



2009-2010

# RETAIL YEAR In Review

PA Wine & Spirits Stores

FINE WINE & GOOD SPIRITS



**A YEAR WORTH**

*Celebrating*



# TABLE OF *Contents*

A Message from the Board	2
Research Notes	3
Retail Year Sales and Shares	4
County and Store Reports	8
Brand and Item Performance	15
Spirits Details	27
Wine Analysis	32
Financial Information	39
Appendix A – PA Wine & Spirits Stores Pricing Model for Regular Items	40
Appendix B – Map	41
Appendix C – Table 5: Stores Ranked by Total Dollar Sales Amounts, RY 2009-10	42



# A MESSAGE from the Board



Patrick J. Stapleton III, Chairman

As members of the Pennsylvania Liquor Control Board, it is our pleasure to present to you the 2009-10 Retail Year in Review. This year-end report was created to set a standard for providing data to assist in marketing and coordination efforts with our partners and provide useful information for our stakeholders, the residents of Pennsylvania.

The 2009-10 Retail Year (RY), which ran June 28, 2009 – June 27, 2010, was another record sales year for the Pennsylvania Liquor Control Board. Despite the recession, sales at PA Wine & Spirits stores increased 3.4 percent. Sales totaled \$1,717,116,762, an increase of more than \$23 million, when compared to the 2008 RY\*. Not surprisingly, December was our highest sales month followed by November and May.

The majority of beverage alcohol categories stayed relatively stable with box wine showing the biggest increase by percentage. Spirits have been consistently among the top items in the commonwealth and 2009 was no different. Ready-to-drink beverages and vodka also saw an increase in sales.



Robert S. Marcus, Board Member

However, as a category, table wine continues to be a major portion of our business, bringing in more than a half a billion dollars. Consumers favored domestic wine over imports and value wines over luxury. Due to the large share of wine sold in Pennsylvania, a comprehensive data analysis is provided in this report.

The vast majority of wine and spirits sold in Pennsylvania were bought by individuals for home use. Licensee sales, bars, clubs and restaurants, made up about 13 percent of our total wine sales and 27 percent of our spirit sales in 2009.

We have highlighted just some of the information you'll find in this report. As an agency, our goal is to continue to provide products consumers want with superior customer service. We want to thank you for your support and look forward to continuing our growth in 2010. The more successful we are as an agency, the more we are able to benefit the citizens of Pennsylvania through our contributions to the General Fund.

Sincerely,

The Board



Patrick J. Stapleton III, Chairman



Robert S. Marcus, Board Member



Thomas F. Goldsmith, Board Member



Thomas F. Goldsmith, Board Member

\*Note: Sales figures include retail and licensee sales only, and do not include sales tax or Special Liquor Orders (SLO). See the Research Notes section for details.



# RESEARCH Notes

This report was designed by the PLCB's Bureau of Market and Store Analytics. It was created using reports from other control states, industry reports and consultation with experts at the PLCB. The research in the marketing sections of this document, but not in the Financial Information section, comes from a data warehouse which stores information collected through our Point of Sales System.

Filters are required for the data to be grouped and interpreted. The standard filter, which will be used on all reports unless noted otherwise, includes:

- *A Department Filter:* Products filtered to only include Regular Spirits, Regular Wine, Luxury spirits, and Luxury Wine (therefore filtering out such things as accessories, operational supplies and Special Liquor Orders).
- *A Date Filter:* The retail calendar for 2009 spans from 6/28/2009 through 6/27/2010.
- *A Quantity Filter:* Only dollar sales amount > 0 is used. This eliminated anomalies and excessive data extraction.

Differences between data found in this report and other data collection entities may exist. These differences are usually due to retail calendar date alignments, sorting techniques, filter criteria, or calculations.

All data in these reports are pulled directly from the data warehouse, which comes from the point of sale. Specifics on dollar sales amounts or units sold, for this report, are as follows:

- Dollar sales amounts and units sold amounts are unaudited.
- Units sold are based on packaged units, which can be a single item or a bundle containing a number of bottles, regardless of size.
- Dollar sales amounts found in the Financial Information section of this document vary from PLCB's published financial statements. Dollar amounts are used in the marketing information sections, unless otherwise noted. The dollar sales amounts in the marketing section exclude Special Liquor Orders (SLO) or Non-Stock sales prior to March 1, 2009 and include the 18% tax. Financial statement sales are reported excluding the 18% tax. Unless noted sales includes licensee sales, promotions and regular retail sales. A breakdown of pricing is located in Appendix A. This pricing data is current as of RY 2009-10.

Counties and PLCB store regions will be referred to in the text of this document. PA Wine & Spirits stores are divided into three regions, with the Eastern Region (Region 1), being the greater Philadelphia area, Central Region (Region 2), the middle of the commonwealth and the Western Region (Region 3) encompassing western Pennsylvania. The map is located in Appendix B as a reference.

This report is focused on units sold and not on volume. At this time plans are being considered to include SLO in next year's report.

# RETAIL YEAR

## *Sales and Shares*

Statewide performance of beverage alcohol can be illustrated by examining the sales and percentage sales by the PA Wine & Spirits stores during retail year (RY) 2009-10. This section will take a look at these broad measures.

Figure 1 illustrates the total sales from RY 2006-07 through RY 2009-10. For each year the total sales amount of dollars has increased. For RY 2009-10 the total amount of dollars was \$1,717,116,762<sup>1</sup>.

**Figure 1: End of Year Sales Amounts by Dollars (RY 2006-07 to RY 2009-10)**

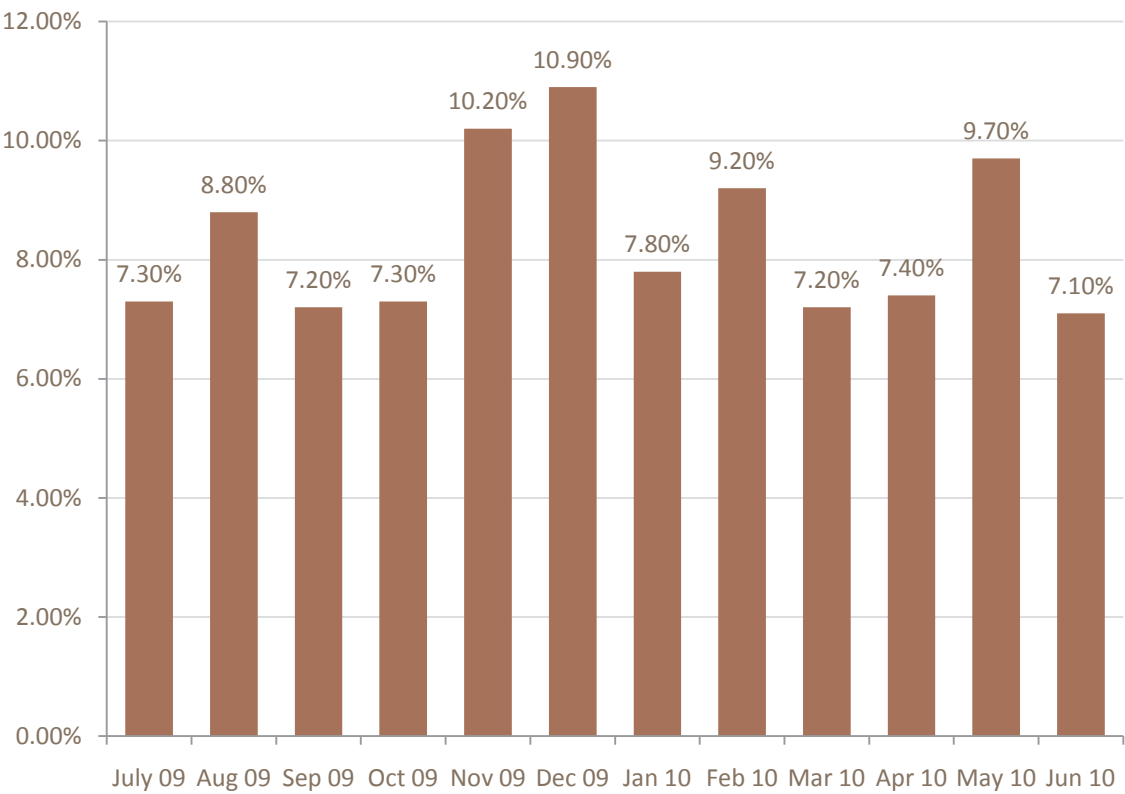


<sup>1</sup> This total does not include Special Liquor Orders (SLO) and accessories. For precise market share analysis these two were excluded here, as stated in the Research Notes section. SLO sales totaled \$72,055,454, which would have been 4.03% of overall sales, if included.



Each month composed a percentage of yearly sales. By using this measure the most active months for sales can be determined. As displayed in Figure 2, December (10.9%), November (10.2%), May (9.7%), February (9.2%) and August (8.8%) had the highest percentage of sales. June (7.1%) had the lowest.

**Figure 2: RY 2009-10 Percent of Sales by Month, Based on Dollar Amount**



In terms of dollars, December, the highest month, accounted for \$187,772,562 in sales, while June, the lowest month, accounted for \$122,497,996. The difference between these months was \$65,274,566<sup>2</sup>.

<sup>2</sup> These percentages can vary for year to year due to holiday shifts.

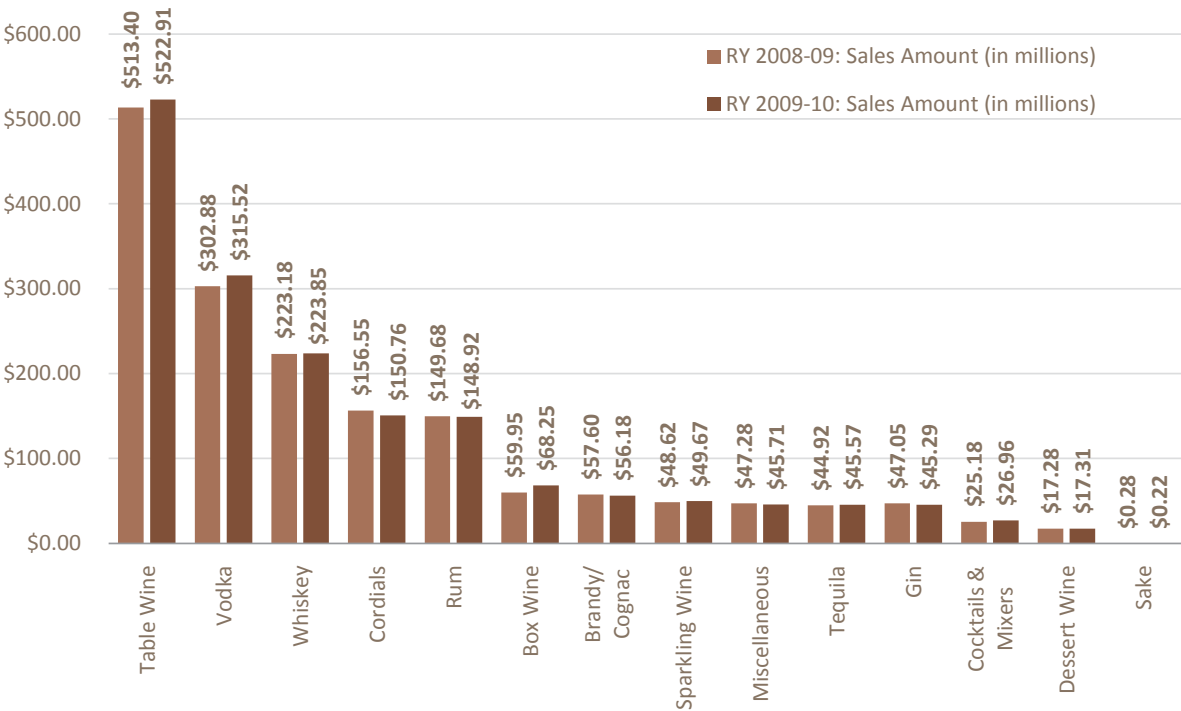


Similarly, a review of yearly sales by category<sup>3</sup> shows how each performed across Pennsylvania. Between RY 2008-09 and RY 2009-10, sales by category remained relatively steady. In RY 2009-10, table wine (\$522,907,210), vodka (\$315,520,095), whiskey (\$223,847,925), cordials (\$150,760,744) and rum (\$148,916,605) were the top five categories. Table 1 and Figure 3 illustrate these amounts. These were the same top five categories for RY 2008-09.

Table 1: Sales by Category in Dollars

Category	RY 2008-09 Sales Amount	RY 2009-10 Sales Amount
Table Wine	\$513,403,506	\$522,907,210
Vodka	\$302,883,259	\$315,520,095
Whiskey	\$223,178,897	\$223,847,925
Cordials	\$156,551,235	\$150,760,744
Rum	\$149,678,681	\$148,916,605
Box Wine	\$59,946,676	\$68,248,801
Brandy/Cognac	\$57,595,129	\$56,178,088
Sparkling Wine	\$48,620,521	\$49,672,914
Miscellaneous	\$47,278,775	\$45,705,453
Tequila	\$44,924,406	\$45,573,381
Gin	\$47,048,512	\$45,292,115
Cocktails & Mixers	\$25,178,806	\$26,958,943
Dessert Wine	\$17,283,518	\$17,310,936
Sake	\$281,204	\$223,552

Figure 3: Sales by Category in Dollars (RY 2008-09 and RY 2009-10)



<sup>3</sup> The miscellaneous category included the subclasses of wine coolers, Asian and Kosher wines, vermouth, aperitif, high-proof and flavored wines, and other beverages or wines not classified elsewhere.





Box wine (0.12%), cocktails & mixers (0.07%) and vodka (0.04%) displayed the highest percent increases. In contrast the cordials (-0.04%), gin (-0.04%) and sake (-0.26%) had the greatest decrease. Figure 4<sup>4</sup> displays the percentage each category had for the retail year 2009-10. The percentage was calculated in terms of sales amount.

**Figure 4: RY 2009-10 Market Share by Category, Based on Dollars**

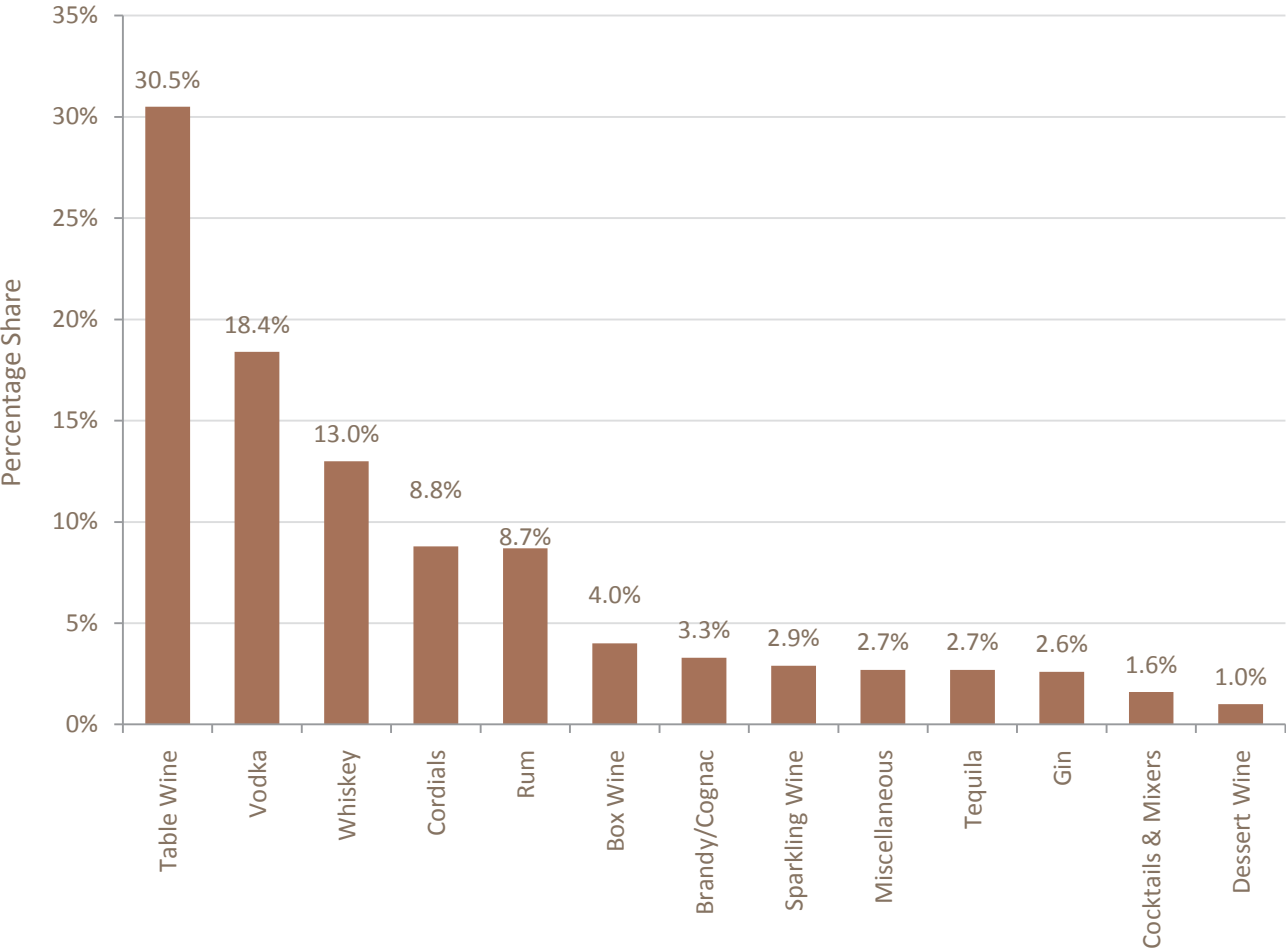


Table wine was the largest category with 30.5%, followed by vodka with 18.4%, whiskey at 13% and cordials with 8.8%. These same four categories garnered the largest percentage of sales for the previous retail year.

<sup>4</sup> Sake does not appear in Figure 4 because it was less than 1% of market share.

# COUNTY AND *Store Reports*

More specific units of measuring performance are seen by focusing on sales in counties and stores. Sales by county and category are illustrated in Table 2<sup>5</sup>. This revealed a number of interesting findings related to what types of products are sold in each county.

Regarding sales among the categories, Allegheny (\$76,663,539) and Montgomery (\$70,699,724) displayed the greatest amount of sales for table wine. Vodka sold the most in densely populated areas such as Philadelphia (\$50,324,375), Allegheny (\$43,108,253), Montgomery (\$28,257,979), Bucks (\$20,265,125) and Chester (\$17,167,072). Whiskey sold the highest amounts in Allegheny (\$30,188,358), Philadelphia (\$23,396,797), Montgomery (\$17,428,347), Bucks (\$11,974,812) and Chester (\$10,522,308).

Cordials sales mirrored whiskey. Philadelphia (\$17,955,567) was the highest followed by Allegheny (\$17,715,581), Montgomery (\$9,678,981), Bucks (\$7,579,267) and Chester (\$5,792,391).

Rum also was consistent with whiskey and cordials. Philadelphia (\$19,685,194), Allegheny (\$17,876,103), Montgomery (\$9,004,231), Bucks (\$6,167,433) and York (\$6,056,730) showed the highest sales amounts for rum.



---

<sup>5</sup> The dollar sales amount for Dauphin includes one wine kiosk and sales amounts for the online store. Likewise Cumberland also includes one wine kiosk. These amounts do not include Special Liquor Orders (SLO) and accessories. For precise market share analysis these two were excluded here, as stated in the Research Notes section.





