐ 100022
- ☐ 100024
- ☐ 100025
- ☐ 100026
- ☐ 100027
- ☐ 100032
- ☐ 100033
- ☐ 100035
- ☐ 100037
- ☐ 100040
- ☐ 100041
- ☐ 100046
- ☐ 100051
- ☐ 100054
- ☐ 10006
- ☐ 100065
- ☐ 100068

Invoice Date

1/3/2012

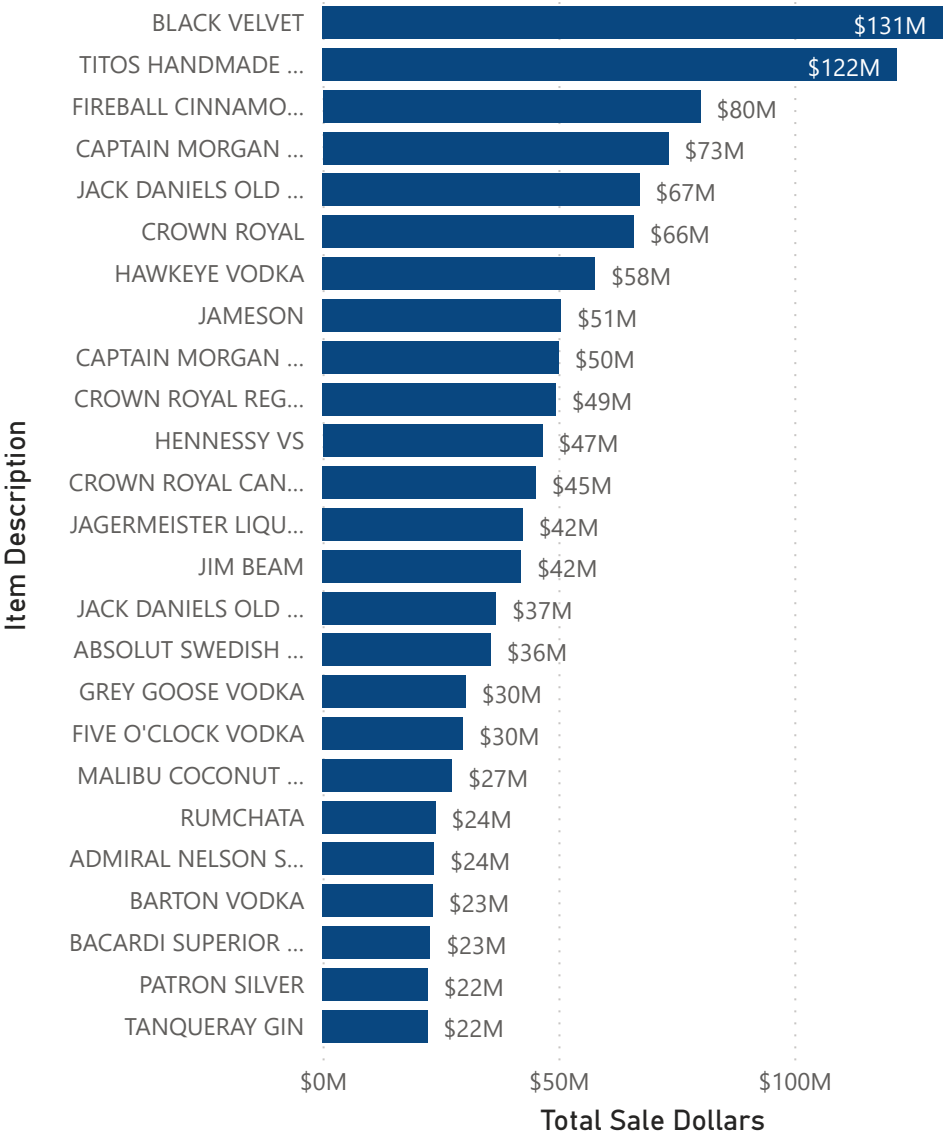
9/30/2022



13.57K

Number of Items

Total Sale Dollars by Item Description



Item Description	Total Bottles Sold	Total Sale Dollars
BLACK VELVET	12327804	\$131,445,565.359997
FIREBALL CINNAMON WHISKEY	11578961	\$80,128,017.029999
HAWKEYE VODKA	8488453	\$57,755,954.999999
TITOS HANDMADE VODKA	6387486	\$121,713,469.880000
FIVE O'CLOCK VODKA	5032809	\$29,831,635.600000
CAPTAIN MORGAN SPICED RUM	4165415	\$73,343,278.740000
FIREBALL CINNAMON	3620664	\$4,890,719.919999
BARTON VODKA	3417268	\$23,396,831.620000
CAPTAIN MORGAN ORIGINAL SPICED	3318229	\$50,045,832.989999
MCCORMICK VODKA PET	3059266	\$13,117,580.139999
HENNESSY VS	2964857	\$46,600,581.990000
CROWN ROYAL	2820603	\$65,976,816.140000
JIM BEAM	2651187	\$42,119,486.279999
JACK DANIELS OLD #7 BLACK LBL	2604787	\$67,203,202.799999
MCCORMICK VODKA	2360568	\$6,921,470.999999
FIVE STAR	2335458	\$12,889,191.789999
CROWN ROYAL REGAL APPLE	2316856	\$49,466,865.359999
JAGERMEISTER LIQUEUR	2255351	\$42,418,145.480000
PHILLIPS VODKA	2180539	\$17,985,037.239999
ADMIRAL NELSON SPICED RUM	2066301	\$23,654,911.299999
SEAGRAMS EXTRA DRY GIN	1990518	\$10,919,542.909999
JAMESON	1979355	\$50,553,598.430000
SMIRNOFF 80PRF	1958273	\$20,617,161.239999
MALIBU COCONUT RUM	1901479	\$27,459,113.410000
ABSOLUT SWEDISH VODKA 80 PRF	1792415	\$35,683,195.220000
CROWN ROYAL CANADIAN WHISKY	1702741	\$45,237,131.900000
SOUTHERN COMFORT	1684271	\$21,488,186.129999
Total	261644912	\$3,467,988,862.320000