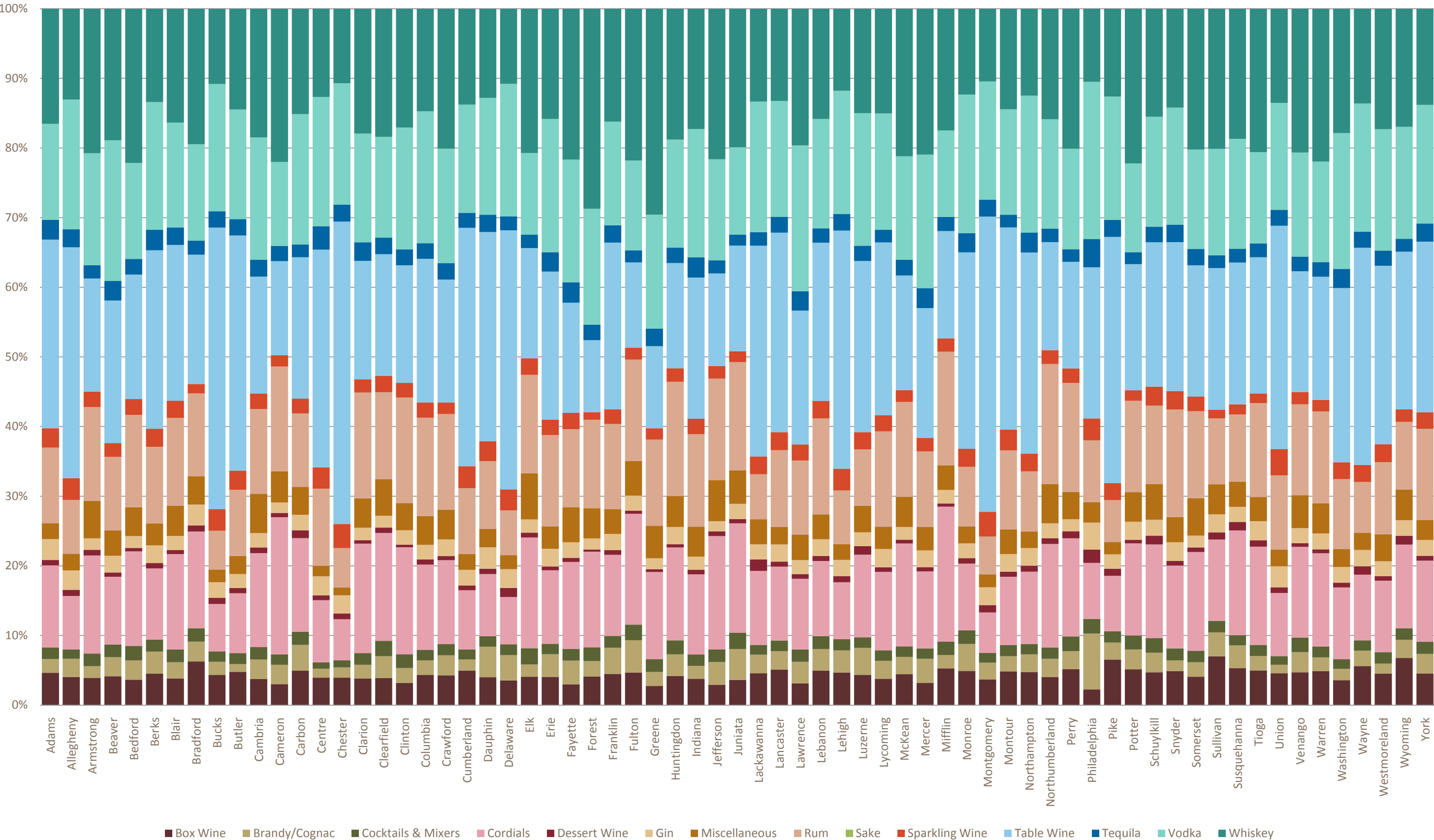
Table 2: RY 2009-10 Sales by County and Category, in Dollars

County	Box Wine	Brandy/ Cognac	Cocktails & Mixers	Cordials	Dessert Wine	Gin	Misc.	Rum	Sake	Sparkling Wine	Table Wine	Tequila	Vodka	Whiskey	County Totals
Adams	\$224,865	\$96,658	\$78,879	\$571,249	\$37,697	\$146,183	\$110,079	\$525,312	\$22	\$135,165	\$1,312,410	\$137,537	\$667,766	\$800,563	\$4,844,385
Allegheny	\$9,356,664	\$6,070,698	\$3,116,652	\$17,715,581	\$2,059,460	\$6,406,939	\$5,559,626	\$17,876,103	\$34,690	\$7,179,710	\$76,663,539	\$5,957,425	\$43,108,253	\$30,188,358	\$231,293,696
Armstrong	\$129,705	\$55,087	\$59,927	\$466,068	\$27,113	\$54,427	\$177,102	\$446,591		\$73,157	\$536,461	\$62,973	\$531,428	\$686,735	\$3,306,774
Beaver	\$658,613	\$430,956	\$290,113	\$1,540,945	\$98,245	\$377,312	\$577,392	\$1,673,148		\$312,906	\$3,240,864	\$444,107	\$3,202,157	\$2,991,561	\$15,838,320
Bedford	\$92,958	\$70,306	\$52,952	\$344,007	\$12,692	\$43,039	\$105,156	\$337,029		\$57,342	\$454,332	\$56,682	\$350,025	\$561,972	\$2,538,491
Berks	\$1,975,736	\$1,386,664	\$741,404	\$4,458,580	\$342,220	\$1,106,380	\$1,373,357	\$4,791,599	\$4,505	\$1,137,035	\$11,170,895	\$1,289,401	\$7,998,888	\$5,846,564	\$43,623,228
Blair	\$456,947	\$275,866	\$219,034	\$1,631,963	\$70,277	\$237,903	\$513,574	\$1,506,476	\$157	\$292,326	\$2,662,088	\$300,711	\$1,792,891	\$1,945,648	\$11,905,861
Bradford	\$262,680	\$119,182	\$79,517	\$581,896	\$36,070	\$125,348	\$170,031	\$497,773		\$56,895	\$776,638	\$84,237	\$580,085	\$813,178	\$4,183,531
Bucks	\$4,836,076	\$2,059,120	\$1,638,399	\$7,579,267	\$960,631	\$2,497,721	\$2,013,742	\$6,167,433	\$11,521	\$3,438,141	\$44,789,625	\$2,596,908	\$20,265,125	\$11,974,812	\$110,828,522
Butler	\$1,284,007	\$300,560	\$422,451	\$2,312,721	\$200,439	\$541,278	\$694,484	\$2,552,045	\$6,069	\$737,734	\$9,075,823	\$629,028	\$4,229,610	\$3,892,300	\$26,878,550
Cambria	\$461,963	\$349,721	\$221,243	\$1,668,946	\$101,360	\$255,393	\$700,691	\$1,505,365		\$277,072	\$2,076,430	\$299,224	\$2,177,766	\$2,286,347	\$12,381,520
Cameron	\$11,425	\$10,552	\$5,582	\$74,578	\$2,313	\$5,671	\$16,914	\$56,944		\$6,124	\$51,119	\$8,241	\$45,632	\$83,239	\$378,333
Carbon	\$212,392	\$157,094	\$80,625	\$573,547	\$48,261	\$94,546	\$172,328	\$449,953		\$90,979	\$866,064	\$79,111	\$798,914	\$645,985	\$4,269,799
Centre	\$930,250	\$306,514	\$212,968	\$2,104,186	\$168,506	\$644,742	\$349,622	\$2,608,501	\$4,247	\$728,532	\$7,369,716	\$797,196	\$4,380,450	\$2,985,716	\$23,591,146
Chester	\$3,892,400	\$1,442,355	\$1,014,699	\$5,792,391	\$809,694	\$2,575,980	\$1,075,330	\$5,571,952	\$13,222	\$3,389,114	\$42,758,909	\$2,388,649	\$17,167,072	\$10,522,308	\$98,414,075
Clarion	\$127,958	\$65,821	\$55,458	\$524,854	\$16,568	\$59,350	\$140,839	\$507,617	\$11	\$62,495	\$568,788	\$88,948	\$520,695	\$598,505	\$3,337,907
Clearfield	\$248,151	\$196,958	\$140,520	\$983,975	\$47,628	\$108,041	\$333,177	\$792,795		\$148,236	\$1,108,934	\$151,399	\$919,086	\$1,166,584	\$6,345,484
Clinton	\$82,023	\$54,733	\$51,645	\$394,877	\$9,322	\$53,097	\$100,983	\$389,406		\$54,080	\$434,125	\$59,112	\$449,911	\$438,653	\$2,571,964
Columbia	\$279,793	\$135,275	\$96,559	\$788,042	\$48,216	\$136,346	\$264,127	\$911,199	\$26	\$139,327	\$1,330,289	\$144,903	\$1,220,020	\$949,323	\$6,443,444
Crawford	\$325,637	\$218,548	\$120,998	\$916,105	\$44,822	\$182,255	\$324,364	\$1,043,117		\$126,359	\$1,340,459	\$181,948	\$1,247,685	\$1,526,480	\$7,598,779
Cumberland	\$1,894,632	\$613,903	\$536,368	\$3,241,302	\$263,522	\$861,680	\$870,236	\$3,586,519	\$7,323	\$1,211,612	\$13,047,700	\$823,492	\$5,920,916	\$5,251,315	\$38,130,520
Dauphin	\$1,684,649	\$1,849,986	\$622,302	\$3,759,684	\$320,495	\$1,295,906	\$1,102,216	\$4,092,504	\$7,213	\$1,201,756	\$12,625,654	\$1,044,425	\$7,057,873	\$5,382,997	\$42,047,661
Delaware	\$2,384,243	\$2,450,046	\$1,052,111	\$4,570,755	\$893,583	\$1,813,473	\$1,350,806	\$4,324,922	\$3,696	\$2,049,753	\$25,074,618	\$1,355,232	\$12,816,442	\$7,274,255	\$67,413,934
Elk	\$86,748	\$37,541	\$49,056	\$337,633	\$14,943	\$40,373	\$140,440	\$299,898		\$50,370	\$336,109	\$41,074	\$248,882	\$439,858	\$2,122,925
Erie	\$1,518,523	\$1,213,798	\$556,292	\$3,939,825	\$197,672	\$958,537	\$1,197,938	\$4,884,899	\$367	\$834,491	\$7,923,113	\$1,038,411	\$7,141,280	\$5,903,712	\$37,308,857
Fayette	\$271,185	\$307,573	\$152,865	\$1,132,291	\$52,562	\$202,503	\$456,982	\$1,014,189		\$212,482	\$1,432,680	\$266,038	\$1,595,668	\$1,963,167	\$9,060,186
Forest	\$28,399	\$15,179	\$13,777	\$94,810	\$2,115	\$11,004	\$30,049	\$87,591		\$7,608	\$71,332	\$15,262	\$115,027	\$198,304	\$690,458
Franklin	\$452,777	\$379,198	\$169,987	\$1,175,285	\$67,530	\$235,485	\$358,832	\$1,231,104	\$1,208	\$215,201	\$2,410,923	\$250,966	\$1,500,662	\$1,636,080	\$10,085,237
Fulton	\$27,248	\$27,288	\$12,998	\$93,055	\$2,481	\$12,743	\$28,998	\$85,102		\$10,099	\$71,457	\$10,037	\$75,326	\$127,426	\$584,260
Greene	\$54,755	\$40,303	\$37,125	\$249,767	\$8,169	\$31,499	\$93,361	\$247,247		\$32,301	\$235,547	\$50,319	\$327,007	\$591,150	\$1,998,550
Huntingdon	\$105,874	\$77,911	\$50,812	\$335,688	\$11,913	\$62,318	\$111,706	\$413,460		\$48,991	\$380,890	\$55,625	\$391,163	\$473,217	\$2,519,568
Indiana	\$262,911	\$128,742	\$113,052	\$798,414	\$45,104	\$130,058	\$299,277	\$921,887		\$153,109	\$1,406,833	\$201,543	\$1,279,106	\$1,198,177	\$6,938,213
Jefferson	\$70,108	\$77,886	\$44,086	\$389,408	\$16,349	\$35,345	\$141,260	\$348,689		\$43,439	\$318,595	\$44,840	\$347,605	\$518,193	\$2,395,804
Juniata	\$25,465	\$31,112	\$16,355	\$110,428	\$4,274	\$15,496	\$33,757	\$109,168		\$11,082	\$106,579	\$11,088	\$88,073	\$139,753	\$702,632
Lackawanna	\$1,555,202	\$907,814	\$471,907	\$3,612,925	\$558,904	\$741,042	\$1,217,453	\$2,200,682	\$1,386	\$866,128	\$10,282,000	\$657,110	\$6,367,017	\$4,534,216	\$33,973,787
Lancaster	\$2,666,756	\$1,366,221	\$798,404	\$5,511,358	\$376,086	\$1,280,579	\$1,326,280	\$5,721,525	\$4,573	\$1,340,540	\$14,906,957	\$1,182,353	\$8,646,953	\$6,892,639	\$52,021,222
Lawrence	\$209,530	\$210,973	\$118,925	\$686,675	\$45,291	\$136,794	\$247,750	\$718,207		\$155,643	\$1,298,245	\$188,793	\$1,413,732	\$1,326,964	\$6,757,524
Lebanon	\$486,047	\$304,327	\$178,414	\$1,060,897	\$70,561	\$234,248	\$349,739	\$1,352,326		\$246,881	\$2,224,851	\$199,768	\$1,540,395	\$1,552,194	\$9,800,649
Lehigh	\$2,676,125	\$1,822,893	\$928,860	\$4,669,473	\$504,403	\$1,329,726	\$1,306,347	\$4,400,370	\$8,815	\$1,781,754	\$19,564,322	\$1,358,715	\$10,135,609	\$6,743,956	\$57,231,368
Luzerne	\$1,888,183	\$1,679,183	\$660,015	\$5,144,682	\$530,073	\$871,150	\$1,655,622	\$3,513,923	\$1,921	\$1,064,579	\$10,664,533	\$960,079	\$8,259,498	\$6,505,142	\$43,398,585
Lycoming	\$515,925	\$351,507	\$206,270	\$1,533,486	\$89,356	\$355,989	\$436,441	\$1,861,324	\$2,249	\$319,014	\$3,375,866	\$246,226	\$2,275,932	\$2,047,789	\$13,617,373
McKean	\$153,533	\$86,207	\$52,520	\$511,422	\$18,868	\$63,165	\$150,280	\$471,630		\$58,585	\$570,207	\$78,113	\$515,009	\$733,530	\$3,463,069
Mercer	\$355,572	\$391,276	\$166,089	\$1,241,512	\$67,701	\$269,525	\$376,049	\$1,218,655	\$11	\$213,697	\$2,092,449	\$322,585	\$2,148,582	\$2,348,361	\$11,212,063
Mifflin	\$139,637	\$50,680	\$50,883	\$512,822	\$11,742	\$51,656	\$94,000	\$431,022		\$50,901	\$407,418	\$53,837	\$328,272	\$462,406	\$2,645,276
Monroe	\$1,508,631	\$1,178,751	\$605,795	\$2,931,268	\$238,246	\$654,099	\$737,256	\$2,627,012	\$2,584	\$794,645	\$8,638,339	\$841,485	\$6,099,479	\$3,772,295	\$30,629,883
Montgomery	\$6,145,049	\$4,011,225	\$2,360,196	\$9,678,981	\$1,768,869	\$4,244,124	\$3,094,267	\$9,004,231	\$59,328	\$5,899,325	\$70,699,724	\$4,083,164	\$28,257,979	\$17,428,347	\$166,734,810
Montour	\$128,595	\$57,322	\$42,854	\$259,584	\$19,312	\$67,279	\$93,940	\$299,943		\$79,321	\$769,433	\$48,622	\$401,543	\$382,019	\$2,649,767
Northampton	\$1,958,639	\$1,048,641	\$603,259	\$4,285,991	\$349,986	\$1,043,721	\$983,650	\$3,552,151	\$2,008	\$1,056,757	\$11,903,469	\$1,182,147	\$8,094,918	\$5,144,385	\$41,209,722
Northumberland	\$239,136	\$156,863	\$96,006	\$882,099	\$49,054	\$127,499	\$334,657	\$1,023,776		\$117,488	\$920,775	\$116,452	\$931,065	\$943,050	\$5,937,920
Perry	\$102,978	\$51,509	\$41,910	\$280,895	\$20,366	\$34,158	\$78,208	\$311,614		\$41,527	\$305,109	\$36,177	\$286,981	\$400,653	\$1,992,083
Philadelphia	\$5,038,452	\$17,861,813	\$4,663,217	\$17,955,567	\$4,252,475	\$8,635,660	\$6,577,713	\$19,685,194	\$34,391	\$7,017,360	\$48,375,445	\$9,017,193	\$50,324,375	\$23,396,797	\$222,835,652
Pike	\$384,799	\$143,406	\$96,068	\$468,222	\$58,078	\$122,222	\$104,675	\$354,252	\$99	\$142,824	\$2,078,326	\$143,755	\$1,041,412	\$740,597	\$5,878,735
Potter	\$57,586	\$31,855	\$22,481	\$147,770	\$5,383	\$29,289	\$47,330	\$146,585		\$16,950	\$202,326	\$19,331	\$142,464	\$248,151	\$1,117,502
Schuylkill	\$514,097	\$306,206	\$232,626	\$1,463,375	\$138,863	\$248,994	\$560,304	\$1,227,838	\$11	\$295,222	\$2,261,050	\$242,197	\$1,723,503	\$1,692,435	\$10,906,721
Snyder	\$103,203	\$32,761	\$36,154	\$251,194	\$14,037	\$56,794	\$76,596	\$326,363		\$55,874	\$451,869	\$52,743	\$355,303	\$299,901	\$2,112,794
Somerset	\$164,601	\$83,022	\$66,337	\$570,786	\$26,169	\$57,078	\$216,050	\$502,707		\$84,527	\$758,476	\$93,069	\$574,749	\$813,551	\$4,022,336
Sullivan	\$47,789	\$23,559	\$11,267	\$79,607	\$6,939	\$17,755	\$29,460	\$64,690		\$8,488	\$138,670	\$12,537	\$104,173	\$137,403	\$682,336
Susquehanna	\$142,335	\$87,486	\$39,317	\$402,660	\$32,465	\$58,134	\$97,111	\$257,812		\$39,304	\$545,132	\$53,168	\$422,734	\$500,134	\$2,677,790
Tioga	\$158,163	\$66,482	\$50,238	\$448,487	\$28,560	\$87,860	\$109,341	\$429,336		\$43,389	\$621,955	\$63,006	\$415,866	\$654,552	\$3,177,234
Union	\$183,596	\$48,979	\$49,340	\$362,555	\$32,727	\$121,640	\$94,516	\$427,737		\$150,572	\$1,283,552	\$91,609	\$614,581	\$541,345	\$4,002,749
Venango	\$170,174	\$103,908	\$75,914	\$470,119	\$18,541	\$78,351	\$170,586	\$470,351		\$62,993	\$625,643	\$75,934	\$539,227	\$744,098	\$3,605,840
Warren	\$164,313	\$66,166	\$52,339	\$449,281	\$18,307	\$76,769	\$144,787	\$443,231		\$55,819	\$592,945	\$69,845	\$485,340	\$736,436	\$3,355,579
Washington	\$909,451	\$410,883	\$357,124	\$2,604,532	\$169,935	\$573,591	\$648,622	\$2,549,312	\$8	\$608,021	\$6,334,511	\$702,753	\$4,930,863	\$4,527,547	\$25,327,154
Wayne	\$532,431	\$2													





Figure 5: RY 2009-10 Percentage of Sales by Category in Counties, Based on Dollar Amounts





Analysis of sales by county revealed other interesting results. Figure 5 is a visual representation of this measure. By using percentage of sales, it is possible to show which counties sell the highest proportion of each category. When broken down by county, as displayed in Figure 5, the percentage of sales in top categories revealed table wine makes up 43.4% of sales in Chester and 42.4% of sales in Montgomery. Both counties are in the eastern part of the state. Vodka composed the highest percentage of sales in Philadelphia (22.6%) and Lawrence (20.9%), counties located at opposite ends of the commonwealth.

Whiskey accounted for 29.6% of sales in Greene and 28.7% of sales in Forrest. This placed the two top counties for percentage of whiskey sales in western Pennsylvania. In comparison, along the northern tier, Cameron (19.7%) and Mifflin (19.4%) had the highest percentages of cordials sales. Rum sales were highest in Northumberland (17.2%) and Huntingdon (16.4%). Northumberland is in the eastern part of the commonwealth and Huntingdon is in the central part of the commonwealth. However together with Mifflin (16.3%) and Perry (15.6%), the next two for rum sales, they would anchor the category in south central Pennsylvania.



Table 3<sup>6</sup> displays the share of sales in each county of the commonwealth. The top ten counties by RY 2009-10 sales accounted for 63.88% of sales. Among the top 10 in size, only Philadelphia (-.08%) experienced a decrease in sales. Despite this decrease, Philadelphia accounted for 12.98% of all sales.

**Table 3: RY 2009-10 Share by County, Based on Dollars**

Rank	Location County	RY 2008-09 Sales	RY 2009-10 Sales	% Change	2009-10 County Share
1	Allegheny	\$224,093,996	\$231,293,696	3.21%	13.47%
2	Philadelphia	\$223,015,142	\$222,835,652	-0.08%	12.98%
3	Montgomery	\$163,369,522	\$166,734,810	2.06%	9.71%
4	Bucks	\$108,443,127	\$110,828,522	2.20%	6.45%
5	Chester	\$96,912,352	\$98,414,075	1.55%	5.73%
6	Delaware	\$66,408,425	\$67,413,934	1.51%	3.93%
7	Lehigh	\$55,577,653	\$57,231,368	2.98%	3.33%
8	Lancaster	\$50,957,417	\$52,021,222	2.09%	3.03%
9	York	\$45,305,261	\$46,400,031	2.42%	2.70%
10	Westmoreland	\$42,904,548	\$43,654,065	1.75%	2.54%
11	Berks	\$42,986,252	\$43,623,228	1.48%	2.54%
12	Luzerne	\$42,554,273	\$43,398,585	1.98%	2.53%
13	Dauphin	\$42,378,797	\$42,047,661	-0.78%	2.45%
14	Northampton	\$40,782,832	\$41,209,722	1.05%	2.40%
15	Cumberland	\$36,697,385	\$38,130,520	3.91%	2.22%
16	Erie	\$37,408,715	\$37,308,857	-0.27%	2.17%
17	Lackawanna	\$33,591,852	\$33,973,787	1.14%	1.98%
18	Monroe	\$30,951,833	\$30,629,883	-1.04%	1.78%
19	Butler	\$26,264,413	\$26,878,550	2.34%	1.57%
20	Washington	\$28,892,534	\$25,327,154	-12.34%	1.47%
21	Centre	\$23,469,900	\$23,591,146	0.52%	1.37%
22	Beaver	\$15,588,332	\$15,838,320	1.60%	0.92%
23	Lycoming	\$13,316,331	\$13,617,373	2.26%	0.79%
24	Cambria	\$12,262,116	\$12,381,520	0.97%	0.72%
25	Blair	\$11,705,462	\$11,905,861	1.71%	0.69%
26	Mercer	\$11,243,724	\$11,212,063	-0.28%	0.65%
27	Schuylkill	\$10,782,118	\$10,906,721	1.16%	0.64%
28	Franklin	\$10,006,308	\$10,085,237	0.79%	0.59%
29	Lebanon	\$9,518,702	\$9,800,649	2.96%	0.57%
30	Wayne	\$9,355,341	\$9,490,013	1.44%	0.55%
31	Fayette	\$9,051,284	\$9,060,186	0.10%	0.53%
32	Crawford	\$7,499,453	\$7,598,779	1.32%	0.44%
33	Indiana	\$6,891,377	\$6,938,213	0.68%	0.40%
34	Lawrence	\$6,597,902	\$6,757,524	2.42%	0.39%
35	Columbia	\$6,301,471	\$6,443,444	2.25%	0.38%
36	Clearfield	\$6,076,281	\$6,345,484	4.43%	0.37%
37	Northumberland	\$5,976,403	\$5,937,920	-0.64%	0.35%
38	Pike	\$5,688,044	\$5,878,735	3.35%	0.34%
39	Adams	\$4,774,682	\$4,844,385	1.46%	0.28%
40	Carbon	\$4,287,243	\$4,269,799	-0.41%	0.25%

<sup>6</sup> These amounts do not include Special Liquor Orders (SLO) and accessories. For precise market share analysis these two were excluded here, as stated in the Research Notes section.





**Table 3: RY 2009-10 Share by County, Based on Dollars, Continued**

<b>Rank</b>	<b>Location County</b>	<b>RY 2008-09 Sales</b>	<b>RY 2009-10 Sales</b>	<b>% Change</b>	<b>2009-10 County Share</b>
41	Bradford	\$4,020,926	\$4,183,531	4.04%	0.24%
42	Somerset	\$3,930,515	\$4,022,336	2.34%	0.23%
43	Union	\$4,052,678	\$4,002,749	-1.23%	0.23%
44	Venango	\$3,593,499	\$3,605,840	0.34%	0.21%
45	McKean	\$3,472,828	\$3,463,069	-0.28%	0.20%
46	Warren	\$3,369,877	\$3,355,579	-0.42%	0.20%
47	Clarion	\$3,311,339	\$3,337,907	0.80%	0.19%
48	Armstrong	\$3,327,867	\$3,306,774	-0.63%	0.19%
49	Tioga	\$3,013,070	\$3,177,234	5.45%	0.19%
50	Susquehanna	\$2,602,096	\$2,677,790	2.91%	0.16%
51	Montour	\$2,663,597	\$2,649,767	-0.52%	0.15%
52	Mifflin	\$2,554,570	\$2,645,276	3.55%	0.15%
53	Clinton	\$2,558,847	\$2,571,964	0.51%	0.15%
54	Bedford	\$2,454,966	\$2,538,491	3.40%	0.15%
55	Huntingdon	\$2,491,448	\$2,519,568	1.13%	0.15%
56	Jefferson	\$2,382,566	\$2,395,804	0.56%	0.14%
57	Elk	\$2,073,310	\$2,122,925	2.39%	0.12%
58	Snyder	\$2,146,474	\$2,112,794	-1.57%	0.12%
59	Wyoming	\$1,963,546	\$2,022,517	3.00%	0.12%
60	Greene	\$1,937,062	\$1,998,550	3.17%	0.12%
61	Perry	\$1,872,179	\$1,992,083	6.40%	0.12%
62	Potter	\$1,091,339	\$1,117,502	2.40%	0.07%
63	Juniata	\$700,029	\$702,632	0.37%	0.04%
64	Forest	\$671,960	\$690,458	2.75%	0.04%
65	Sullivan	\$687,258	\$682,336	-0.72%	0.04%
66	Fulton	\$614,685	\$584,260	-4.95%	0.03%
67	Cameron	\$405,789	\$378,333	-6.77%	0.02%
	<b>Totals</b>	<b>\$1,693,853,124</b>	<b>\$1,717,116,762</b>	<b>1.37%</b>	<b>100.00%</b>

Table 4 shows the counties with the greatest percentage of increase between RY 2008-09 and RY 2009-10. Of the five counties showing the greatest increase – Perry (6.40%), Tioga (5.45%), Clearfield (4.43%), Bradford (4.04%) and Cumberland (3.91%), it appears that population growth would explain the increases.

**Table 4: Share by County - Percentage Change, Based on Dollars**

<b>Rank</b>	<b>Location County</b>	<b>RY 2008-09 Sales</b>	<b>RY 2009-10 Sales</b>	<b>% Change</b>
1	Perry	\$1,872,179	\$1,992,083	6.40%
2	Tioga	\$3,013,070	\$3,177,234	5.45%
3	Clearfield	\$6,076,281	\$6,345,484	4.43%
4	Bradford	\$4,020,926	\$4,183,531	4.04%
5	Cumberland	\$36,697,385	\$38,130,520	3.91%
6	Mifflin	\$2,554,570	\$2,645,276	3.55%
7	Bedford	\$2,454,966	\$2,538,491	3.40%
8	Pike	\$5,688,044	\$5,878,735	3.35%
9	Allegheny	\$224,093,996	\$231,293,696	3.21%
10	Greene	\$1,937,062	\$1,998,550	3.17%
11	Wyoming	\$1,963,546	\$2,022,517	3.00%
12	Lehigh	\$55,577,653	\$57,231,368	2.98%
13	Lebanon	\$9,518,702	\$9,800,649	2.96%
14	Susquehanna	\$2,602,096	\$2,677,790	2.91%
15	Forest	\$671,960	\$690,458	2.75%
16	York	\$45,305,261	\$46,400,031	2.42%
17	Lawrence	\$6,597,902	\$6,757,524	2.42%
18	Potter	\$1,091,339	\$1,117,502	2.40%
19	Elk	\$2,073,310	\$2,122,925	2.39%
20	Butler	\$26,264,413	\$26,878,550	2.34%

Tracking individual store performance is essential to understanding PA Wine & Spirits' overall performance. Table 5, located in Appendix C due to its size, displays the performance of each store. This is based on their RY 2009-10 dollar sales amount. Not surprisingly, top stores tend to be located in close proximity to Pennsylvania's metropolitan areas of Philadelphia and Pittsburgh.





# BRAND & ITEM Performance

Brands and products drive performance, and accordingly, are closely scrutinized by the PLCB throughout the year. Table 6 lists the top 100 brands<sup>7</sup>. Jacquin's, Bacardi, Smirnoff, Captain Morgan and Yellow Tail composed the top 5 brands for RY 2009-10. Rex Goliath (264.08%) and Funky Llama (153.91%) showed the greatest percentage increases between RY 2009-10 and RY 2008-09, among brands in the top 100<sup>8</sup>. Sutter Home (4.64%) displayed the greatest percentage increase for brands in the top 10.

**Table 6: Top 100 Brands by Units Sold**

Rank	Brands	Units Sold RY 2008-09	Units Sold RY 2009-10	% Change
1	Jacquin's	4,224,418	4,244,996	0.49%
2	Bacardi	3,464,386	3,345,305	-3.44%
3	Smirnoff	3,208,181	3,267,299	1.84%
4	Captain Morgan	3,183,252	3,148,785	-1.08%
5	Yellow Tail	2,983,637	2,895,429	-2.96%
6	Sutter Home	2,682,992	2,807,435	4.64%
7	Nikolai	2,194,903	2,229,781	1.59%
8	Woodbridge	2,153,630	2,196,620	2.00%
9	Absolut	2,269,468	2,055,263	-9.44%
10	Seagram's	2,200,417	2,035,728	-7.48%
11	Franzia	1,837,536	2,016,836	9.76%
12	Jack Daniel's	1,897,855	1,861,278	-1.93%
13	Barefoot	1,358,902	1,724,277	26.89%
14	Bankers Club	1,731,215	1,644,383	-5.02%
15	Arbor Mist	1,609,903	1,489,721	-7.47%
16	Beringer	1,551,664	1,430,292	-7.82%
17	DeKuyper	1,383,625	1,335,577	-3.47%
18	Cavit	1,228,782	1,215,288	-1.10%
19	José Cuervo	1,264,477	1,209,583	-4.34%
20	Jägermeister	1,239,107	1,178,866	-4.86%
21	Vladimir	1,112,458	1,169,276	5.11%
22	Grey Goose	1,202,356	1,139,277	-5.25%
23	Jim Beam	1,098,743	1,130,655	2.90%
24	E & J	1,147,096	1,100,996	-4.02%
25	Three Olives Vodka	874,247	1,069,993	22.39%
26	Southern Comfort	1,131,919	1,053,083	-6.96%
27	Taylor	1,047,722	1,030,362	-1.66%
28	Riunite	1,037,353	1,015,091	-2.15%
29	Carlo Rossi	1,025,318	1,005,872	-1.90%
30	Stolichnaya	1,011,514	975,094	-3.60%

<sup>7</sup> Individual brand unit sales may have decreased based on customer preference. Sales examine units sold not volume, see Research Notes.

<sup>8</sup> Sweet Carolina (266.71%) and Ménage à Trois (22.92%) were among the top ten with regards to percentage increase. However both were not on sale for the entire RY 2008-09, which makes the comparison invalid. Sweet Carolina sales started in November 2008. Ménage à Trois sales started in February 2008.





**Table 6: Top 100 Brands by Units Sold, Continued**

<b>Rank</b>	<b>Brands</b>	<b>Units Sold RY 2008-09</b>	<b>Units Sold RY 2009-10</b>	<b>% Change</b>
31	Gallo	1,087,362	927,682	-14.69%
32	Concha y Toro	863,387	901,591	4.42%
33	Crown Royal	805,893	818,913	1.62%
34	Kendall-Jackson	874,965	814,523	-6.91%
35	Windsor	803,623	788,443	-1.89%
36	Robert Mondavi	748,959	771,661	3.03%
37	Martini & Rossi	784,033	769,681	-1.83%
38	Almaden	863,043	738,182	-14.47%
39	Black Velvet	762,770	713,034	-6.52%
40	Hennessy	730,115	703,889	-3.59%
41	Fish Eye	422,674	635,155	50.27%
42	Skyy	657,157	623,213	-5.17%
43	Jacob's Creek	575,950	616,632	7.06%
44	Ketel One	599,420	615,828	2.74%
45	Gordon's	588,447	610,973	3.83%
46	Kahlúa	654,576	592,167	-9.53%
47	Baileys	579,535	579,176	-0.06%
48	Christian Brothers	575,788	577,552	0.31%
49	Manischewitz	549,716	560,995	2.05%
50	Pinnacle	500,733	557,235	11.28%
51	Burnett's	487,590	556,939	14.22%
52	Tanqueray	564,213	548,031	-2.87%
53	Calico Jack	417,491	543,248	30.12%
54	Corbett Canyon	537,391	537,472	0.02%
55	Crown Russe	463,161	511,800	10.50%
56	Svedka	427,957	497,826	16.33%
57	Bolla	469,348	487,818	3.94%
58	Chateau Ste. Michelle	420,566	475,663	13.10%
59	Turning Leaf	503,372	464,703	-7.68%
60	Malibu	498,206	463,368	-6.99%
61	Clos Du Bois	442,758	456,950	3.21%
62	Peter Vella	432,083	448,122	3.71%
63	Fetzer	429,053	442,810	3.21%
64	Jameson	398,959	440,201	10.34%
65	Korbel	439,492	426,442	-2.97%
66	Francis Coppola	380,107	424,271	11.62%
67	Daily's	393,954	417,682	6.02%
68	M D 20/20	364,504	407,066	11.68%
69	Ménage à Trois	329,219	404,691	22.92%
70	Paul Masson	472,233	404,511	-14.34%
71	Rumple Minze	382,881	403,359	5.35%
72	Rex Goliath	109,911	400,166	264.08%
73	Castillo	413,208	398,167	-3.64%
74	Dewar's	401,302	395,617	-1.42%
75	Foxhorn	355,543	392,160	10.30%
76	Richards Wild Irish Rose	393,376	391,378	-0.51%
77	André	417,228	367,701	-11.87%
78	Vendange	396,305	367,126	-7.36%
79	Lindeman's	480,966	364,046	-24.31%
80	Yukon Jack	360,865	355,168	-1.58%
81	Stone Cellars	349,928	351,120	0.34%

**Table 6: Top 100 Brands by Units Sold, Continued**

Rank	Brands	Units Sold RY 2008-09	Units Sold RY 2009-10	% Change
82	Montezuma	338,544	349,767	3.32%
83	Columbia Crest	379,748	341,139	-10.17%
84	Wild Turkey	282,518	333,886	18.18%
85	Bella Sera	307,892	328,645	6.74%
86	J. Rogét	303,943	320,196	5.35%
87	Johnnie Walker	312,556	318,729	1.98%
88	Admiral Nelson's	266,297	318,383	19.56%
89	Patrón	294,179	317,783	8.02%
90	Canadian Club	331,965	316,765	-4.58%
91	Sterling	290,409	309,018	6.41%
92	Glen Ellen	380,372	302,735	-20.41%
93	Tortilla	283,941	298,595	5.16%
94	Smoking Loon	280,998	298,067	6.07%
95	Elmo Pio	206,556	296,903	43.74%
96	C. K. Mondavi	309,684	285,496	-7.81%
97	Funky Llama	110,796	281,319	153.91%
98	Wild Vines	276,440	280,994	1.65%
99	Walnut Crest	339,599	271,210	-20.14%
100	Sweet Carolina	72,846	267,132	266.71%





**Table 7: Top 10 Brands in Region 1, Based on Units Sold**

Rank	Brands	Units Sold - RY 2008-09	Units Sold - RY 2009-10	% Change
1	Jacquin's	1,565,384	1,580,628	0.97%
2	Smirnoff	1,371,698	1,386,240	1.06%
3	Bacardi	1,426,303	1,371,308	-3.86%
4	Yellow Tail	1,312,036	1,237,998	-5.64%
5	Sutter Home	1,004,602	1,058,797	5.39%
6	Woodbridge	893,781	891,846	-0.22%
7	Absolut	997,347	888,403	-10.92%
8	Barefoot	603,330	775,703	28.57%
9	Captain Morgan	742,036	741,978	-0.01%
10	Seagram's	774,285	704,411	-9.02%

**Table 8: Top 10 Brands in Region 2, Based on Units Sold**

Rank	Brands	Units Sold - RY 2008-09	Units Sold - RY 2009-10	% Change
1	Jacquin's	1,245,486	1,252,017	0.52%
2	Captain Morgan	1,199,411	1,193,669	-0.48%
3	Bacardi	1,078,364	1,047,476	-2.86%
4	Smirnoff	1,004,609	1,022,210	1.75%
5	Sutter Home	888,944	923,317	3.87%
6	Yellow Tail	876,863	871,452	-0.62%
7	Franzia	689,818	763,613	10.70%
8	Nikolai	655,610	679,325	3.62%
9	Seagram's	713,538	670,694	-6.00%
10	Woodbridge	642,634	666,903	3.78%

**Table 9: Top 10 Brands in Region 3, Based on Units Sold**

Rank	Brands	Units Sold - RY 2008-09	Units Sold - RY 2009-10	% Change
1	Jacquin's	1,413,548	1,412,351	-0.08%
2	Captain Morgan	1,241,805	1,213,138	-2.31%
3	Bacardi	959,719	926,521	-3.46%
4	Nikolai	896,475	900,808	0.48%
5	Smirnoff	831,874	858,849	3.24%
6	Sutter Home	789,446	825,321	4.54%
7	Yellow Tail	794,738	785,979	-1.10%
8	Franzia	612,185	662,155	8.16%
9	Seagram's	712,594	660,623	-7.29%
10	Jack Daniel's	660,563	649,530	-1.67%



Tables 7 through 9 reflect that the top brands sell consistently across regions. Bacardi, Captain Morgan, Jacquin's, Seagram's, Smirnoff, Sutter Home and Yellow Tail appeared on the lists for each region. Franzia (Region 2 & 3), Nikolai (Region 2 & 3) and Woodbridge (Region 1 & 2) appeared on two of the lists.

Meanwhile Absolut (Region 1), Barefoot (Region 1) and Jack Daniel's (Region 3) only appeared on one list. Barefoot saw the greatest increase in unit sales with a 28.57% change between RY 2008-09 and RY 2009-10. Franzia also saw a 10.7% increase in Region 2 and an 8.16% increase in Region 3.





The top 100 items by units sold for the RY 2009-10 are listed in Table 10<sup>9</sup>.

Two items within the top 10, Vladimir Vodka (9.19%) and Jacquin's Vodka Royale (10.16%) showed an increase. Among the top 10 items on the list, eight showed a decrease in sales ranging from -20.42% to -.4%.

Within the top 100, the plastic bottle versions of Smirnoff Vodka (41.12%), Woodbridge by Robert Mondavi Cal. Cabernet Sauvignon IV (22.49%) and Ménage à Trois Red (17.06%) had the largest percentage increases.



<sup>9</sup> Due to temporary special package offers in some brands, market share varies from year to year, not all volumes from year to year will change. Absolut Vodka 1- Liter two-packs, only available in RY 2009-10, sold 128,552 units. This item accounted for a total of 257,104 bottles for RY 2009-10. However, based on the criteria defined in the Research Notes, this item is only considered as one unit and does not appear in the top 100. However it would rank at #49 if counted by bottle.