- County
- ☐ Select all

☐ Adair County

☐ Adams County

☐ Allamakee County

☐ Appanoose County

☐ Audubon County

☐ Benton County

☐ Black Hawk County

☐ Boone County

☐ Bremer County

☐ Buchanan County

☐ Buena Vista County

☐ Butler County

☐ Calhoun County

☐ Carroll County

☐ Cass County

☐ Cedar County

☐ Cerro Gordo County

☐ Cherokee County

☐ Chickasaw County

☐ Clarke County

☐ Clay County

☐ Clayton County

☐ Clinton County

Invoice Date

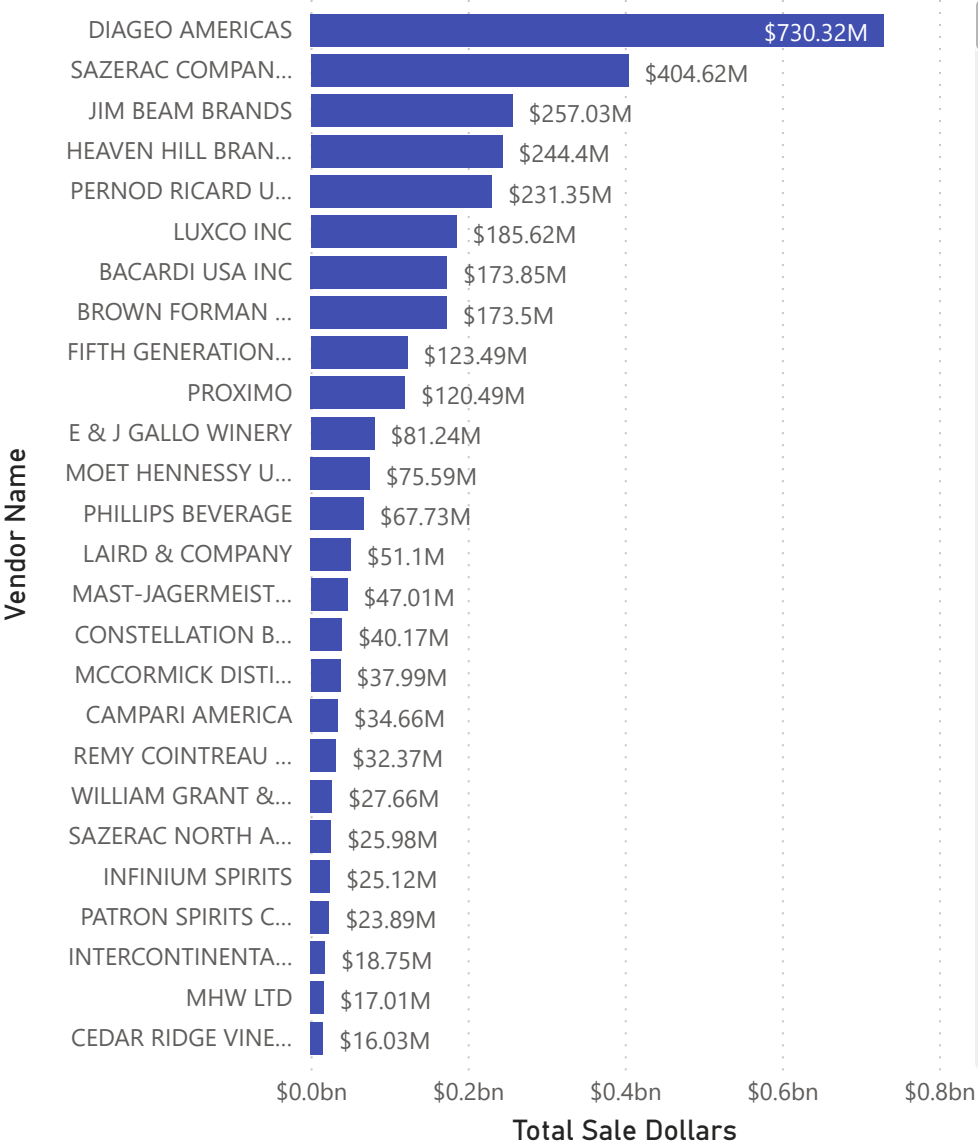
1/3/2012

9/30/2022

551

Numbers of Vendors

Total Sale Dollars by Vendor Name



Vendor Name	Total Bottles Sold	Total Sale Dollars
YAHARA BAY DISTILLERS, INC	24688	\$473,514.31
YAHARA BAY DISTILLERS INC	4223	\$74,985.20999999999
WORLDWIDE LIBATIONS, LLC	14524	\$320,584.86000000009
WORLD TRADE LIQUOR IMPORTS LLC	1017	\$61,447.75
WOODY CREEK DISTILLERS LLC	1364	\$47,142
WOODY CREEK DISTILLERS	12	\$318.12
WINESOURCE INTERNATIONAL INC.	1985	\$140,564.07000000001
WINEBOW, INC.	282	\$9,477.119999999999
WINEBOW INC	12	\$195.12
WINE INTELLIGENCE	588	\$5,074.44
WINDY HILL SPIRITS	1174	\$22,899.280000000001
WILSON DANIELS LTD.	493158	\$12,988,401.880000003
WILSON DANIELS LTD	8	\$687
WILLIAM GRANT AND SONS, INC.	114764	\$2,689,997.5000000017
WILLIAM GRANT & SONS INC	1163449	\$27,655,286.07999825
WILLETT DISTILLERY	222	\$8,726.1
WILDMAN AND SONS, F.	2031	\$76,253.35000000002
WILDERNESS TRAIL DISTILLERY	4885	\$193,692.3
WILDCAT PRODUCTS LLC	64	\$960
WILD AGAVE IMPORTS LLC	24	\$898.32
WHYTE AND MACHAY(AMERICAS) LIMITED,L	909	\$44,226.39
WHITE ROCK DISTILLERIES, INC.	433	\$3,890.28
WHISTLEPIG LLC	238	\$17,374.47
WESTERN SPIRITS BEVERAGE CO. LLC	37205	\$521,522.4399999986
WESTERN SPIRITS BEVERAGE	304303	\$4,791,155.109999999
WERNER DISTILLING, LLC	1829	\$28,170.760000000001
WERNER DISTILLING	577	\$8,735.779999999999
Total	261644912	\$3,467,988,862.319833