**Table 10: Top 100 Items by Units Sold**

Rank	Item	Size	RY 2007-08 Units Sold	RY 2008-09 Units Sold	RY 2009 -10 Units Sold	Comp RY08-09 vs. RY09-10
1	Captain Morgan P. R. Spiced Rum	750 mL	1,309,278	1,079,211	977,659	-9.41%
2	Jack Daniel's Old No. 7 Blk Lbl Wky	750 mL	967,966	984,835	923,970	-6.18%
3	Jägermeister Imp. Herb Liqueur	750 mL	865,936	839,159	786,218	-6.31%
4	Bacardi Superior P. R. Rum	750 mL	968,542	941,185	784,543	-16.64%
5	VladimirVodka	1.75 L	635,251	684,519	747,444	9.19%
6	Nikolai Vodka - 80 Proof	375 mL	724,092	733,581	727,195	-0.87%
7	Sutter Home Cal. White Zinfandel Vi	1.5 L	683,491	725,559	722,682	-0.40%
8	Jacquin's Vodka Royale - 80 Proof	375 mL	545,317	610,173	672,174	10.16%
9	Grey Goose Imp. French Vodka	750 mL	635,304	656,585	610,030	-7.09%
10	Absolut Imp. Vodka - 80 Proof	750 mL	812,690	755,025	600,843	-20.42%
11	Jacquin's Vodka Royale - 80 Proof	1 L	597,107	596,051	577,364	-3.14%
12	Nikolai Vodka - 80 Proof	1 L	544,353	561,759	561,328	-0.08%
13	Banker's Club Vodka	1 L	606,164	591,303	536,701	-9.23%
14	Cavit Pinot Grigio	1.5 L	441,724	473,991	482,442	1.78%
15	Bacardi Superior P. R. Rum	1.75 L	446,982	441,758	480,072	8.67%
16	Jacquin's Vodka Royale - 80 Proof	1.75 L	468,610	482,210	469,859	-2.56%
17	Southern Comfort - 70 Proof	750 mL	548,213	546,724	468,679	-14.28%
18	Crown Royal Canadian Whisky	750 mL	476,956	479,743	449,235	-6.36%
19	Kendall-Jackson Vintner's Reserve Chard Cal.	750 mL	494,311	473,250	440,762	-6.86%
20	José Cuervo Tequila Especial Reposado	750 mL	480,119	478,209	436,781	-8.66%
21	SmirnoffVodka - 80 Proof	750 mL	453,238	417,511	423,147	1.35%
22	VladimirVodka	1 L	408,124	427,939	421,832	-1.43%
23	Woodbridge By Robert Mondavi Cal. Chard Vi	1.5 L	329,107	359,221	414,790	15.47%
24	Nikolai Vodka - 80 Proof	1.75 L	386,733	397,641	401,865	1.06%
25	Castillo Silver P. R. Rum	1 L	439,253	413,208	398,167	-3.64%
26	Crown Russe Vodka - PET	1.75 L	304,660	363,180	392,912	8.19%
27	Jim Beam Str Brbn	750 mL	451,881	448,968	381,602	-15.00%
28	Captain Morgan's P. R. Spiced Rum	1.75 L	576,115	476,936	367,564	-22.93%
29	Banker's Club Vodka	1.75 L	409,093	393,681	365,880	-7.06%
30	YellowTail Chard	1.5 L	347,937	325,753	325,321	-0.13%
31	Riunite Emilia Lambrusco	1.5 L	352,061	342,289	319,629	-6.62%
32	Franzia Sunset Blush Winetap	5 L	284,012	291,032	314,829	8.18%
33	Beringer Cal. White Zinfandel Vi	1.5 L	355,643	310,725	299,225	-3.70%
34	SmirnoffVodka - 80 Proof	375 mL	271,524	296,872	294,773	-0.71%
35	Baileys Original Irish Cream Liqueur	750 mL	264,750	283,206	293,821	3.75%
36	Martini & Rossi Asti	750 mL	271,964	295,137	292,893	-0.76%
37	Windsor Canadian Whisky Supreme	1.75 L	286,428	290,801	283,199	-2.61%
38	SmirnoffVodka - 80 Proof W/Handle	1.75 L	381,112	294,362	282,242	-4.12%
39	Jack Daniel's Old No. 7 Blk Lbl Wky	1.75 L	236,432	263,436	282,097	7.08%
40	Stolichnaya Imp. Vodka - 80 Proof	750 mL	325,499	304,591	279,789	-8.14%
41	Ketel One Dutch Vodka	750 mL	289,086	277,744	276,126	-0.58%
42	YellowTail Chard	750 mL	283,213	271,563	275,426	1.42%
43	Ménage à Trois Red Vi	750 mL	58,130	230,408	269,708	17.06%
44	Sutter Home Cal. White Zinfandel Vi	750 mL	351,079	273,504	268,162	-1.95%
45	SmirnoffVodka PET	1.75 L	91,674	189,989	268,120	41.12%
46	Tanqueray Imp. Dry Gin	750 mL	301,691	262,777	265,304	0.96%
47	Windsor Canadian Whisky Supreme	750 mL	316,934	290,448	263,888	-9.14%
48	Burnett's Vodka - PET	1.75 L	287,927	275,660	257,386	-6.63%
49	Jameson Irish Whiskey	750 mL	211,049	233,231	256,818	10.11%
50	DeKuyper Peachtree 30 Proof	750 mL	297,210	266,438	253,269	-4.94%



**Table 10: Top 100 Items by Units Sold, Continued**

Rank	Item	Size	RY 2007-08 Units Sold	RY 2008-09 Units Sold	RY 2009-10 Units Sold	Comp RY08-09 vs. RY09-10
51	Kahlúa Imp. Coffee Liqueur	750 mL	272,080	252,906	252,843	-0.02%
52	Malibu Imp. Rum Liqueur	750 mL	267,341	267,877	249,751	-6.77%
53	Riunite Emilia Lambrusco	3 L	258,441	256,429	246,274	-3.96%
54	E & J Cal. Brandy	750 mL	251,913	279,973	244,678	-12.61%
55	Yellow Tail Shiraz	750 mL	297,793	270,263	237,655	-12.07%
56	Seagram's 7 Crown Amer. Blend Wky	750 mL	279,010	260,549	236,404	-9.27%
57	Jacquín's White Rum	750 mL	238,668	248,640	235,233	-5.39%
58	Seagram's 7 Crown Amer. Blend Wky	1.75 L	209,784	222,094	234,573	5.62%
59	Chateau Ste. Michelle Wash. Riesling Vi	750 mL	186,601	208,139	231,761	11.35%
60	Beringer Cal. White Zinfandel Vi	750 mL	270,748	252,395	227,026	-10.05%
61	Jacquín's White Rum	1.75 L	204,611	229,762	226,214	-1.54%
62	SmirnoffVodka - 80 Proof - Pet	750 mL	307,706	289,837	226,038	-22.01%
63	Arbor Mist Exotic Fruits Wh Zin	1.5 L	258,105	227,937	225,085	-1.25%
64	Montezuma Triple Sec	1 L	215,535	218,062	222,654	2.11%
65	Sutter Home Cal. White Merlot Vi	1.5 L	179,421	199,477	220,888	10.73%
66	Absolut Imp. Vodka - 80 Proof	1.75 L	232,197	234,447	220,253	-6.05%
67	Jacquín'sVodka Royale - 80 Proof	200 mL	186,990	206,904	217,413	5.08%
68	Nikolai Vodka - 80 Proof	200 mL	197,720	214,079	216,733	1.24%
69	HennessyV. S. Cognac	750 mL	245,340	210,183	216,641	3.07%
70	Bacardi Superior P. R. Rum	375 mL	201,711	216,374	215,379	-0.46%
71	SkyyVodka	1.75 L	206,698	217,472	214,534	-1.35%
72	Barefoot Cellars Chardonnay California	1.5 L	145,553	195,721	214,035	9.36%
73	Yellow Tail Shiraz	1.5 L	260,833	233,784	213,952	-8.48%
74	SkyyVodka	750 mL	234,501	215,333	211,331	-1.86%
75	Woodbridge by Robert Mondavi Cal. Cab SauvVi	1.5 L	155,506	169,361	207,443	22.49%
76	Banker's Club Dry Gin	1 L	215,877	214,572	207,321	-3.38%
77	Korbel Brut Champagne	750 mL	194,390	203,497	207,246	1.84%
78	Carlo Rossi Paisano California	4 L	215,935	216,043	205,084	-5.07%
79	Rumple Minze Imp. Peppermint Schnapps	50 mL	164,799	189,280	203,099	7.30%
80	Taylor Port New York	1.5 L	198,818	203,318	201,624	-0.83%
81	Yellow Tail Merlot	750 mL	212,091	198,647	200,898	1.13%
82	Arbor Mist Blkbry Merlot	1.5 L	197,085	182,443	200,107	9.68%
83	Calico JackV. I. Spiced Rum	750 mL	140,907	171,819	199,594	16.17%
84	Franzia Chillable Red Winetap	5 L	166,961	186,772	199,070	6.58%
85	Yellow Tail Pinot Grigio	750 mL	165,061	172,023	194,363	12.99%
86	Cavit Pinot Grigio	750 mL	235,772	209,214	193,059	-7.72%
87	Captain Morgan P. R. Spiced Rum - PET	750 mL	261,208	245,355	192,677	-21.47%
88	Franzia Wh Zin Winetap	5 L	172,777	193,427	191,148	-1.18%
89	Kamchatka Vodka - PET	1.75 L	161,140	189,706	189,743	0.02%
90	Dewar's Scotch White Label	750 mL	223,308	203,229	188,502	-7.25%
91	Bella Sera Pinot Grigio	1.5 L	189,628	169,934	188,464	10.90%
92	The Christian Bros. Cal. Brandy	750 mL	194,364	207,180	186,788	-9.84%
93	Laird's Vodka	750 mL	184,814	194,479	186,505	-4.10%
94	SmirnoffVodka - 80 Proof	50 mL	164,917	177,779	186,045	4.65%
95	Ecco Domani Pinot Grigio	750 mL	199,799	186,227	185,458	-0.41%
96	Black Velvet Canadian Whisky	750 mL	226,384	228,145	184,554	-19.11%
97	Jim Beam Str Brbn	1.75 L	224,090	216,883	181,055	-16.52%
98	Seagram's Canadian WhiskyVo	750 mL	220,732	208,597	178,317	-14.52%
99	Bacardi Light-Dry P. R. Rum - PET	750 mL	189,458	178,188	177,370	-0.46%
100	Taylor Port	750 mL	152,428	187,933	176,345	-6.17%

The top 100 items by dollar sales are slightly different as illustrated in Table 11. The Jack Daniel's Old No. 7 Black Label Whiskey (750 mL) was the highest. Each of the top 5 items, by dollar sales amount, are the 750 milliliter size.





**Table 11: Top 100 Items by Sales in Dollars, Continued**

Rank	Item	Size	Comp \$			
			RY 2007-08 Sales	RY 2008-09 Sales	RY 2009-10 Sales	RY08-09 vs. RY09-10
1	Jack Daniel's Old No. 7 Blk Lbl Wky	750 mL	\$19,952,083	\$20,373,573	\$18,829,135	-7.58%
2	Grey Goose Imp. French Vodka	750 mL	\$18,368,072	\$18,896,451	\$17,234,491	-8.80%
3	Captain Morgan's P. R. Spiced Rum	750 mL	\$20,935,355	\$17,848,415	\$15,491,219	-13.21%
4	Jägermeister Imp. Herb Liqueur	750 mL	\$17,310,061	\$16,434,454	\$14,755,122	-10.22%
5	Absolut Imp. Vodka - 80 Proof	750 mL	\$16,124,965	\$15,452,463	\$12,048,344	-22.03%
6	Bacardi Superior P. R. Rum	1.75 L	\$10,691,883	\$10,881,034	\$11,232,386	3.23%
7	Jack Daniel's Old No. 7 Blk Lbl Wky	1.75 L	\$9,500,826	\$10,471,543	\$11,052,521	5.55%
8	Bacardi Superior P. R. Rum	750 mL	\$12,922,267	\$12,825,748	\$10,831,743	-15.55%
9	Crown Royal Canadian Whiskey	750 mL	\$11,246,461	\$11,585,714	\$10,405,585	-10.19%
10	Captain Morgan's P. R. Spiced Rum	1.75 L	\$15,915,097	\$13,447,482	\$9,904,444	-26.35%
11	Vladimir Vodka	1.75 L	\$7,171,984	\$7,863,158	\$8,623,610	9.67%
12	José Cuervo Tequila Especial Reposado	750 mL	\$9,531,752	\$9,335,950	\$8,224,558	-11.90%
13	Absolut Imp. Vodka - 80 Proof	1.75 L	\$8,067,257	\$8,260,371	\$7,330,360	-11.26%
14	Southern Comfort - 70 Proof	750 mL	\$8,556,995	\$8,406,553	\$7,274,362	-13.47%
15	Sutter Home Cal. White Zinfandel Vi	1.5 L	\$6,201,611	\$6,519,761	\$6,610,234	1.39%
16	Ketel One Dutch Vodka	750 mL	\$6,916,353	\$6,741,276	\$6,561,269	-2.67%
17	Patrón Tequila Silver	750 mL	\$5,845,950	\$6,316,765	\$6,553,040	3.74%
18	Smirnoff Vodka - 80 Proof W/Handle	1.75 L	\$8,805,833	\$7,144,262	\$6,504,791	-8.95%
19	Jacquin's Vodka Royale - 80 Proof	1.75 L	\$6,555,854	\$6,720,276	\$6,497,535	-3.31%
20	Hennessy V. S. Cognac	750 mL	\$7,225,841	\$6,235,563	\$6,279,550	0.71%
21	Baileys Original Irish Cream Liqueur	750 mL	\$5,870,385	\$6,145,503	\$6,094,276	-0.83%
22	Tanqueray Imp. Dry Gin	750 mL	\$7,237,565	\$6,371,157	\$6,012,741	-5.63%
23	Kendall-Jackson Vintner's Reserve Chard Cal.	750 mL	\$6,935,962	\$6,550,922	\$5,997,075	-8.45%
24	Jameson Irish Whiskey	750 mL	\$4,997,127	\$5,494,798	\$5,953,522	8.35%
25	Cavit P Grigio	1.5 L	\$5,874,300	\$6,115,007	\$5,928,061	-3.06%
26	Jim Beam Str Brbn	750 mL	\$6,437,601	\$6,592,433	\$5,729,680	-13.09%
27	Skyy Vodka	1.75 L	\$5,642,276	\$5,762,785	\$5,675,451	-1.52%
28	Smirnoff Vodka PET	1.75 L	\$1,855,713	\$3,883,091	\$5,609,185	44.45%
29	Nikolai Vodka - 80 Proof	1.75 L	\$5,217,028	\$5,401,740	\$5,469,720	1.26%
30	Smirnoff Vodka - 80 Proof	750 mL	\$5,789,688	\$5,621,944	\$5,441,347	-3.21%
31	Jägermeister Imp. Herb Liqueur	1.75 L	\$5,191,684	\$5,545,419	\$5,327,429	-3.93%
32	Jim Beam Str Brbn	1.75 L	\$6,072,754	\$6,178,439	\$5,307,653	-14.09%
33	Stolichnaya Imp. Vodka - 80 Proof	750 mL	\$6,517,256	\$6,137,051	\$5,293,066	-13.75%
34	Windsor Canadian Whiskey Supreme	1.75 L	\$5,180,580	\$5,205,048	\$5,058,199	-2.82%
35	Woodbridge by Robert Mondavi Cal. Chard Vi	1.5 L	\$4,257,907	\$4,559,580	\$4,873,303	6.88%
36	Grey Goose Imp. French Vodka	1.75 L	\$4,101,683	\$4,587,457	\$4,711,618	2.71%
37	Jacquin's Vodka Royale - 80 Proof	1 L	\$4,950,017	\$4,926,843	\$4,699,253	-4.62%
38	Ketel One Dutch Vodka	1.75 L	\$4,176,426	\$4,524,906	\$4,633,847	2.41%
39	Kahlúa Imp. Coffee Liqueur	750 mL	\$5,116,243	\$4,741,566	\$4,508,695	-4.91%
40	Crown Russe Vodka - PET	1.75 L	\$3,409,145	\$4,080,595	\$4,476,931	9.71%
41	Yellow Tail Chard	1.5 L	\$4,849,463	\$4,505,339	\$4,473,378	-0.71%
42	Banker's Club Vodka	1.75 L	\$4,823,208	\$4,772,528	\$4,428,290	-7.21%
43	Nikolai Vodka - 80 Proof	1 L	\$4,349,380	\$4,434,498	\$4,323,729	-2.50%
44	Grey Goose Vodka French	1 L	\$4,357,630	\$4,235,961	\$4,307,349	1.69%
45	Seagram's 7 Crown Amer Blend Wky	1.75 L	\$4,112,167	\$4,238,525	\$4,291,084	1.24%
46	Dewar's Scotch White Label	750 mL	\$5,230,866	\$4,674,674	\$4,138,570	-11.47%
47	Franzia Sunset Blush Winetap	5 L	\$3,280,189	\$3,568,425	\$3,951,034	10.72%
48	Stolichnaya Imp. Vodka - 80 Proof	1.75 L	\$4,008,316	\$3,968,552	\$3,943,441	-0.63%
49	Southern Comfort - 70 Proof	1.75 L	\$3,726,513	\$3,913,282	\$3,920,480	0.18%
50	José Cuervo Tequila Especial Reposado	1.75 L	\$3,748,103	\$3,933,653	\$3,886,832	-1.19%





**Table 11: Top 100 Items by Sales in Dollars, Continued**

Rank	Item	Size	RY 2007-08 Sales	RY 2008-09 Sales	RY 2009-10 Sales	Comp \$ RY08-09 vs. RY09-10
51	Banker's Club Vodka	1 L	\$4,494,985	\$4,463,517	\$3,885,553	-12.95%
52	Burnett's Vodka - PET	1.75 L	\$4,054,101	\$4,119,158	\$3,884,159	-5.71%
53	Maker's Mark Str Brbn	750 mL	\$3,170,771	\$3,525,344	\$3,870,293	9.78%
54	Dewar's Scotch White Label	1.75 L	\$3,698,809	\$3,743,012	\$3,849,683	2.85%
55	Martini & Rossi Asti	750 mL	\$3,572,350	\$3,823,261	\$3,795,328	-0.73%
56	Svedka Vodka 80 Pf	1.75 L	\$1,832,833	\$3,026,606	\$3,675,181	21.43%
57	Riunite Emilia Lambrusco	3 L	\$3,733,802	\$3,858,292	\$3,662,843	-5.07%
58	Beringer Cal. White Zinfandel Vi	1.5 L	\$4,115,034	\$3,811,037	\$3,627,689	-4.81%
59	Malibu Imp. Rum Liqueur	750 mL	\$3,888,110	\$3,873,638	\$3,553,408	-8.27%
60	Castillo Silver P. R. Rum	1 L	\$4,001,399	\$3,840,205	\$3,542,567	-7.75%
61	Seagram's Canadian Whisky Vo PET	1.75 L	\$3,364,560	\$3,414,942	\$3,452,362	1.10%
62	Jacquins White Rum	1.75 L	\$3,067,119	\$3,464,341	\$3,443,455	-0.60%
63	Johnnie Walker Scotch Black Label 12 Year	750 mL	\$3,295,091	\$3,403,368	\$3,439,353	1.06%
64	Crown Royal Canadian Whiskey	1.75 L	\$2,820,501	\$3,249,697	\$3,392,437	4.39%
65	Skyy Vodka	750 mL	\$3,787,618	\$3,343,614	\$3,278,560	-1.95%
66	Santa Margherita Alto P Grigio	750 mL	\$3,627,703	\$3,284,920	\$3,266,063	-0.57%
67	Tanqueray Imp. Dry Gin	1.75 L	\$3,332,071	\$3,156,389	\$3,236,325	2.53%
68	Captain Morgan's P. R. Spiced Rum - PET	750 mL	\$4,078,888	\$3,951,021	\$3,218,646	-18.54%
69	Ménage à Trois Red Vi	750 mL	\$667,242	\$2,610,804	\$3,176,330	21.66%
70	Smirnoff Vodka - 80 Proof - PET	750 mL	\$3,932,170	\$3,845,681	\$3,133,307	-18.52%
71	Riunite Emilia Lambrusco	1.5 L	\$3,265,360	\$3,384,779	\$3,123,832	-7.71%
72	Grand Marnier Cordon Rouge Imp. Liqueur	750 mL	\$3,804,226	\$3,355,795	\$3,117,014	-7.12%
73	Franzia Wh Zin Winetap	5 L	\$2,746,977	\$3,044,318	\$3,088,222	1.44%
74	Jack Daniel's Whiskey Old No. 7 Black Label	1 L	\$2,840,308	\$3,007,396	\$3,074,931	2.25%
75	Vladimir Vodka	1 L	\$2,934,412	\$3,111,765	\$3,042,846	-2.21%
76	Captain Morgan's Spiced Rum Puerto Rico	1 L	\$3,080,080	\$5,181,663	\$2,996,306	-42.17%
77	Black Velvet Canadian Whiskey PET	1.75 L	\$2,974,882	\$2,928,215	\$2,982,960	1.87%
78	Nikolai Vodka - 80 Proof	375 mL	\$2,889,127	\$2,978,288	\$2,974,212	-0.14%
79	Yellow Tail Shiraz	1.5 L	\$3,614,835	\$3,191,791	\$2,899,945	-9.14%
80	Rumple Minze Imp. Peppermint Schnapps	750 mL	\$2,844,477	\$2,925,882	\$2,877,772	-1.64%
81	Korbel Brut Champagne	750 mL	\$2,697,818	\$2,823,119	\$2,861,163	1.35%
82	Carlo Rossi Paisano California	4 L	\$2,589,072	\$2,782,195	\$2,821,073	1.40%
83	E & J Cal. Brandy	750 mL	\$2,600,225	\$3,028,540	\$2,814,069	-7.08%
84	Jacquins Vodka Royale - 80 Proof	375 mL	\$2,230,347	\$2,495,601	\$2,749,133	10.16%
85	Calico Jack V. I. Spiced Rum	1.75 L	\$2,724,849	\$2,784,330	\$2,693,940	-3.25%
86	Gordon's Dry Gin	1.75 L	\$2,644,425	\$2,737,925	\$2,692,022	-1.68%
87	Yukon Jack Canadian Liqueur	750 mL	\$3,144,831	\$3,017,060	\$2,676,678	-11.28%
88	Franzia Chardonnay	5 L	\$1,747,932	\$2,245,592	\$2,627,067	16.99%
89	Romana Imp. Sambuca	750 mL	\$2,925,838	\$2,878,165	\$2,618,656	-9.02%
90	Hennessy V. S. Cognac	1.75 L	\$2,695,827	\$2,600,441	\$2,613,022	0.48%
91	Three Olives Cherry Imp. English Vodka	750 mL	\$2,588,393	\$2,770,466	\$2,584,547	-6.71%
92	Taylor Port	3 L	\$2,046,637	\$2,401,466	\$2,577,277	7.32%
93	Absolut Citron Lemon Flav. Imp. Vodka	750 mL	\$3,023,584	\$2,847,826	\$2,556,787	-10.22%
94	Bacardi Limon P. R. Rum	750 mL	\$2,713,627	\$2,784,944	\$2,550,092	-8.43%
95	Bacardi Light-Dry P. R. Rum - PET	750 mL	\$2,529,988	\$2,494,765	\$2,545,740	2.04%
96	DeKuyper Peachtree 30 Proof	750 mL	\$3,160,730	\$2,765,487	\$2,532,374	-8.43%
97	Gordon's Vodka	1.75 L	\$2,345,727	\$2,319,128	\$2,526,702	8.95%
98	Franzia Chillable Red Winetap	5 L	\$1,932,950	\$2,277,881	\$2,502,587	9.86%
99	Bombay Imp. Sapphire Gin	750 mL	\$2,956,258	\$2,737,912	\$2,467,724	-9.87%
100	Admiral Nelson's Spiced Rum	1.75 L	\$1,622,711	\$2,197,668	\$2,467,510	12.28%



Slight regional differences existed in items by units sold. Tables 12, 13 and 14 display the top items for each region.

**Table 12: Top Items in Region 1, by Units Sold**

Rank	Item	Size	R <sup>Y</sup> 2007-08 Units Sold	R <sup>Y</sup> 2008-09 Units Sold	R <sup>Y</sup> 2009-10 Units Sold	Comp R <sup>Y</sup> 08-09 vs. R <sup>Y</sup> 09-10
1	Jacquín's Vodka Royale - 80 Proof	750 mL	293,472	327,094	350,013	7.01%
2	Cavit Pinot Grigio	1.5 L	260,504	268,846	274,325	2.04%
3	Sutter Home Cal. White Zinfandel Vi	1.5 L	241,804	255,066	252,347	-1.07%
4	Nikolai Vodka - 80 Proof	375 mL	267,937	261,213	248,747	-4.77%
5	Jack Daniel's Old No. 7 Blk Lbl Wky	750 mL	253,068	251,499	239,332	-4.84%
6	Bacardi Superior P. R. Rum	750 mL	295,409	289,104	237,703	-17.78%
7	Jacquín's Vodka Royale - 80 Proof	1 L	233,135	241,004	234,631	-2.64%
8	Absolut Imp. Vodka - 80 Proof	750 mL	320,961	287,922	228,211	-20.74%
9	Grey Goose Imp. French Vodka	750 mL	242,831	244,779	227,015	-7.26%
10	Kendall-Jackson Vintner's Reserve Chard Cal.	750 mL	247,368	233,654	212,415	-9.09%

**Table 13: Top Items in Region 2, by Units Sold**

Rank	Item	Size	R <sup>Y</sup> 2007-08 Units Sold	R <sup>Y</sup> 2008-09 Units Sold	R <sup>Y</sup> 2009-10 Units Sold	Comp R <sup>Y</sup> 08-09 vs. R <sup>Y</sup> 09-10
1	Captain Morgan P. R. Spiced Rum	750 mL	513,965	424,634	391,764	-7.74%
2	Jack Daniel's Old No 7 Blk Lbl Wky	750 mL	351,108	358,217	338,102	-5.62%
3	Jägermeister Imp. Herb Liqueur	750 mL	332,462	335,016	319,257	-4.70%
4	Bacardi Superior P. R. Rum	750 mL	334,306	324,722	274,882	-15.35%
5	Vladimir Vodka	1.75 L	219,101	241,955	265,866	9.88%
6	Sutter Home Cal. White Zinfandel Vi	1.5 L	233,063	243,086	244,752	0.69%
7	Banker's Club Vodka	1 L	227,396	227,786	212,369	-6.77%
8	Nikolai Vodka - 80 Proof	375 mL	186,754	191,948	203,045	5.78%
9	Absolut Imp. Vodka - 80 Proof	750 mL	251,687	231,350	190,772	-17.54%
10	Nikolai Vodka - 80 Proof	1 L	178,021	180,764	179,083	-0.93%

**Table 14: Top Items in Region 3, by Units Sold**

Rank	Item	Size	R <sup>Y</sup> 2007-08 Units Sold	R <sup>Y</sup> 2008-09 Units Sold	R <sup>Y</sup> 2009-10 Units Sold	Comp R <sup>Y</sup> 08-09 vs. R <sup>Y</sup> 09-10
1	Captain Morgan P. R. Spiced Rum	750 mL	545,485	454,065	400,587	-11.78%
2	Jack Daniel's Old No 7 Blk Lbl Wky	750 mL	363,790	375,119	346,536	-7.62%
3	Jägermeister Imp. Herb Liqueur	750 mL	318,638	308,839	287,521	-6.90%
4	Vladimir Vodka	1.75 L	246,313	261,412	281,640	7.74%
5	Nikolai Vodka - 80 Proof	375 mL	269,401	280,420	275,403	-1.79%
6	Bacardi Superior P. R. Rum	750 mL	338,827	327,359	271,958	-16.92%
7	Nikolai Vodka - 80 Proof	1 L	231,371	240,372	236,426	-1.64%
8	Sutter Home Cal. White Zinfandel Vi	1.5 L	208,624	227,407	225,583	-0.80%
9	Crown Royal Canadian Whisky	750 mL	231,893	240,016	221,142	-7.86%
10	Captain Morgan P.R. Spiced Rum Pet 70 Proof	1.75 L	0	104,732	216,714	106.92%

Vladimir Vodka showed the two highest increases (9.88%, 7.74%) of any item, and in two regions (Region 2 and Region 1)<sup>10</sup>. Captain Morgan Puerto Rican Spiced Rum in Region 3 was the best seller among items on these lists, selling 400,587 units.

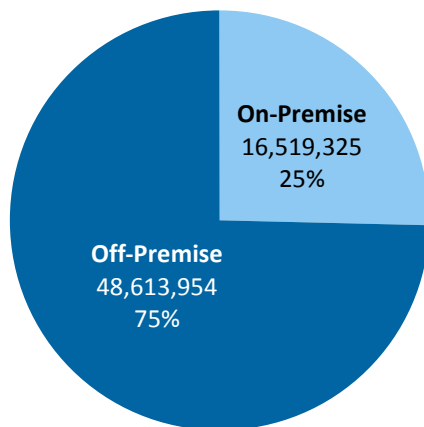
<sup>10</sup> The plastic bottle of Captain Morgan Puerto Rican Spiced Rum showed the highest increase amongst all items in the region (106.92%). However this item was not on sale for RY 2007-08 and was only available starting January 2009 for part of RY 2008-09. Thus the full year comparison is not valid.

# SPRIT Details

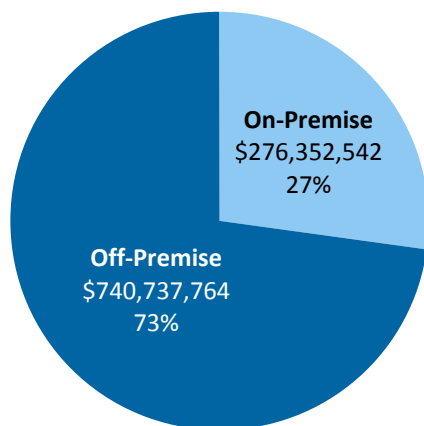
The most granular examination of PA Wine and Spirits' retail sales is by location sales type and by product characteristic. For these remaining sections, spirits and wine are separated and different filters are used. Examining on-premise (sold to licensees for resale) versus off-premise (sold to individuals for home use and includes online sales) unit sales can illustrate the proportions of units sold to licensees and individuals.

For spirits, Regular Spirits, Luxury Spirits and SLO were used to get the fullest picture of spirits. Figure 6 represents the entire spirits category. On-premise accounted for 25% of units sold and off-premise accounted for 75% of units sold in the spirits category. Figure 7 shows the dollar amounts for spirits sales.

**Figure 6: On-Premise v. Off-Premise Units Sold - Spirits Category, RY 2009-10**



**Figure 7: On-Premise and Off-Premise Dollar Sales - Spirits Category, RY 2009-10**







Spirits sales can be classified by the pricing segment<sup>11</sup>. Figure 8 illustrates the percentage of spirits sales based on pricing segment. 31% of spirit sales are premium and 30.1% are value. Therefore, these two segments compose the largest percentage of spirits sales. This result included all spirit categories, Regular, Luxury and SLO.

**Figure 8: Spirits Units Sold by Price Segment, RY 2009-10**

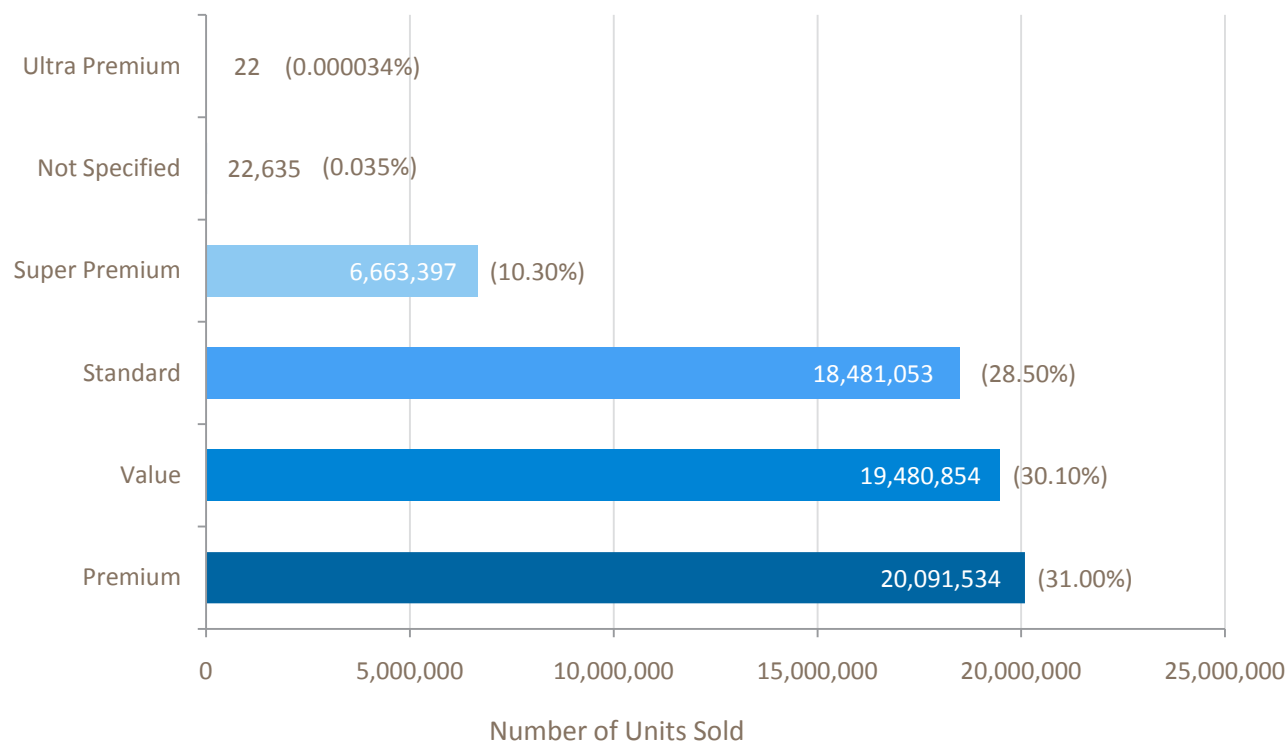


Table 15 shows the dollar amounts by pricing segment.

**Table 15: Spirit Segment by Dollar Amounts, RY 2009-10**

Spirits Price Segment	Dollar Sales Amount RY 2009-10
Premium	\$384,570,837
Standard	\$252,688,546
Value	\$199,720,564
Super Premium	\$175,445,157
Not Specified	\$4,664,112
Ultra Premium	\$1,092

<sup>11</sup> Spirits price segments are categorized, from lowest to highest as value, standard, premium, super-premium and ultra premium. The non-specified category is for items that do not fit these categories.



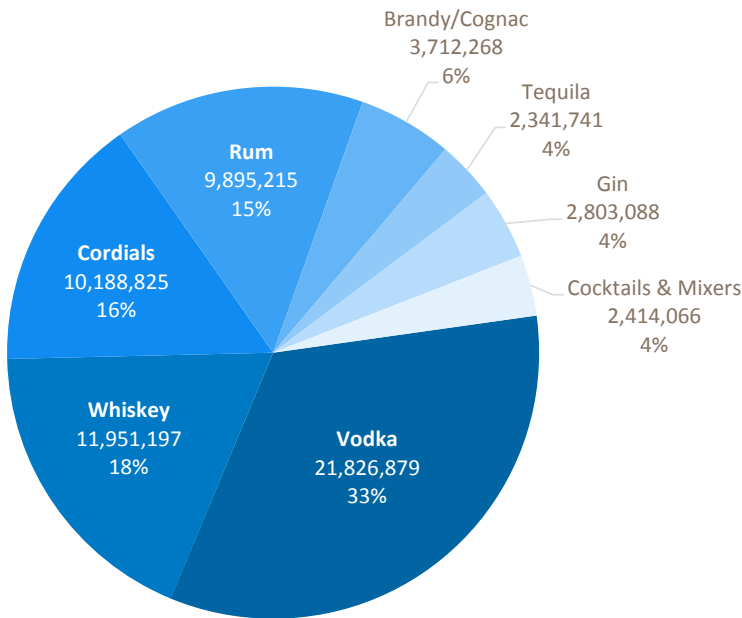
Aside from pricing segment, the spirits category is divided into eight classes. Figure 9 illustrates the percentage of dollar sales amounts for each class. Vodka (31%) and whiskey (22%) are the two largest spirits classes. Following in third are cordials (15%). This figure takes into account Regular Spirits, Luxury Spirits and SLO.

Figure 9: Share of Spirits by Category, Based on Dollars



Figure 10 shows the information based on units sold.

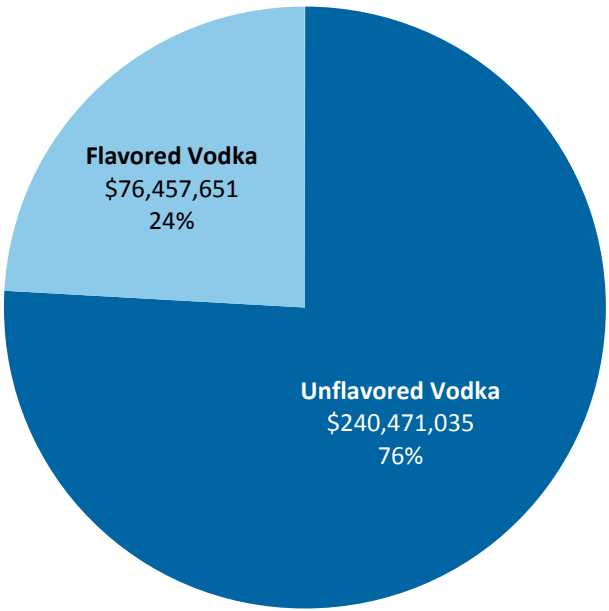
Figure 10: Share of Spirits by Category, Based on Units Sold



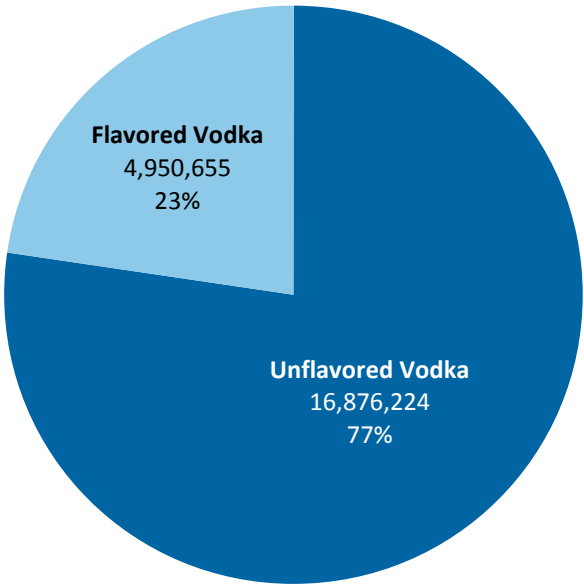


Vodka is the largest class of spirits and is divided into two subclasses. Unflavored vodka (76%) has the larger percentage of shares in the class. By comparison flavored vodka (24%) is the smaller of the two. Figure 11 is a visual representation of the percentages based on dollar amounts. Figure 12 shows the breakdown based on units sold. Regular, Luxury and SLO were examined to make this calculation.