Year

Select all	2017
2012	2018
2013	2019
2014	2020
2015	2021
2016	2022

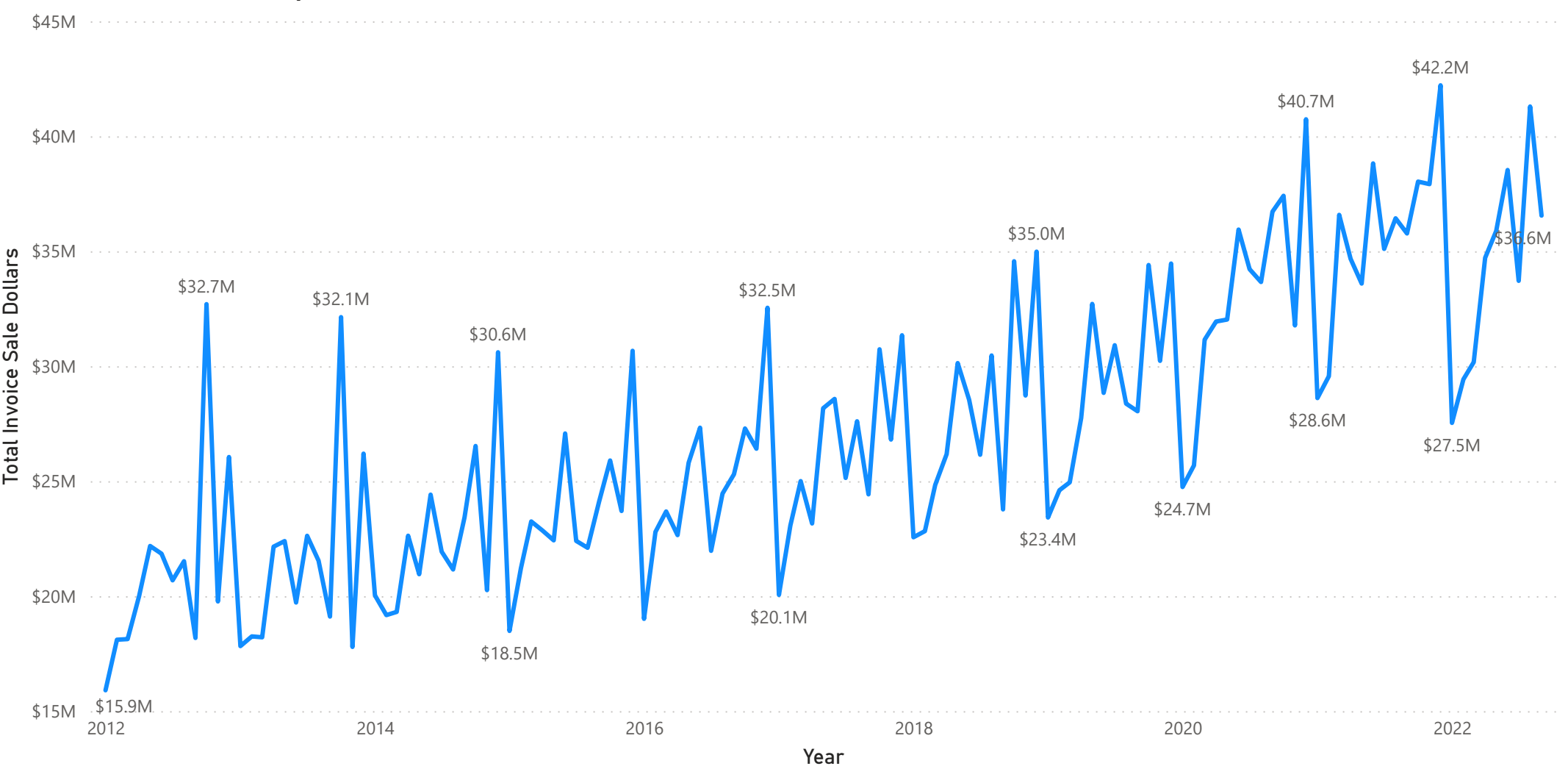
\$3.49bn

Total Invoice Sale Dollars

1.16bn

Total Sales Profit

Total Invoice Sale Dollars by Year and Month





- Year
- Select all

2012

2013

2014

2015

2016

2017

2018

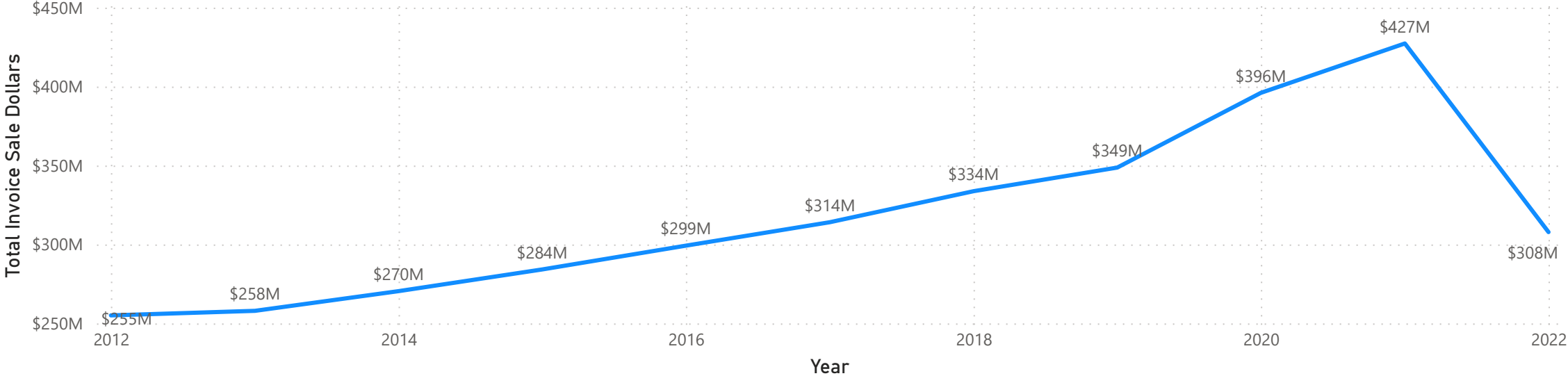
2019

2020

2021

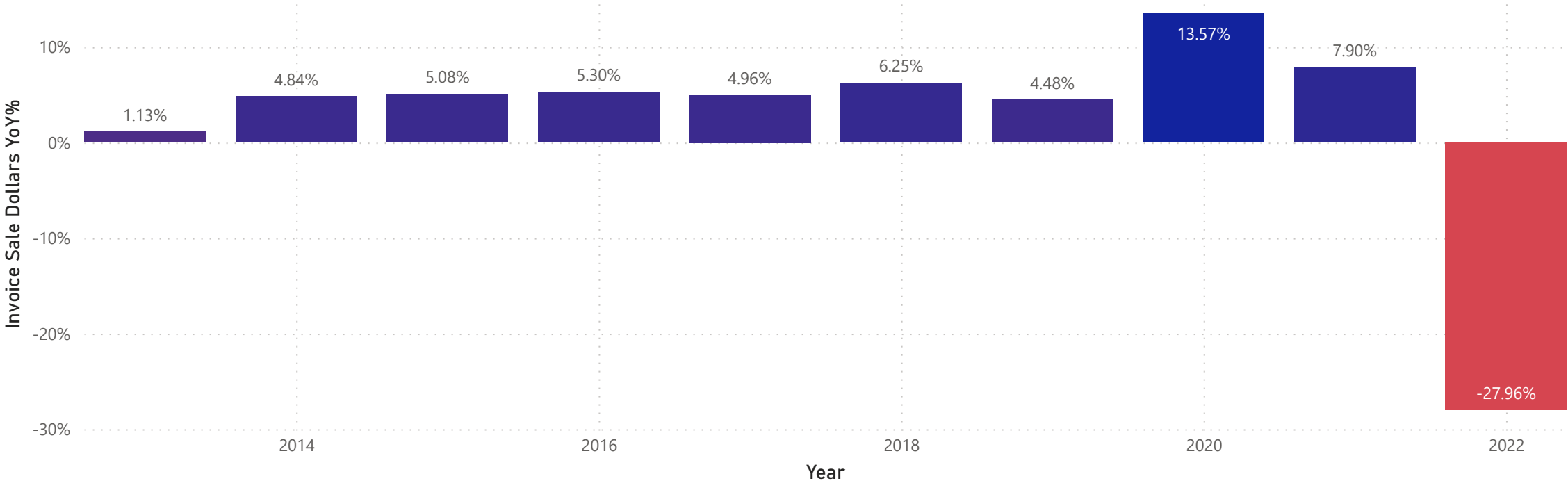
2022

Total Invoice Sale Dollars by Year



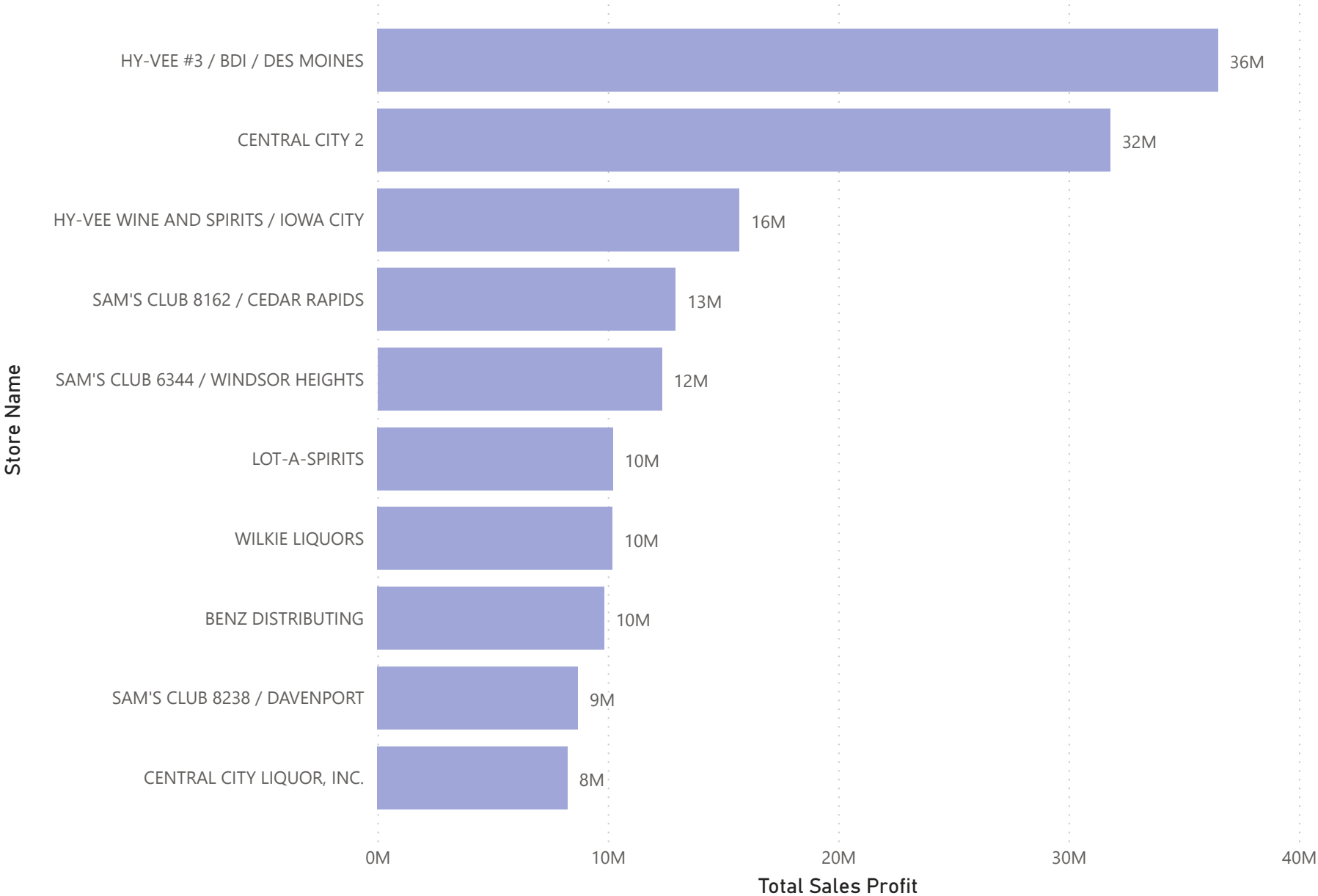
Invoice Sale Dollars YoY% by Year

Invoice Sale Dollars YoY% -27.96% 13.57%



# Top 10 Stores by Profit

Total Sales Profit by Store Name



156.57M

Total Sales Profit

28M

Total Bottles Sold