**Figure 11: Vodka Shares by Subclass, Based on Dollars**



**Figure 12: Vodka Shares by Subclass, Based on Units Sold**



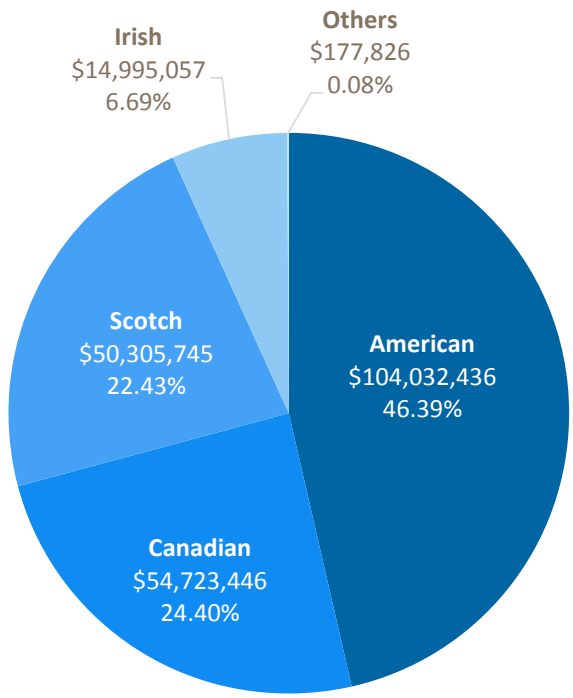




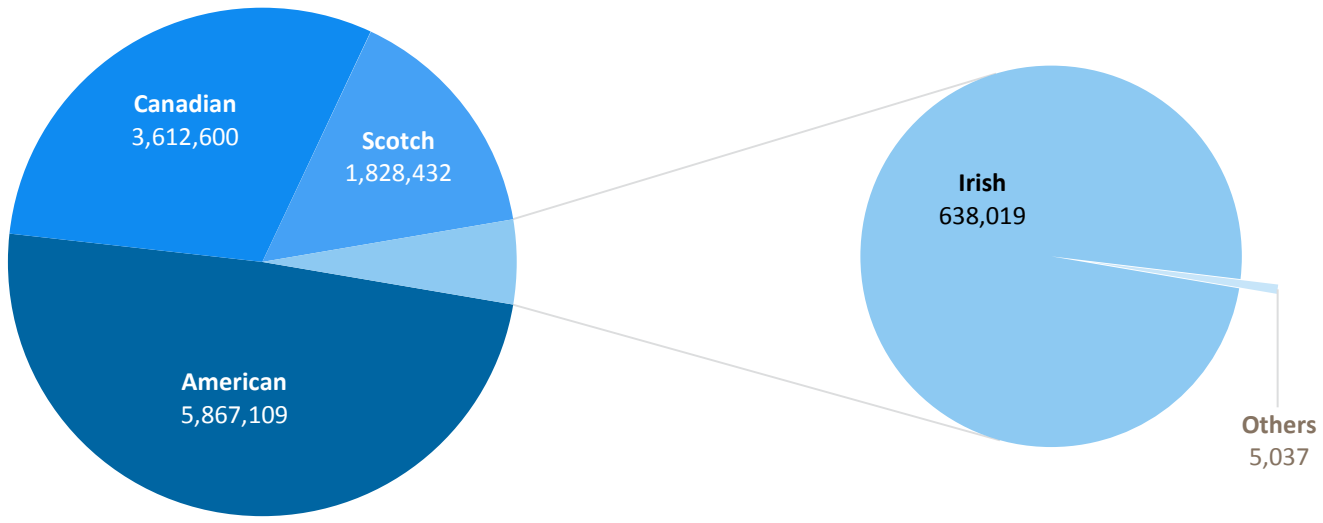
Whiskey is the second largest category of spirits and can be examined by subclass. Figure 13 is a breakdown of the different subclasses of whiskey based on dollars. American whiskey (46.39 %) held the greatest share amount for RY 2009-10. This was followed by Canadian whiskey with (22.40%). Figure 14 represents the subclasses based on units sold.

The other category includes single malt whiskey, as well as a number of non-stock burbons, small batches and rye. Regular, Luxury and SLO were used in this calculation.

**Figure 13: Whiskey Shares by Subclass, Based on Dollars**



**Figure 14: Whiskey Shares by Subclass, Based on Units Sold**



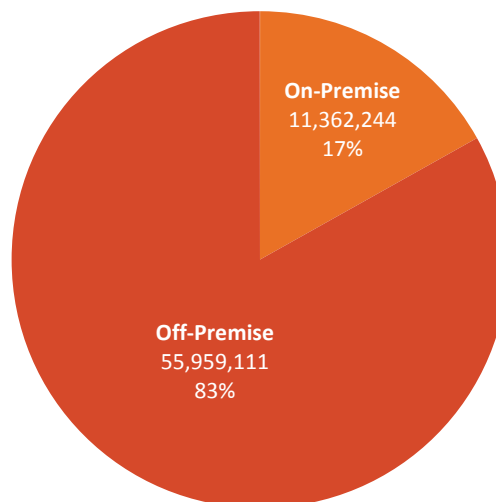
# WINE

## Analysis

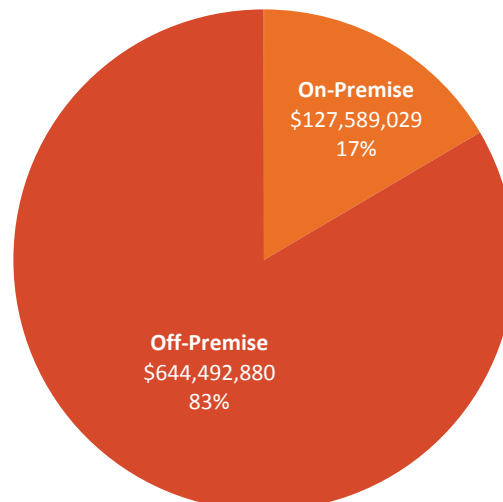
Due to the many characteristics of wine and the large portion of sales it generates in Pennsylvania, the remainder of this section will be devoted to wine.

Wine uses an additional filter. Thus, Regular Wine, Luxury Wine and Special Liquor Order (SLO or non-stock wines) are used to gauge on-premise and off-premise units sold. Figure 15 displays the on-premise and off-premise sales for wine. On-premise accounted for 17% of wine units sold and off-premise accounted for 83% of wine units sold. Figure 16, shows the breakdown of on-premise and off-premise sales for wine based on dollar amount.

**Figure 15: On-Premise v. Off-Premise Units Sold - Wine Category, RY 2009-10**



**Figure 16: On-Premise v. Off-Premise Dollar Sales- Wine Category, RY 2009-10**





One distinguishing characteristic is domestic and imported wines. Figure 17 shows the difference between these categories. When looking at Regular, Luxury and SLO, 60% of the RY 2009-10 dollar sales amount can be attributed to domestics. In contrast 40% of the RY 2009-10 dollar sales amounts for wine were imported.

**Figure 17: Dollar Sales, Domestic v. Imported Wine, RY 2009-10**

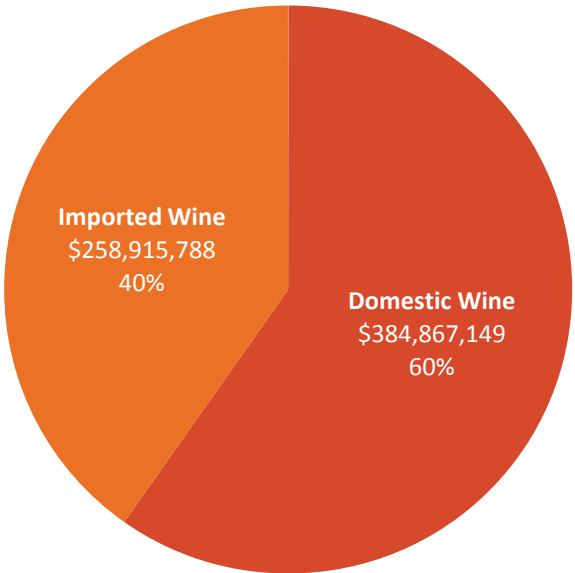
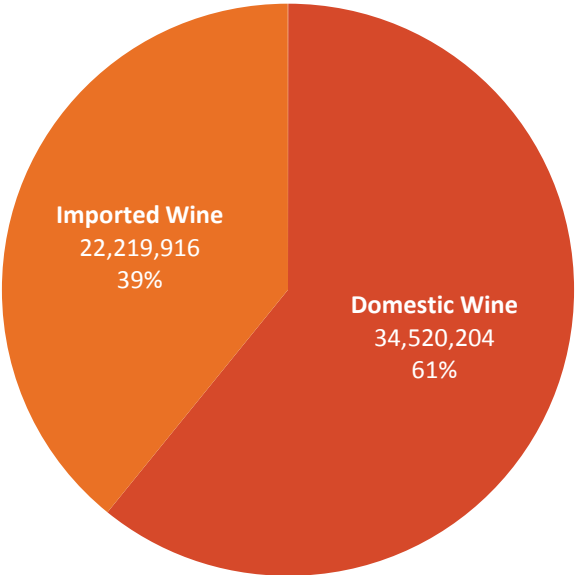


Figure 18 separates domestic and imported wines based on the amount of units sold.

**Figure 18: Units Sold, Domestic v. Imported Wine, RY 2009-10**







Color is another distinguishing feature of wine. Figure 19 shows the percentage of each wine color. The largest shares of wines are red (51%), followed by white (40%) and pink (9%). Similarly Figure 20 shows the percentage of wines by color based on units sold. This report includes Regular Wine, Luxury Wine and SLO Wine as well as domestic and imported wine.

Figure 19: Share of Wine by Colors, Domestic and Imported, by Dollars

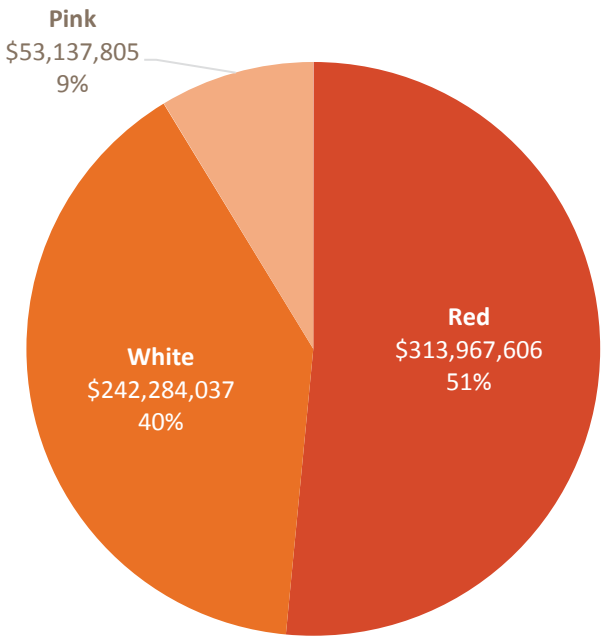
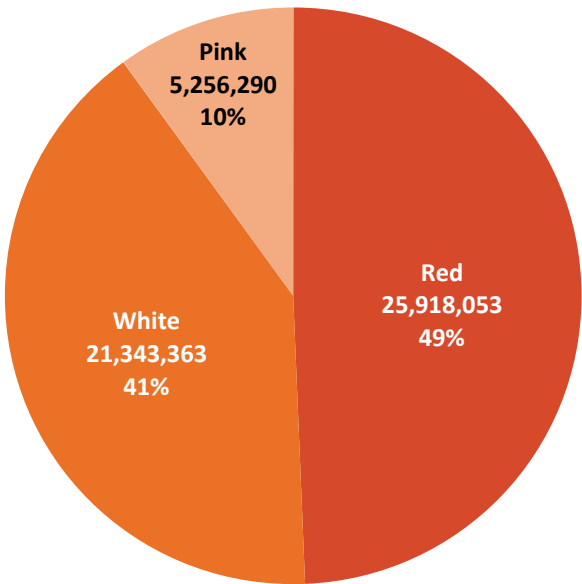


Figure 20: Share of Wine by Colors, Domestic and Imported, by Units Sold





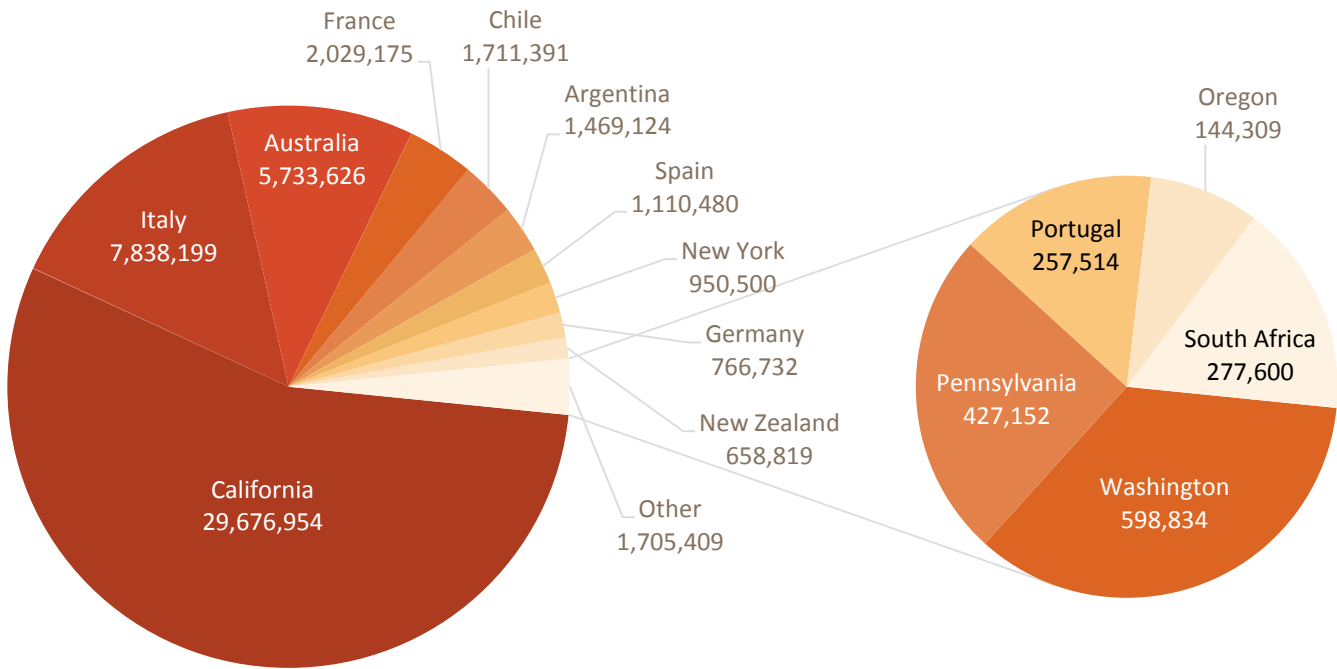
Wine is often classified by where it is produced. State and country are the two locations classified in PA Wine and Spirits stores. As illustrated in Table 16, California (\$353,693,474) and Italy (\$95,366,058) have the highest sales by state or country.

Table 16: Top 15 Wines by State or Country (by Dollars)

Rank	State or Country	RY 2009-10 Sales Amount
1	California	\$353,693,474
2	Italy	\$95,366,058
3	Australia	\$59,470,439
4	France	\$35,303,864
5	Chile	\$17,493,047
6	Argentina	\$14,006,997
7	Spain	\$13,032,834
8	New York	\$10,083,046
9	Germany	\$8,162,871
10	New Zealand	\$7,901,023
11	Washington	\$7,541,381
12	Pennsylvania	\$4,420,837
13	Portugal	\$3,487,708
14	Oregon	\$2,644,429
15	South Africa	\$2,524,620

Figure 21 displays the number of unit sales for each state or country within the top 15.

Figure 21: Top 15 Wines by State and Country, by Units Sold





Additional breakdowns of the wine category include domestic, by state, and imported, by country. These two are shown in Table 17 and Table 18, respectively. Table 17 shows that California wines (93%) made up the greatest share of all wines, both in dollar sales and units sold.

**Table 17: Share of Domestic Wine by State, Dollars and Units, RY 2009-10**

<b>State</b>	<b>Dollar Sales Amount</b>	<b>% Dollar Sales</b>	<b>Units Sold</b>	<b>% Units Sold</b>
California	\$353,693,500	93.41%	29,676,954	93.26%
New York	\$10,083,046	2.66%	950,500	2.99%
Washington	\$7,541,381	1.99%	598,834	1.88%
Pennsylvania	\$4,420,837	1.17%	427,152	1.34%
Other US	\$2,915,778	0.77%	168,443	0.53%
<b>Totals</b>	<b>\$378,654,542</b>	<b>100%</b>	<b>31,821,883</b>	<b>100%</b>

In comparison Table 18, shows that Italian wines (35%) had the largest share of imported wines by units sold. Regular, Luxury and SLO are included in both reports.

**Table 18: Share of Imported Wine by Country, Dollars and Units, RY 2009-10**

<b>Country</b>	<b>Dollar Sales Amount</b>	<b>% Dollar Sales</b>	<b>Units Sold</b>	<b>% Units Sold</b>
Italy	\$95,366,058	36.66%	78,38,199	35.41%
Australia	\$59,470,439	22.86%	57,33,626	25.90%
France	\$35,303,864	13.57%	2,029,175	9.17%
Chile	\$17,493,047	6.72%	1,711,391	7.73%
Argentina	\$14,006,997	5.38%	1,469,124	6.64%
Spain	\$13,032,834	5.01%	1,110,480	5.02%
Germany	\$8,162,871	3.14%	766,732	3.46%
New Zealand	\$7,901,023	3.04%	658,819	2.98%
Other Imported	\$9,430,946	3.62%	817,574	3.69%
<b>Total</b>	<b>\$260,168,079</b>	<b>100%</b>	<b>22,135,120</b>	<b>100%</b>





While making up 93% of domestic wines, California wines come in a number of varieties. Figure 22 displays the percentages of each variety. Chardonnay (22% units sold, 26% dollar sales) and Cabernet Sauvignon (16% units sold, 20% dollar sales) are the top two varieties of California wines for RY 2009-10.

**Figure 22: California Wines by Variety, % Units Sold and % Dollar Sales Amount**

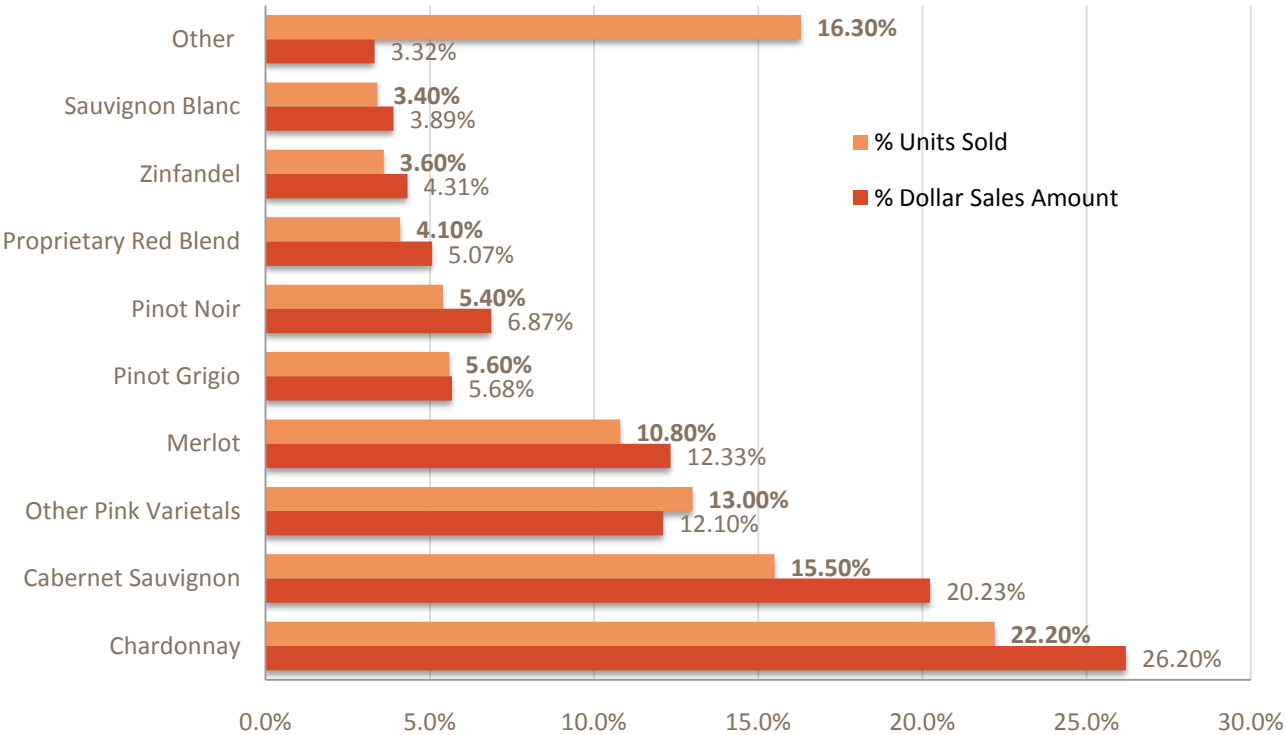


Table 19 displays both the dollar sales amounts and units sold by each varietal of California wine. Regular, Luxury and SLO were included for these reports.