# Top 20 Stores by Liquor Sales

Year



Total Invoice Sale Dollars by Store Name

Select all

2012

2013

2014

2015

2016

2017

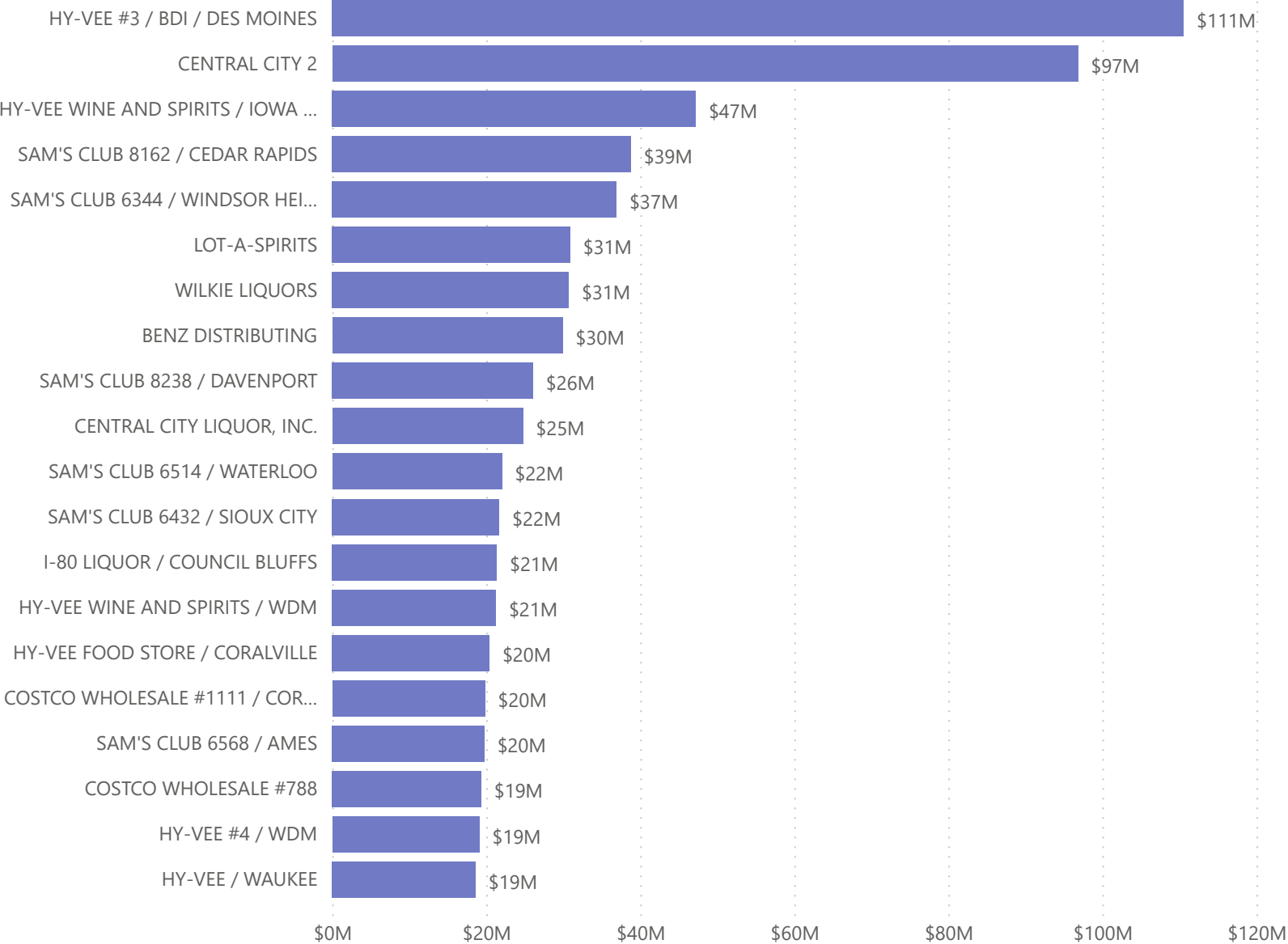
2018

2019

2020

2021

Store Name



Total Invoice Sale Dollars

\$676.26M

Total Invoice Sale Dollars

224.15M

Total Sales Profit

39M

Total Bottles Sold

# Top 20 Cities by Liquor Sales

Year



Select all

2012

2013

2014

2015

2016



2017

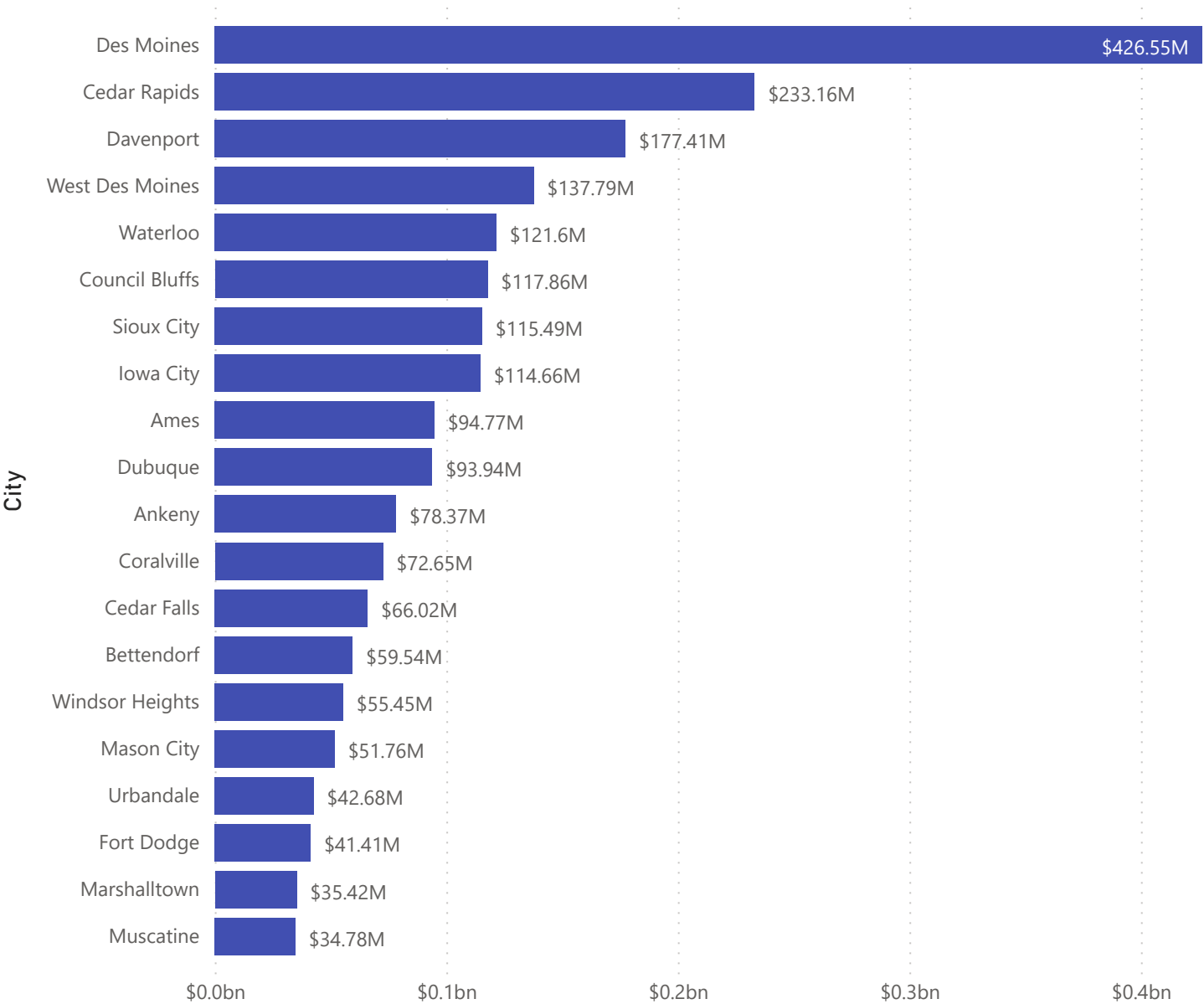
2018

2019

2020

2021

Total Invoice Sale Dollars by City



\$2.17bn

Total Invoice Sale Dollars

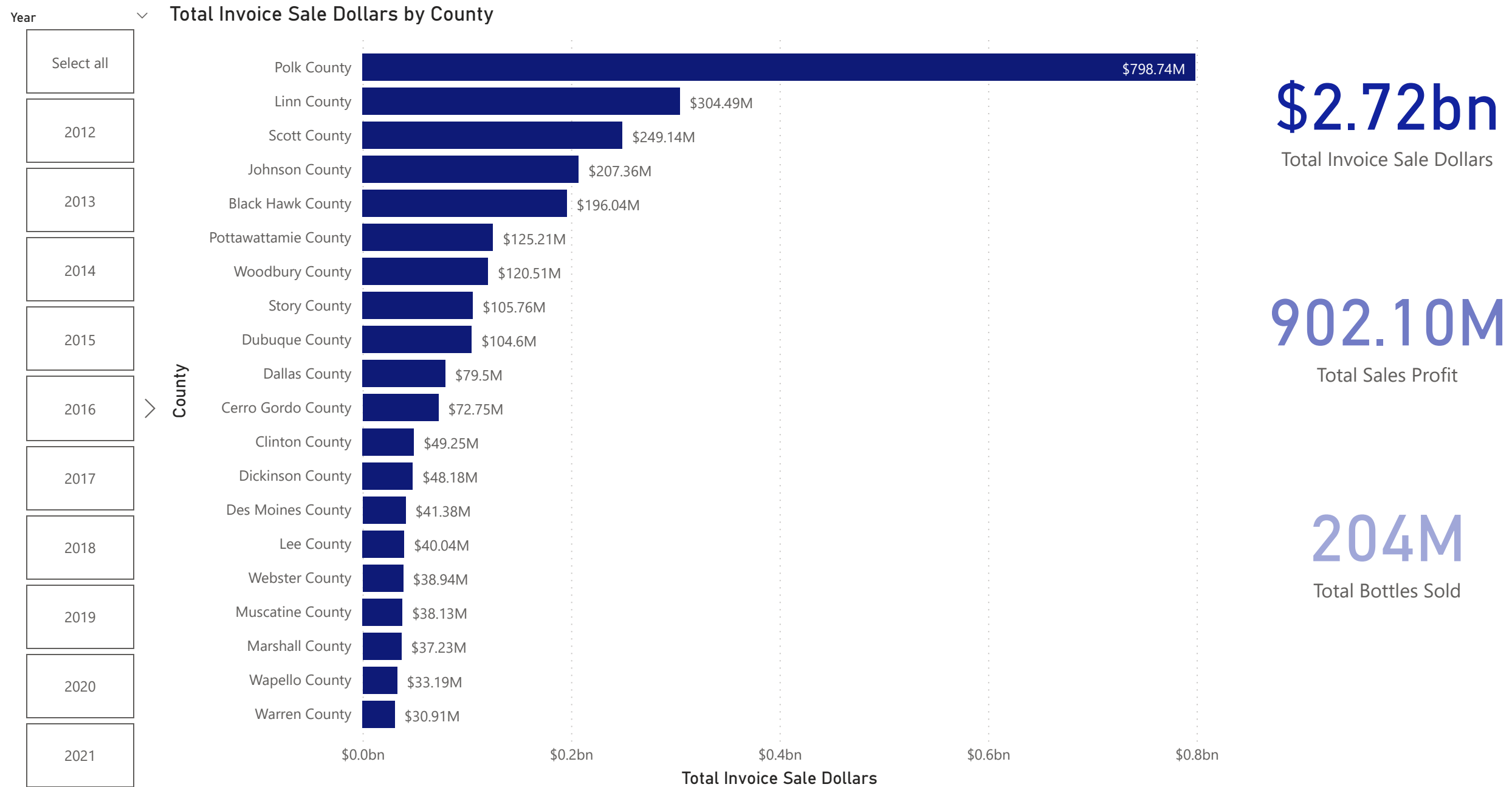
720.62M

Total Sales Profit

163M

Total Bottles Sold

# Top 20 Counties by Liquor Sales



\$2.72bn

Total Invoice Sale Dollars

902.10M

Total Sales Profit

204M

Total Bottles Sold

# Top 20 Categories by Liquor Sales

Year

Total Sale Dollars by Category Name

Select all

2012

2013

2014

2015

2016

2017

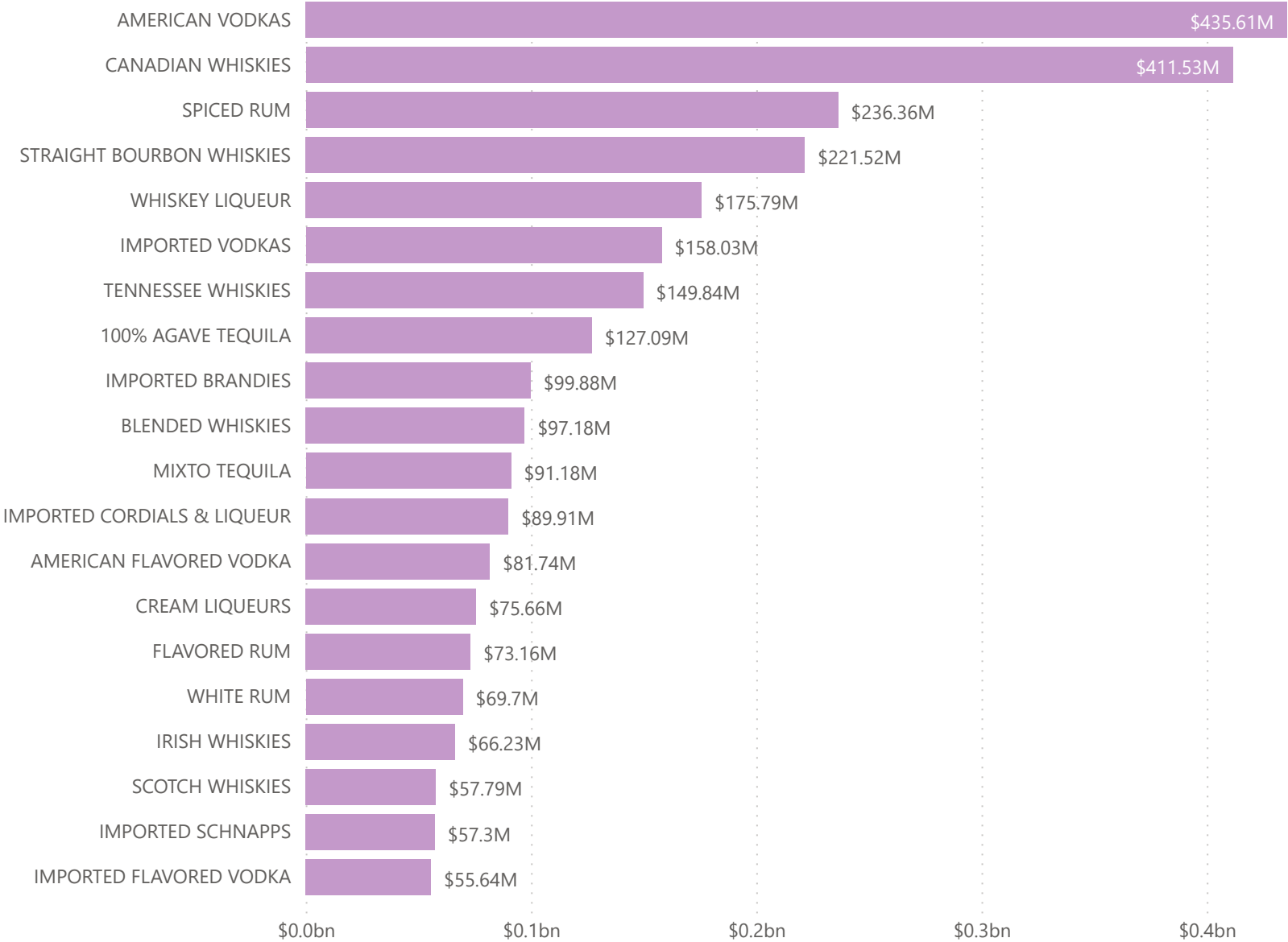
2018

2019

2020

2021

Category Name



\$2.83bn

Total Sale Dollars

946.07M

Total Sales Profit

205M

Total Bottles Sold

Total Sale Dollars

# Top 20 Vendors by Liquor Sales

Year

Total Sale Dollars by Vendor Name

Select all

2012

2013

2014

2015

2016

2017

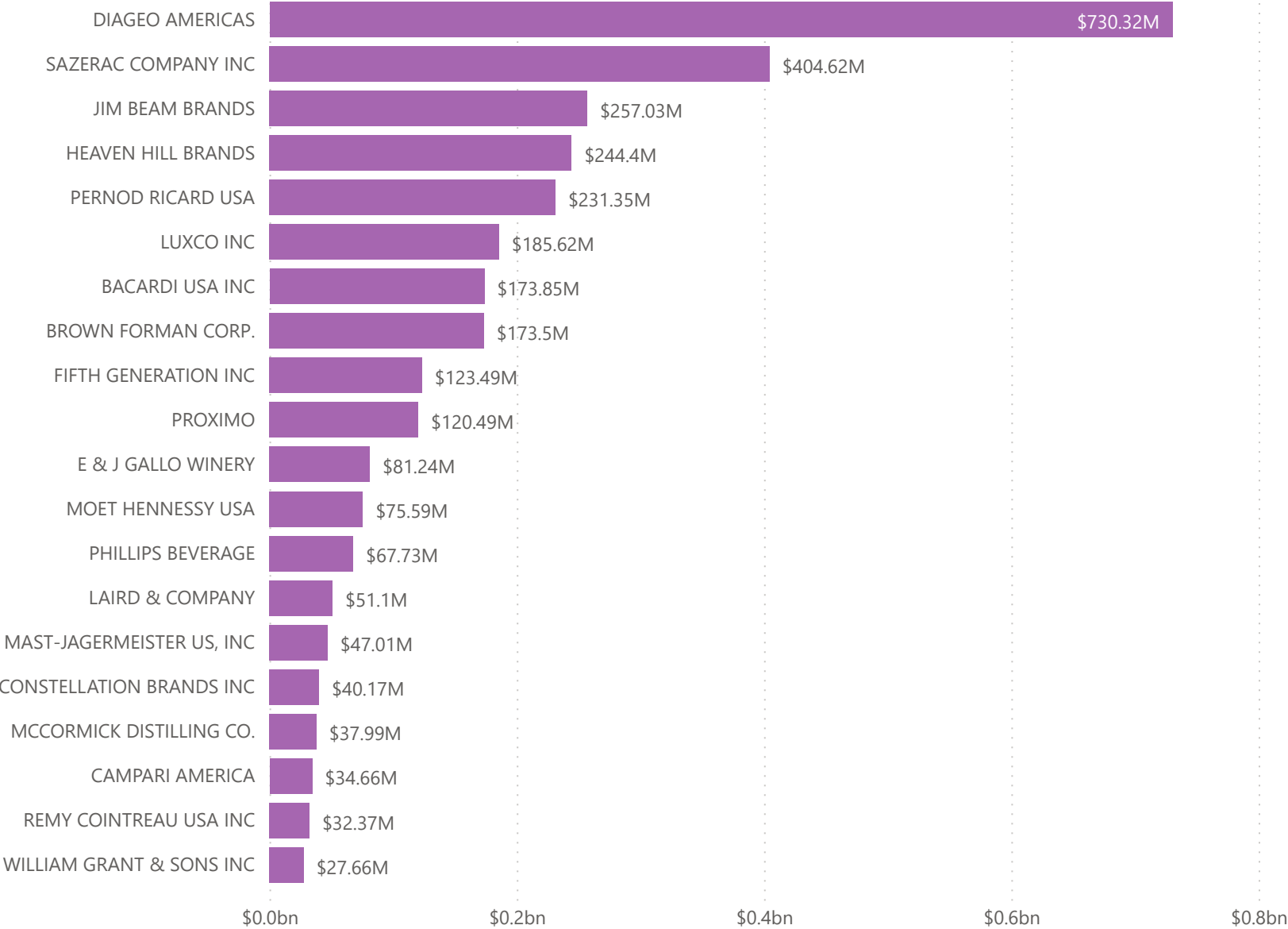
2018

2019

2020

2021

Vendor Name



\$3.14bn

Total Sale Dollars

1.05bn