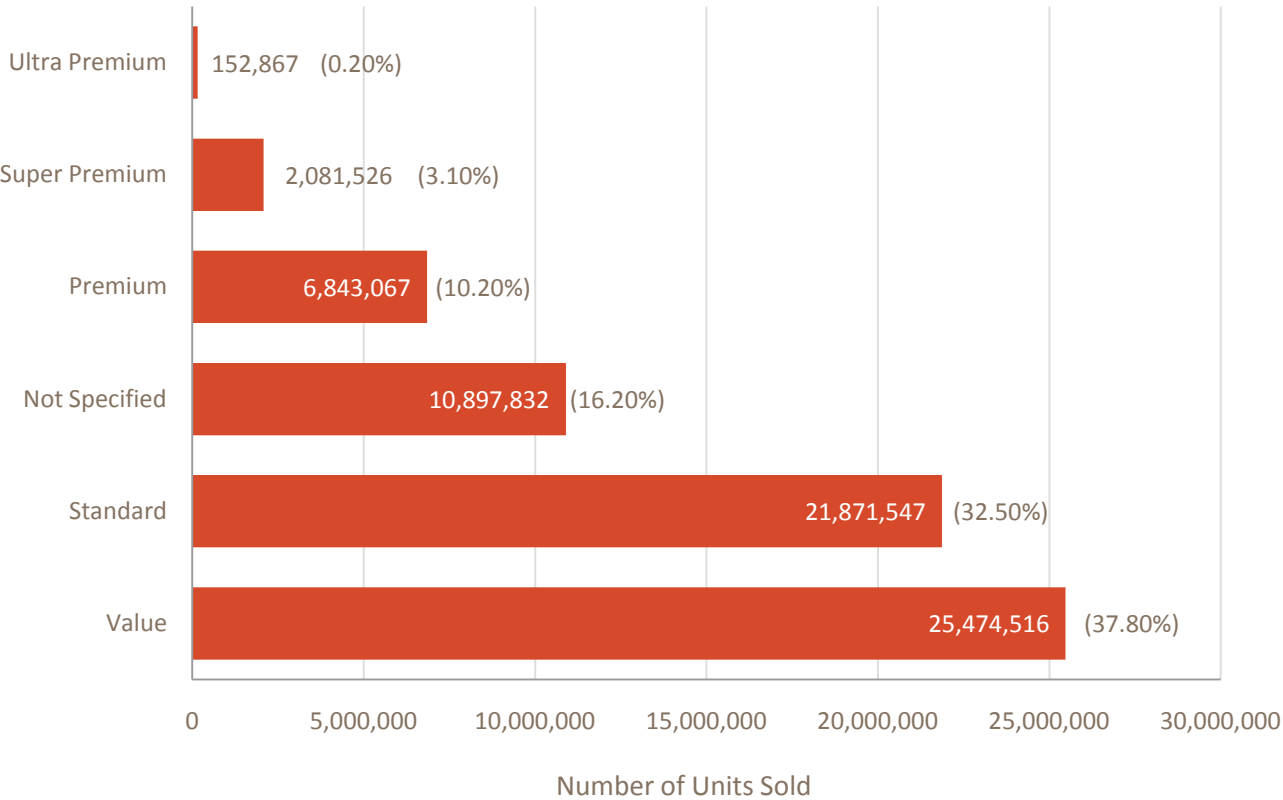
**Table 19: California Wines by Varietal, Dollars and Units**

Varietal	Dollar Sales Amount	Units Sold
Chardonnay	\$78,495,488	6,433,881
Cabernet Sauvignon	\$60,628,498	4,486,999
Other Pink Varietals	\$36,268,113	3,773,560
Merlot	\$36,946,506	3,135,143
Pinot Grigio	\$17,006,853	1,628,277
Pinot Noir	\$20,584,755	1,555,636
Proprietary Red Blend	\$15,179,352	1,181,499
Zinfandel	\$12,928,663	1,057,763
Sauvignon Blanc	\$11,657,643	988,507
Other	\$9,944,750	810,370
<b>Total</b>	<b>\$299,640,621</b>	<b>25,051,635</b>



Wine, like spirits, can also be classified by price segment<sup>12</sup>. Figure 23 illustrates the percentages for each price segment.

**Figure 23: Wine Units Sold by Price Segment**



For RY 2009-10 Value (38%) and Standard (33%) were the price segments with the highest amount of units sold. Not Specified was third highest with 16%. This result was generated by filtering all wine classes (Regular Wine, Luxury Wine, SLO Wine).

<sup>12</sup> Wine price segments are as follows, Value – under \$9, Standard – \$ 9 to \$12, Premium – \$12 to \$14, Super Premium – \$15 to \$23, Ultra Premium – over \$23. Icon wines are considered collectables and are over \$50.



# FINANCIAL Information

## Fiscal Year 2009-2010

## Amount

Liquor Tax	\$271,015,028
State Sales Tax	\$105,518,049
Transfers to General Fund	\$105,000,000

## Total Contribution To State Treasury

**\$481,533,077**

*License Fees Returned to Municipalities	\$4,500,045
**PSP Liquor Control Enforcement	\$20,084,928
***Transfers to Drug and Alcohol Programs	\$1,049,571
****Local Taxes	\$6,567,242

## Total Contributions From State Stores Fund

**\$513,734,863**

(\*) By law, license fees collected by the PLCB for hotel, restaurant and club alcoholic beverage licenses are transferred back to the municipalities in which the licenses are located.

(\*\*) The funds were provided to the Pennsylvania State Police for operating expenses for liquor control enforcement.

(\*\*\*) The funds were provided to the Department of Health for drug and alcohol rehabilitation programs.

(\*\*\*\*) These funds were collected for Philadelphia and Allegheny counties, which implemented 1% local sales taxes effective October 1, 1991, and July 1, 1994, respectively; Philadelphia county local sales tax increased to 2% effective October 8, 2009.



# APPENDIX A

## Pricing Model

### PA Wine & Spirits Stores Pricing Model for Regular Items

Purchase Order Cost (includes freight)	<b>\$\$</b>
- Prompt Pay Discount	<b>1%</b>
+ Standard Mark-Up (w/ 1 exception)	<b>30%</b>
+ Emergency Tax	<b>18%</b>
+ Operational Cost Component by Package Volume	<b>Varies</b>
+ "9 Rounding"	<b>Varies</b>
= Shelf Price	<b>\$\$</b>

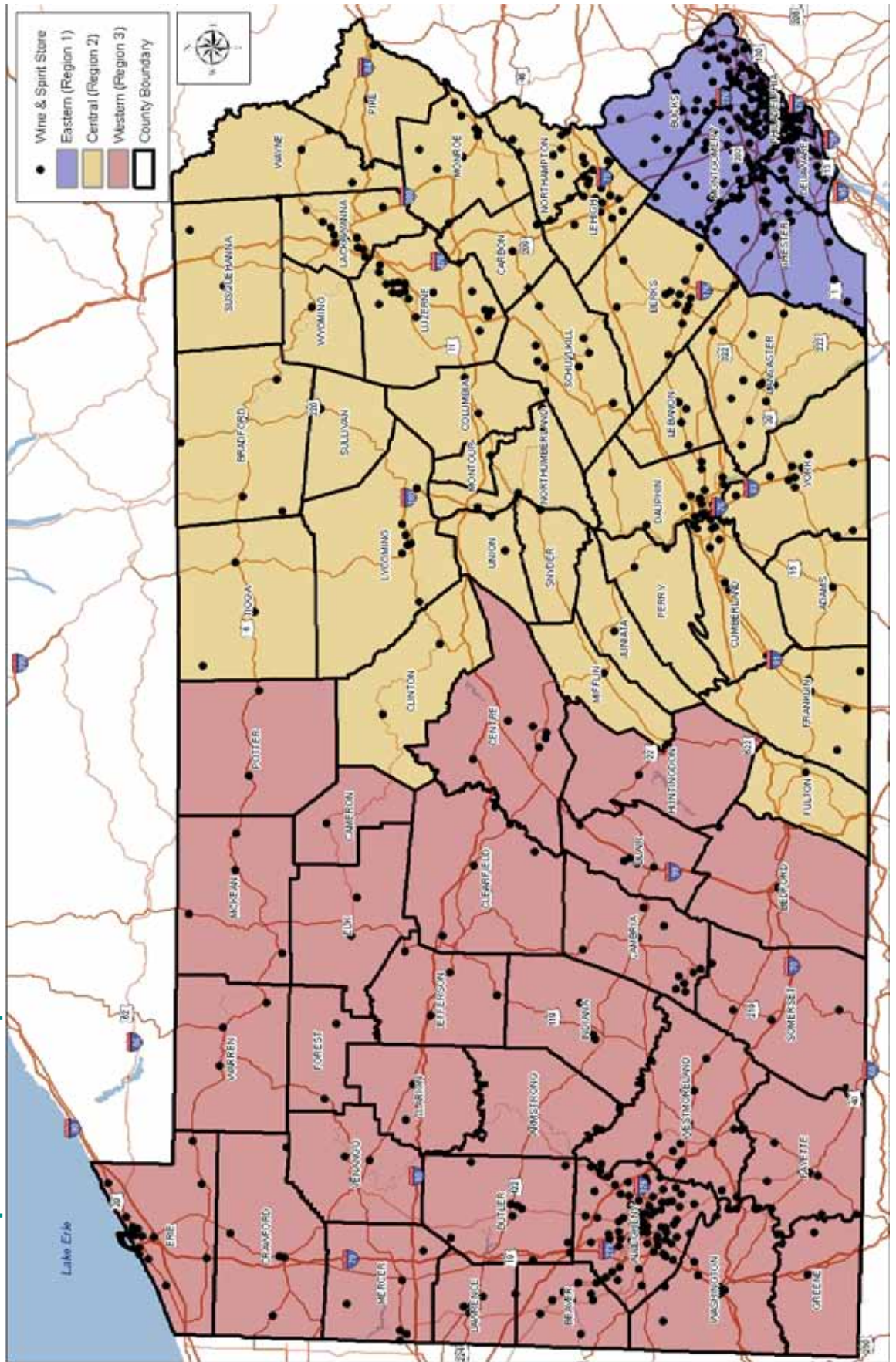
In addition to the above, sales tax is added at the register.



# APPENDIX B

## Map

PA Wine & Spirits Stores Map





# APPENDIX C

## Table 5

**Table 5: Stores Ranked By Total Dollar Sales Amounts, RY 2009-10**

Rank	Store	Location City	Location Address	RY Total	Monthly Minimum	Monthly Maximum	Monthly Average
1	5103	Philadelphia	2238 Washington Ave	\$23,022,020	\$1,532,201	\$2,464,017	\$1,918,502
2	5133	Philadelphia	401 Franklin Mills Cir	\$21,927,555	\$1,569,113	\$2,241,316	\$1,827,296
3	1516	West Chester	933 Paoli Pike	\$19,761,550	\$1,333,870	\$2,018,062	\$1,646,796
4	4814	Easton	Northampton Crossings 3718 Easton-Nazareth Hwy	\$15,739,693	\$1,106,534	\$1,813,110	\$1,311,641
5	0247	Pittsburgh	5956 Penn Circle South Suite 201	\$14,447,086	\$994,962	\$1,558,091	\$1,203,924
6	0214	Pittsburgh	The Water Works 974 Freeport Road	\$11,353,183	\$765,954	\$1,455,315	\$946,099
7	4602	Ardmore	Ardmore Plaza Shop Ctr 56 Greenfield Ave	\$11,173,944	\$721,491	\$1,276,794	\$931,162
8	9211	Bethel Park	Village Square Mall 5000 Oxford Dr Suite 100	\$10,822,227	\$728,043	\$1,546,592	\$901,852
9	0621	Wyomissing	Berkshire Mall West 1101 Woodland Rd	\$10,658,087	\$706,599	\$1,359,531	\$888,174
10	2102	Lemoyne	West Shore Plaza Shop Ctr 1200 Market St	\$10,542,981	\$694,891	\$1,293,678	\$878,582
11	6316	Washington	Washington Mall 301 Oak Spring Rd	\$10,413,689	\$658,487	\$1,194,087	\$867,807
12	0926	Doylestown	132 Veterans Lane	\$9,894,293	\$691,858	\$1,174,110	\$824,524
13	1405	State College	1690 N Atherton St	\$9,742,409	\$574,649	\$1,058,570	\$811,867
14	1007	Cranberry Twp	Cranberry Mall Room 302A 20111 Route 19	\$9,679,299	\$637,786	\$1,242,777	\$806,608
15	3901	Allentown	Crest Plaza Shopping Ctr 1516 N Cedar Crest Blvd	\$9,297,732	\$626,104	\$1,282,265	\$774,811
16	0909	Newtown	10 W Centre Ave	\$9,182,731	\$626,585	\$1,112,502	\$765,228
17	3614	Lancaster	Hawthorne Centre Shop Ctr 2076 Fruitville Pike	\$9,180,456	\$628,151	\$1,123,666	\$765,038
18	5144	Philadelphia	1218 Chestnut St	\$9,119,254	\$598,944	\$952,648	\$759,938
19	4628	Conshohocken	Whitemarsh Shopping Center 44 Ridge Pike	\$8,918,559	\$617,280	\$1,012,980	\$743,213
20	0215	Pittsburgh	1601 Liberty Ave	\$8,887,783	\$556,904	\$1,000,149	\$740,649
21	4613	Jenkintown	935 Old York Rd	\$8,784,995	\$594,928	\$1,070,121	\$732,083
22	2210	Harrisburg	Kmart Shopping Center 5070 Jonestown Rd	\$8,606,273	\$587,798	\$1,081,194	\$717,189
23	3516	Clarks Summit	222 Northern Blvd. Suite C	\$8,606,174	\$593,451	\$1,070,134	\$717,181
24	4631	Norristown	Swede Square Shopping Ctr 2927 Swede Rd	\$8,443,573	\$577,974	\$1,021,872	\$703,631
25	6707	York	Eastern Boulevard Shop Ctr 2414 Eastern Blvd	\$8,309,022	\$558,194	\$976,026	\$692,419
26	4623	Flourtown	1440 Bethlehem Pike	\$8,285,443	\$553,337	\$964,046	\$690,454
27	4633	Lansdale	Allen Forge Shopping Ctr 850 S Valley Forge Rd	\$8,198,755	\$559,631	\$1,003,683	\$683,230
28	9113	Philadelphia	1913 Chestnut St	\$8,071,830	\$536,689	\$870,110	\$672,652
29	0260	Pittsburgh	1955 Wharton St	\$7,758,047	\$540,778	\$793,127	\$646,504
30	4620	King Of Prussia	143 S Gulph Road	\$7,677,919	\$512,718	\$842,087	\$639,827
31	2310	Springfield	149 Baltimore Pike	\$7,597,941	\$528,707	\$873,030	\$633,162
32	6714	Shrewsbury	Shrewsbury Commons Shp Ct 802 Shrewsbury Commons	\$7,513,203	\$477,294	\$776,973	\$626,100
33	0231	Pittsburgh	Robinson Town Centre 1850 Park Manor Blvd	\$7,488,079	\$509,079	\$989,886	\$624,007
34	3913	Whitehall	2503 Mickley Avenue	\$7,418,759	\$494,451	\$918,410	\$618,230
35	4606	Maple Glen	Maple Glen Shopping Center 1973 Norristown Rd	\$7,325,059	\$503,033	\$872,598	\$610,422
36	5113	Philadelphia	Columbus Commons North Sc 1940 S Christopher Col Blv	\$7,240,117	\$326,606	\$987,772	\$724,012
37	4614	Bala Cynwyd	119 West City Ave	\$7,168,938	\$494,004	\$738,854	\$597,411
38	0920	Quakertown	Quakertown Shopping Center 1465 W Broad St Suite 19	\$7,120,186	\$491,967	\$871,595	\$593,349
39	1404	State College	Hamilton Square Shop Ctr 230 W Hamilton Ave	\$6,975,791	\$303,485	\$766,852	\$581,316