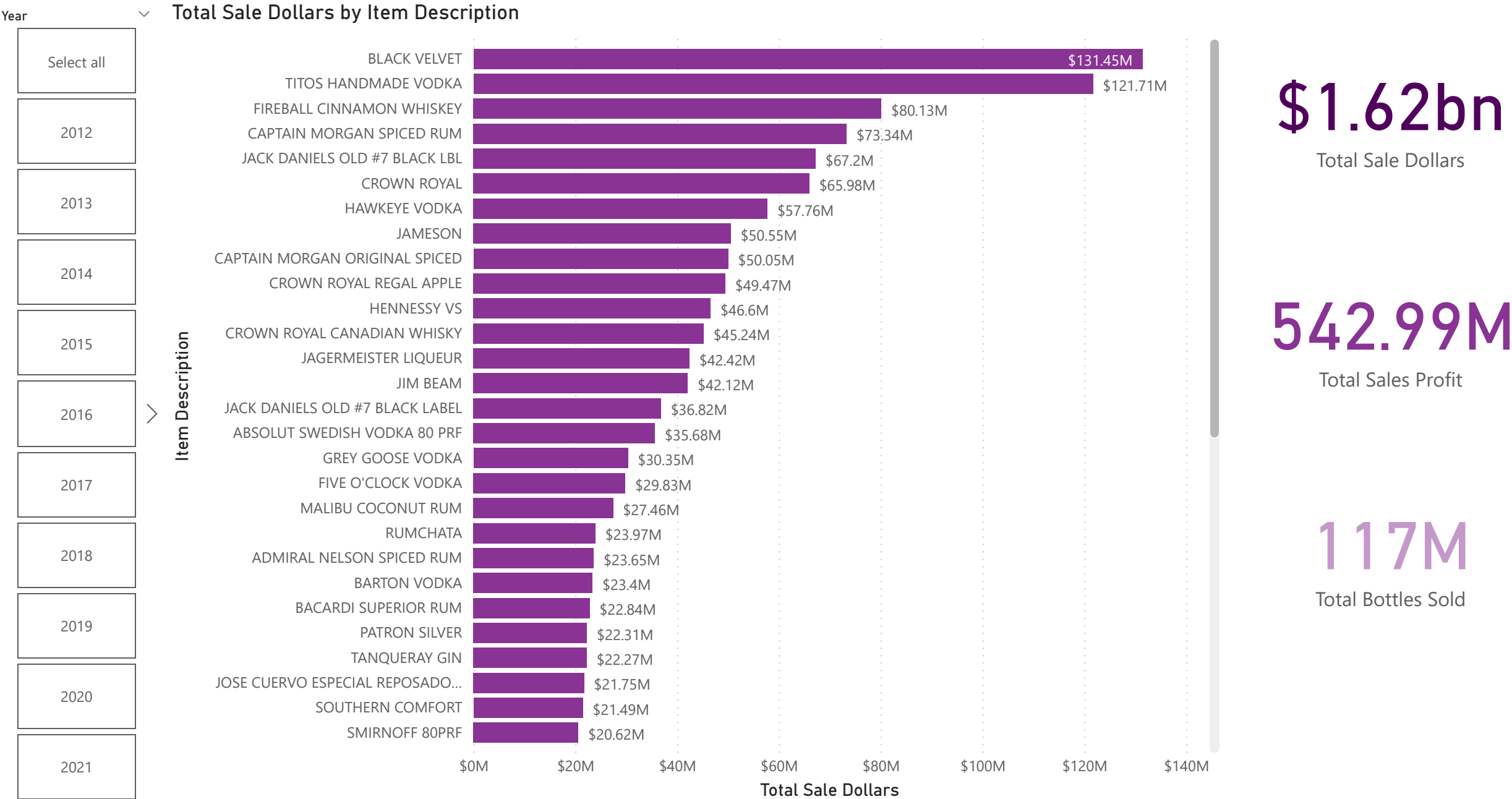
Total Sales Profit

242M

Total Bottles Sold

Total Sale Dollars

# Top 50 Items by Liquor Sales





Year

Select all

2012

2013

2014

2015

2016

2017

2018

2019

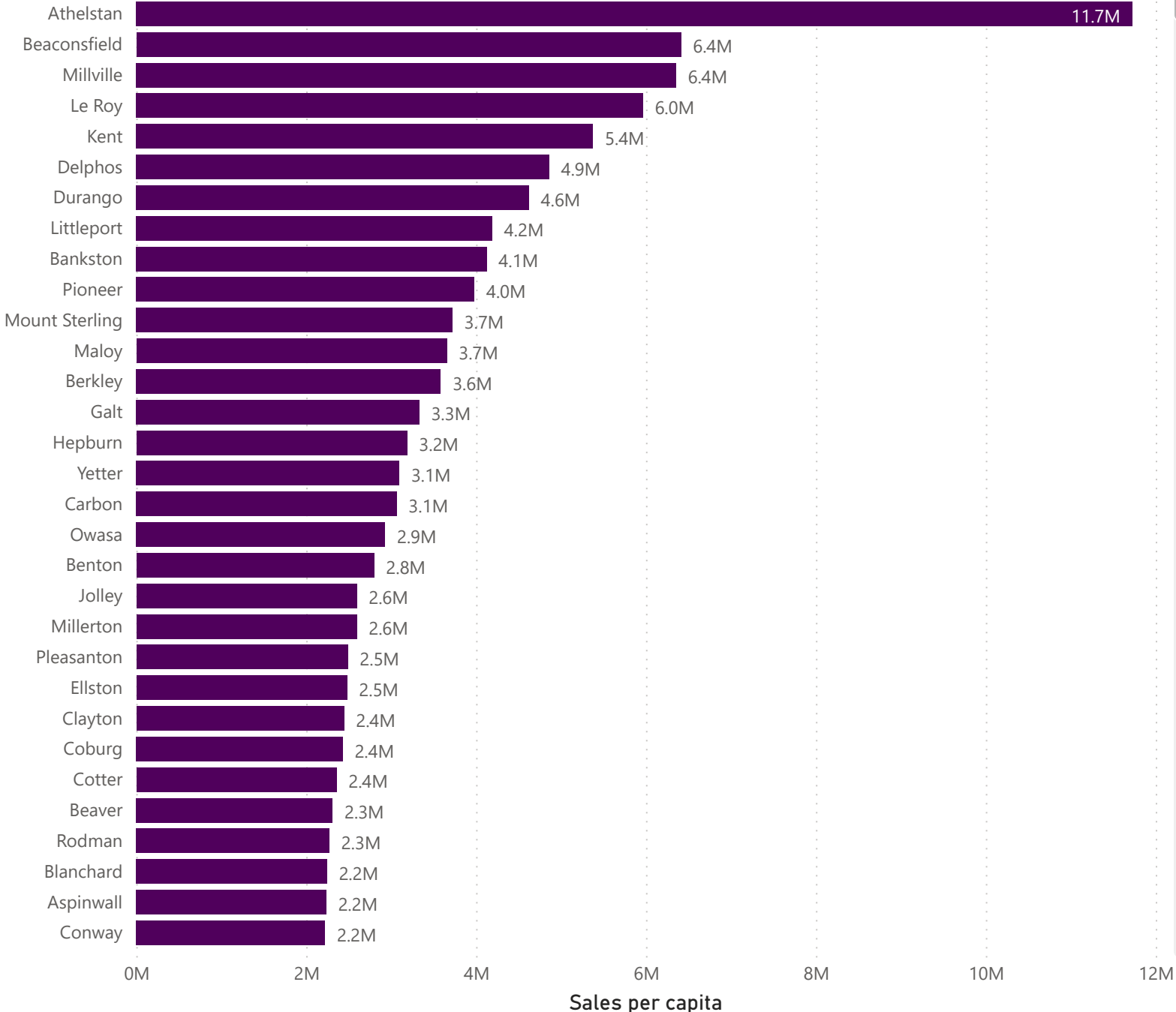
2020

2021

2022

Sales per capita by City

City



City	Sales per capita (city)
Athelstan	11,727,233.63
Beaconsfield	6,412,322.24
Millville	6,354,028.40
Le Roy	5,963,678.53
Kent	5,376,485.57
Delphos	4,860,522.42
Durango	4,622,639.71
Littleport	4,190,306.50
Bankston	4,125,992.47
Pioneer	3,980,313.92
Mount Sterling	3,721,741.88
Maloy	3,655,560.27
Berkley	3,584,323.71
Galt	3,331,473.42
Hepburn	3,188,609.14
Yetter	3,095,407.99
Carbon	3,065,540.02
Owasa	2,929,350.90
Benton	2,800,252.90
Jolley	2,596,371.19
Millerton	2,596,371.19
Pleasanton	2,490,887.83
Ellston	2,482,042.34
Clayton	2,445,567.26
Coburg	2,430,261.21
Cotter	2,358,107.71
Beaver	2,311,319.86
Rodman	2,273,725.19
Blanchard	2,244,518.70
Aspinwall	2,235,902.51
Conway	2,221,688.25
Bank Group	2,171,870.88
Total	48.39

Year

Select all

2012

2013

2014

2015

2016

2017

2018

2019

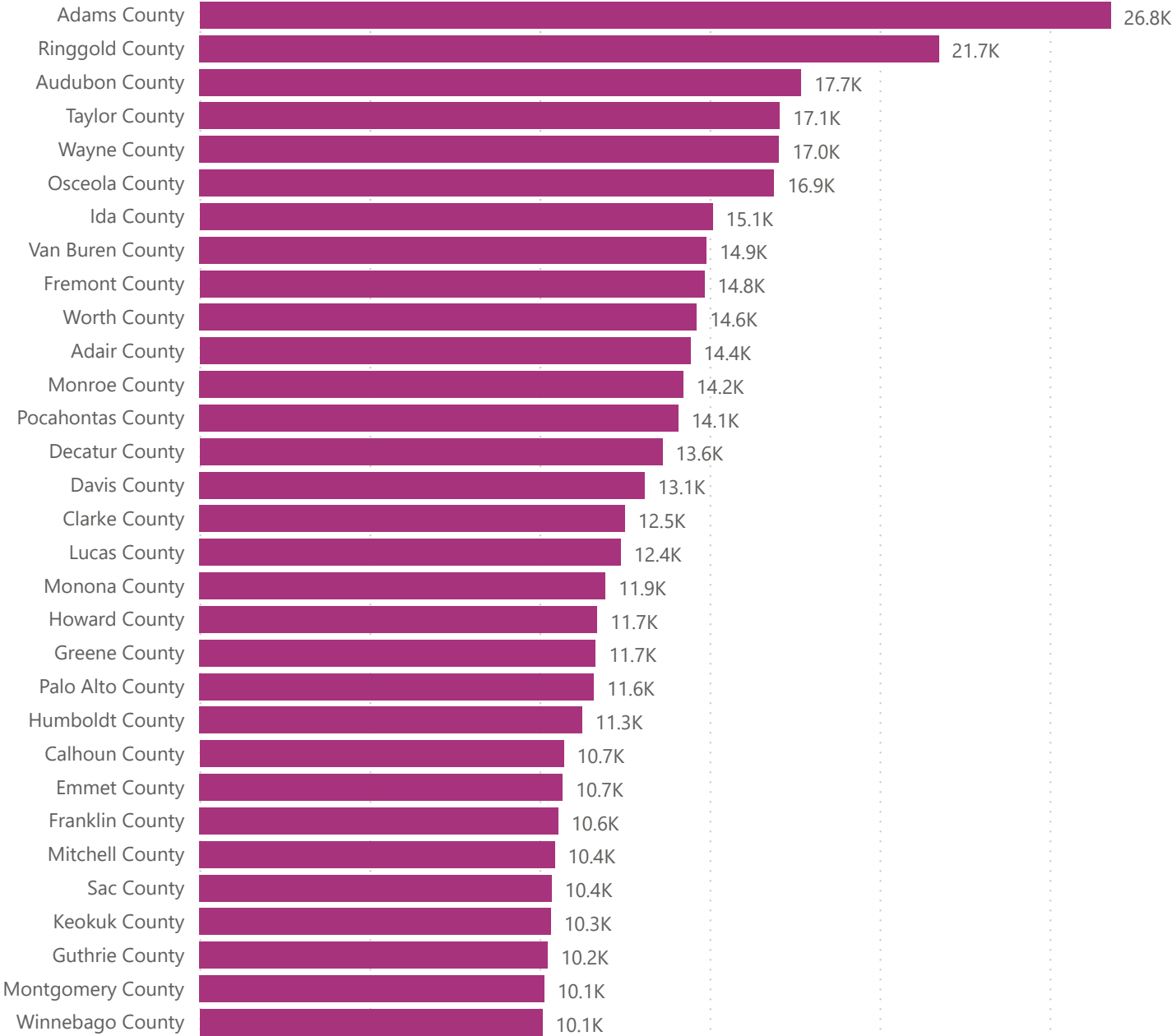
2020

2021

2022

Sales per capita by County

County



Sales per capita

County	Sales per capita (county)
Adams County	26,795.03
Ringgold County	21,744.26
Audubon County	17,697.00
Taylor County	17,063.04
Wayne County	17,044.90
Osceola County	16,900.16
Ida County	15,091.73
Van Buren County	14,915.50
Fremont County	14,847.12
Worth County	14,623.95
Adair County	14,436.08
Monroe County	14,230.51
Pocahontas County	14,078.54
Decatur County	13,613.79
Davis County	13,089.26
Clarke County	12,512.86
Lucas County	12,392.48
Monona County	11,937.58
Howard County	11,694.74
Greene County	11,651.62
Palo Alto County	11,601.64
Humboldt County	11,252.51
Calhoun County	10,712.20
Emmet County	10,680.80
Franklin County	10,553.75
Mitchell County	10,448.42
Sac County	10,356.09
Keokuk County	10,329.37
Guthrie County	10,247.71
Montgomery County	10,135.69
Winnebago County	10,083.02
Unpopulated County	0.721.21
Total	37.89