**Table 5: Stores Ranked By Total Dollar Sales Amounts, RY 2009-10, Continued**

<b>Rank</b>	<b>Store</b>	<b>Location City</b>	<b>Location Address</b>	<b>RY Total</b>	<b>Monthly Minimum</b>	<b>Monthly Maximum</b>	<b>Monthly Average</b>
40	2211	Hummelstown	Hershey Square Shop Ctr 1158 Mae Street	\$6,971,260	\$477,697	\$784,434	\$580,938
41	1501	Exton	275 Main St	\$6,954,361	\$474,696	\$966,629	\$579,530
42	0277	Pittsburgh	8090 Mcintyre Square Drive	\$6,732,399	\$454,343	\$897,032	\$561,033
43	2305	Media	315 W Baltimore Avenue	\$6,517,782	\$456,111	\$731,735	\$543,148
44	1514	Wayne	161 E Swedesford Rd	\$6,440,102	\$431,379	\$802,586	\$536,675
45	2514	Erie	Yorktown Centre 2501 W 12Th St	\$6,356,266	\$417,294	\$764,826	\$529,689
46	9209	Monroeville	Monroeville Mall 326-328 Mall Blvd	\$6,171,693	\$421,682	\$814,618	\$514,308
47	0932	Warrington	1115 Main Street	\$5,998,064	\$405,824	\$792,480	\$499,839
48	6517	Greensburg	Westmoreland Crossing 5280 Route 30, Suite 4	\$5,824,819	\$393,214	\$815,261	\$485,402
49	0289	Pittsburgh	Perry Shops 7920 Perry Hwy	\$5,818,257	\$400,390	\$738,211	\$484,855
50	4502	Mt Pocono	Pocono Village Mall 87 Sr 940	\$5,737,388	\$355,583	\$632,011	\$478,116
51	2516	Erie	Liberty Plaza Shop Ctr 3702 Liberty St	\$5,701,634	\$403,338	\$606,509	\$475,136
52	6315	Mcmurray	Donaldsons Crossroads S C 3929 Washington Rd	\$5,701,630	\$378,947	\$700,861	\$475,136
53	3918	Center Valley	The Promenade Shops At Saucon Valley 3060 Center Valley Parkway	\$5,697,990	\$359,493	\$694,395	\$474,832
54	9205	Pittsburgh	1602 Cochran Rd	\$5,695,803	\$404,767	\$656,960	\$474,650
55	4610	Collegeville	Market Place Shopping Ctr 201 2Nd Ave Suite 107	\$5,688,434	\$363,867	\$684,366	\$474,036
56	6711	Hanover	Hanover Crossing Shop Ctr 431 Eisenhower Drive	\$5,582,665	\$390,858	\$638,902	\$465,222
57	5191	Philadelphia	2401 Vare Ave	\$5,582,626	\$395,698	\$594,937	\$465,219
58	2324	Holmes	Macdade Shopping Ctr 2143 Macdade Blvd	\$5,493,507	\$365,923	\$576,404	\$457,792
59	0911	Fairless Hills	510 S Oxford Valley Rd Building 8	\$5,413,051	\$372,061	\$646,662	\$451,088
60	5140	Philadelphia	2401 E Venango St	\$5,397,188	\$352,905	\$552,099	\$449,766
61	0619	Reading	Penn Plaza 3045 N 5Th Street Hwy, Ste 2	\$5,377,794	\$366,571	\$626,269	\$448,150
62	4306	Hermitage	Hermitage Towne Plaza 2321 E State St	\$5,366,069	\$368,670	\$612,150	\$447,172
63	4645	Limerick	Limerick Village 200 West Ridge Pike	\$5,365,000	\$361,549	\$689,911	\$447,083
64	2801	Chambersburg	Wayne Plaza 987 Wayne Ave	\$5,327,602	\$372,561	\$565,890	\$443,967
65	4501	E. Stroudsburg	Pocono Plaza 322 E Lincoln Ave	\$5,273,538	\$351,145	\$567,701	\$439,461
66	0709	Altoona	Pleasant Valley Shop Ctr 3415 Pleasant Valley Blvd	\$5,202,926	\$353,420	\$644,661	\$433,577
67	1506	Downingtown	Ashbridge Shopping Ctr 861 E Lancaster Ave	\$5,162,319	\$356,535	\$605,908	\$430,193
68	4003	Dallas	Pa Route 309 55 Memorial Highway	\$5,161,734	\$326,252	\$652,046	\$430,144
69	2306	Wayne	209 W Lancaster Ave	\$5,121,794	\$351,444	\$568,339	\$426,816
70	2215	Harrisburg	The Point Shopping Ctr 4227 Union Deposit Rd	\$5,100,927	\$357,163	\$541,205	\$425,077
71	4636	Narberth	1 Station Cir	\$5,098,050	\$344,960	\$572,369	\$424,837
72	5132	Philadelphia	4229 N Broad St	\$5,066,273	\$361,439	\$517,841	\$422,189
73	2320	Havertown	1305 West Chester Pike Suite 44B	\$5,050,256	\$346,890	\$584,922	\$420,855
74	5149	Philadelphia	4049 Market St	\$5,017,911	\$299,568	\$554,089	\$418,159
75	0910	Souderton	Hilltown Plaza Sc 766 Rt 113 Store 4	\$4,992,553	\$346,393	\$578,425	\$416,046
76	0622	Reading	Promenade At Exeter 3949 Perkiomen Ave	\$4,970,060	\$341,218	\$582,337	\$414,172
77	4804	Bethlehem	Stefko Shopping Center 1844-A Stefko Blvd	\$4,929,621	\$288,302	\$531,353	\$410,802
78	5160	Philadelphia	Hendrix Center 11685 Bustleton Ave	\$4,926,612	\$346,950	\$500,572	\$410,551
79	6712	York	Commerce Center 2143 White St, Ste 3	\$4,887,169	\$328,335	\$548,249	\$407,264
80	3615	Lancaster	Bridgeport Shopping Center 1622 Lincoln Highway East	\$4,847,745	\$333,602	\$531,831	\$403,979
81	0101	Gettysburg	1275 York Road Lot 11	\$4,844,385	\$341,715	\$484,978	\$403,699
82	2101	Carlisle	Carlisle Marketplace 281 S Spring Garden St	\$4,836,476	\$346,769	\$500,883	\$403,040
83	5190	Philadelphia	7161 Ogontz Ave	\$4,758,255	\$318,565	\$489,815	\$396,521
84	4632	North Wales	Gwynedd Crossing Sc 1200 Bethlehem Pike Ste 7	\$4,754,559	\$328,583	\$572,777	\$396,213
85	3522	Scranton	210 Meadow Ave	\$4,736,843	\$322,418	\$508,241	\$394,737
86	5169	Philadelphia	1935 Fairmount Ave	\$4,618,890	\$320,893	\$488,624	\$384,907

**Table 5: Stores Ranked By Total Dollar Sales Amounts, RY 2009-10, Continued**

Rank	Store	Location City	Location Address	RY Total	Monthly Minimum	Monthly Maximum	Monthly Average
87	4110	Williamsport	Loyal Plaza Shop Center 1903 E 3Rd St	\$4,616,262	\$316,805	\$546,034	\$384,689
88	0915	Bristol	3920 New Falls Rd	\$4,610,731	\$318,436	\$520,023	\$384,228
89	1517	Wayne	Devon Village Shoppes 821 W Lancaster Av Ste 110	\$4,573,716	\$282,452	\$569,408	\$381,143
90	0284	Pittsburgh	Bill Green Shopping Ctr 10 Old Clairton Rd	\$4,547,352	\$311,237	\$583,308	\$378,946
91	5142	Philadelphia	Plaza Americana 2717 N American St	\$4,533,758	\$312,439	\$481,024	\$377,813
92	4608	Bryn Mawr	922 W Lancaster Ave	\$4,527,366	\$293,572	\$511,122	\$377,280
93	5121	Philadelphia	Top Of The Hill Shop Ctr 8705 Germantown Ave	\$4,504,639	\$314,276	\$489,573	\$375,387
94	3616	Lancaster	1190 Dillerville Rd	\$4,497,462	\$324,667	\$481,913	\$374,789
95	1523	West Chester	Shoppes Dilworthtown Ste B 1363 Dilworthtown Crossing	\$4,423,430	\$300,235	\$478,921	\$368,619
96	5173	Philadelphia	Woodland Village Shop Ctr 6036 Woodland Ave	\$4,407,833	\$292,323	\$482,693	\$367,319
97	1010	Seven Fields	206 Seven Fields Blvd	\$4,395,095	\$298,271	\$522,900	\$366,258
98	1525	Exton	Lionville Shopping Ctr. 162 Eagleview Blvd.	\$4,382,858	\$290,814	\$526,866	\$365,238
99	1504	West Chester	Bradford Plaza Sc 680 Downingtown Pike	\$4,377,290	\$296,419	\$477,215	\$364,774
100	0211	Gibsonia	354 Northtowne Square 5600 Route 8	\$4,318,074	\$294,580	\$519,083	\$359,839
101	0929	Chalfont	4275 County Line Rd	\$4,317,407	\$300,346	\$524,055	\$359,784
102	6401	Hawley	74 Welwood Avenue Suite 103	\$4,286,021	\$248,449	\$523,539	\$357,168
103	2106	Mechanicsburg	6560 Carlisle Pike Suite 350	\$4,241,483	\$293,448	\$489,493	\$353,457
104	6705	York	Queensgate Shopping Center 2075 Springwood Road	\$4,231,711	\$299,025	\$444,284	\$352,643
105	1902	Bloomsburg	1231 Columbia Blvd	\$4,225,809	\$273,618	\$441,738	\$352,151
106	1502	Phoenixville	550 Kimberton Road	\$4,223,799	\$281,021	\$462,379	\$351,983
107	1507	Kennett Square	New Garden Town Sq Sc 350 Scarlett Rd Ste 1-3-5	\$4,213,513	\$288,455	\$449,377	\$351,126
108	0905	New Hope	Logan Square Shopping Ctr 6542-C Logan Square	\$4,205,149	\$289,840	\$432,600	\$350,429
109	3903	Allentown	1918 Allen St	\$4,204,789	\$278,719	\$428,294	\$350,399
110	5201	Milford	106 W Harford St	\$4,201,279	\$275,182	\$434,267	\$350,107
111	4626	Norristown	2501 West Ridge Pike	\$4,198,763	\$292,847	\$477,205	\$349,897
112	4621	Blue Bell	Ctr Square Plaza Ste 100 1301 Skippack Pike	\$4,085,023	\$271,642	\$486,240	\$340,419
113	6518	N. Huntingdon	Norwin Hills Shopping Ctr 8775 Norwin Ave	\$4,083,697	\$276,785	\$527,597	\$340,308
114	0928	Langhorne	Shoppes At Flowers Mill 118 N Flowers Mill Rd	\$4,060,401	\$274,187	\$488,226	\$338,367
115	4001	Wilkes-Barre	2136 Wilkes-Barre Twp	\$4,057,980	\$263,598	\$512,507	\$338,165
116	5155	Philadelphia	Society Hill Shopping Ctr 326 S 5Th St	\$3,977,774	\$262,893	\$424,688	\$331,481
117	3205	Indiana	Regency Mall 1570 Oakland Ave Ste 120	\$3,958,319	\$254,200	\$453,895	\$329,860
118	3607	Lititz	Shoppes At Kissel Village 1020 Lititz Pike	\$3,941,892	\$261,439	\$470,161	\$328,491
119	0266	Sewickley	521 Beaver St	\$3,919,814	\$257,126	\$472,040	\$326,651
120	3915	Bethlehem	Westgate Mall 2289 Schoenersville Rd	\$3,895,291	\$257,913	\$486,045	\$324,608
121	0226	Pittsburgh	132 Ben Avon Heights Rd	\$3,860,935	\$266,443	\$420,832	\$321,745
122	3606	Lancaster	Centerville Square 586 Centerville Rd	\$3,860,872	\$253,375	\$451,151	\$321,739
123	3801	Lebanon	102 N 8Th Avenue	\$3,845,112	\$267,067	\$420,687	\$320,426
124	4639	Gilbertsville	Gilbertsville Shopping Ctr 1050 E Philadelphia Ave	\$3,819,301	\$268,140	\$437,353	\$318,275
125	4635	Willow Grove	Regency Square Shop Plaza 1029 N Easton Rd	\$3,776,928	\$253,562	\$439,411	\$314,744
126	2314	Newtown Sq.	Newtown Sq Shopping Ctr 42 Alpha Dr	\$3,769,854	\$256,005	\$460,122	\$314,154
127	1505	Paoli	Depot Shoppes 21 Plank Ave, Ste 140	\$3,766,343	\$253,216	\$413,831	\$313,862

**Table 5: Stores Ranked By Total Dollar Sales Amounts, RY 2009-10, Continued**

Rank	Store	Location City	Location Address	RY Total	Monthly Minimum	Monthly Maximum	Monthly Average
128	0299	Pittsburgh	Penn Hills Shopping Center 11685 Penn Hills Drive	\$3,735,006	\$258,518	\$403,587	\$311,250
129	2105	Mechanicsburg	Mechanicsburg Plaza 5301 Simpson Ferry Rd	\$3,730,594	\$257,629	\$408,542	\$310,883
130	1510	Coatesville	Barley Station Sc 2715 E Lincoln Highway	\$3,724,110	\$261,504	\$385,312	\$310,342
131	0925	Richboro	Crossroads Shopping Center 800 Bustleton Ave	\$3,720,097	\$251,913	\$471,829	\$310,008
132	5157	Philadelphia	1237 S 11Th St	\$3,712,751	\$247,666	\$434,045	\$309,396
133	6709	York	The Crossroads Shopp Ctr 351 Loucks Rd	\$3,692,876	\$255,425	\$399,465	\$307,740
134	0238	Pittsburgh	Shady Hill Center 6320 Shakespeare St	\$3,669,998	\$264,018	\$378,031	\$305,833
135	9109	Philadelphia	Andorra Shopping Center 8500 Henry Ave	\$3,651,097	\$249,131	\$423,906	\$304,258
136	4611	Royersford	Park Towne Plaza 301 N Lewis Rd Suite #170	\$3,635,530	\$259,763	\$383,029	\$302,961
137	2331	Drexel Hill	5035 Township Line Road	\$3,635,412	\$246,689	\$451,829	\$302,951
138	3916	Trexlerstown	Trexler Mall Unit 2-A 6900 Hamilton Blvd	\$3,628,376	\$249,329	\$438,831	\$302,365
139	5182	Philadelphia	232 W Girard Ave	\$3,597,569	\$234,431	\$378,472	\$299,797
140	2332	Broomall	Lawrence Park Shop Center 1991 Sproul Rd Space 37	\$3,583,388	\$239,794	\$482,367	\$298,616
141	4505	Brodheads ville	West End Plaza P.O. Box 188 Weir Lake Rd., Route 209	\$3,554,563	\$236,099	\$374,543	\$296,214
142	0620	Shillington	2207 Lancaster Pike	\$3,550,016	\$243,843	\$380,420	\$295,835
143	0222	Bridgeville	United Indust Park Bldg D 98 Vanadium Rd	\$3,549,020	\$182,040	\$394,518	\$295,752
144	2501	Erie	Summit Towne Centre 7200 Peach St	\$3,541,175	\$243,471	\$392,748	\$295,098
145	5111	Philadelphia	3720 Main St	\$3,513,953	\$230,147	\$377,625	\$292,829
146	0267	Coraopolis	Moon Plaza, Suite 24 5990 University Blvd	\$3,505,961	\$237,498	\$410,972	\$292,163
147	3608	Lancaster	Manor Shopping Center 1234 Millersville Pke	\$3,492,557	\$236,067	\$364,413	\$291,046
148	5122	Philadelphia	8 Penn Center Plaza 1628 John F Kennedy Blvd	\$3,488,795	\$221,890	\$441,370	\$290,733
149	0228	Pittsburgh	Edgewood Towne Centre 1749 S Braddock Ave	\$3,443,590	\$237,683	\$361,086	\$286,966
150	0906	Morrisville	Pennsbury Plaza Sc 229 Plaza Blvd #3133	\$3,424,323	\$240,238	\$370,898	\$285,360
151	9207	Wexford	Wexford Plaza Shopping Ctr 10660 Perry Hwy	\$3,388,641	\$229,138	\$402,746	\$282,387
152	0207	Pittsburgh	One Oxford Centre 320 Smithfield St	\$3,383,296	\$204,220	\$419,527	\$281,941
153	0919	Bensalem	2223 Galloway Rd	\$3,350,865	\$227,669	\$433,223	\$279,239
154	5135	Philadelphia	5101 Lancaster Ave	\$3,350,466	\$234,060	\$385,476	\$279,205
155	2107	Camp Hill	3760 Market St	\$3,343,122	\$228,491	\$365,341	\$278,594
156	3909	Allentown	906 Club Ave	\$3,341,977	\$236,979	\$369,562	\$278,498
157	2110	Carlisle	Stonehedge Square Shp Ctr 950 Walnut Bottom Rd	\$3,336,241	\$233,735	\$337,652	\$278,020
158	0914	Feasterville	Southampton Village Sc 162 E Street Road	\$3,334,823	\$226,293	\$397,476	\$277,902
159	0615	Douglassville	Douglassville Shopping Ctr 180 Old Swede Road Suite#6	\$3,328,520	\$232,781	\$386,994	\$277,377
160	2301	Broomall	Lawrence Park Ind Ctr 629 Park Way	\$3,327,556	\$242,323	\$328,645	\$277,296
161	5116	Philadelphia	101 E Olney Ave	\$3,326,567	\$223,508	\$347,094	\$277,214
162	4622	Rockledge	404 Huntingdon Pike	\$3,317,693	\$218,210	\$406,206	\$276,474
163	4627	Lansdale	Hillcrest Shopping Center 644 E Main Street	\$3,305,846	\$224,058	\$382,741	\$275,487
164	5165	Philadelphia	2118 Cottman Ave	\$3,273,505	\$222,870	\$336,770	\$272,792
165	5134	Philadelphia	32 S Second St	\$3,248,960	\$234,421	\$333,550	\$270,747
166	6515	Lower Burrell	Crossroads Plaza 2509 Leechburg Road	\$3,225,393	\$217,798	\$374,705	\$268,783
167	4507	Blakeslee	Blakeslee Corner Shop Plz Rts 115 & 940	\$3,224,236	\$187,087	\$412,777	\$268,686
168	4638	Glenside	123 S Easton Rd	\$3,209,701	\$215,044	\$353,181	\$267,475



**Table 5: Stores Ranked By Total Dollar Sales Amounts, RY 2009-10, Continued**

Rank	Store	Location City	Location Address	RY Total	Monthly Minimum	Monthly Maximum	Monthly Average
169	4509	Tannersville	Tannersville Plaza Rr 1	\$3,187,895	\$216,939	\$323,992	\$265,658
170	2502	Erie	105 W 18Th St	\$3,180,209	\$219,187	\$321,443	\$265,017
171	4617	Harleysville	2710 Shelly Road	\$3,160,252	\$219,875	\$370,009	\$263,354
172	3508	Dunmore	70 Keystone Industrial Pk	\$3,159,408	\$214,772	\$376,914	\$263,284
173	4510	E. Stroudsburg	Fox Run Plaza 15 Fox Run Ln	\$3,146,453	\$210,062	\$334,044	\$262,204
174	0290	Pittsburgh	Noble Manor Shopping Ctr 2350 Noblestown Rd	\$3,138,077	\$219,321	\$358,945	\$261,506
175	0298	Bridgeville	Chartiers Valley Shop Ctr	\$3,133,007	\$209,517	\$393,484	\$261,084
176	0605	Kutztown	1025 Washington Pike Village Square Plaza	\$3,106,768	\$189,630	\$337,256	\$258,897
177	0291	Monroeville	45 Constitution Blvd Miracle Mile Shop Ctr	\$3,096,818	\$213,914	\$372,166	\$258,068
178	5101	Philadelphia	4154B William Penn Hwy 135 W Cheltenham Ave	\$3,072,604	\$207,422	\$314,245	\$256,050
179	6523	Latrobe	311 LatrobeThirty Plaza	\$3,057,919	\$213,866	\$362,357	\$254,827
180	6521	Murrysville	4610 William Penn Hwy	\$3,049,378	\$210,244	\$366,551	\$254,115
181	4607	Ambler	132 E Butler Ave	\$3,045,768	\$206,062	\$315,586	\$253,814
182	2001	Meadville	Downtown Mall 900 Water St	\$3,028,618	\$210,275	\$304,050	\$252,385
183	0249	Pittsburgh	519 Towne Square Way	\$3,028,121	\$208,131	\$388,224	\$252,343
184	2329	Eddystone	Eddystone Shopping Center 1562 Chester Pike Unit D-6	\$3,019,482	\$203,428	\$315,245	\$251,624
185	6001	Lewisburg	334 Market St	\$3,018,338	\$192,918	\$311,913	\$251,528
186	4630	Pottstown	North End Shopping Center	\$3,012,232	\$207,702	\$327,345	\$251,019
187	1702	Dubois	1300 N Charlotte St 5730 Shaffer Rd	\$3,005,878	\$205,051	\$349,802	\$250,490
188	4637	Audubon	Audubon Village Shop Ctr 2860 AudubonVill Dr	\$2,998,030	\$199,824	\$342,488	\$249,836
189	9111	Philadelphia	Roosevelt Plaza 6577 Roosevelt Blvd	\$2,973,021	\$209,049	\$300,780	\$247,752
190	0274	Pittsburgh	Lebanon Shops 300 Mount Lebanon Blvd	\$2,972,074	\$202,156	\$331,826	\$247,673
191	3617	Lancaster	Wheatland Shopping Center 1761A Columbia Ave	\$2,924,586	\$208,313	\$311,627	\$243,716
192	0296	Bethel Park	5249 Library Rd	\$2,923,047	\$198,829	\$363,354	\$243,587
193	5110	Philadelphia	263 S 60Th St	\$2,907,858	\$203,488	\$364,158	\$290,786
194	4033	Hazle Township	Church Hill Mall 1089 N. Church St	\$2,896,414	\$199,703	\$347,958	\$241,368
195	5189	Philadelphia	2807 S Front St	\$2,893,463	\$147,163	\$543,944	\$241,122
196	1402	State College	Hills Plaza 2051 S Atherton St	\$2,887,939	\$191,483	\$296,761	\$240,662
197	5105	Philadelphia	5 North 12Th St	\$2,887,322	\$194,260	\$311,228	\$240,610
198	5141	Philadelphia	4906-4908 Baltimore Ave	\$2,871,617	\$192,765	\$341,496	\$239,301
199	1003	Butler	608 Moraine Pointe Plaza	\$2,871,074	\$189,285	\$339,173	\$239,256
200	5114	Philadelphia	8844 Frankford Ave	\$2,868,104	\$195,074	\$324,300	\$239,009
201	6710	Red Lion	Windsor Commons Shop Ctr 3159 Cape Horn Rd	\$2,850,554	\$196,498	\$304,560	\$237,546
202	2333	Upper Darby	Barclay Square Shop Ctr 1500 Garrett Rd	\$2,836,673	\$192,044	\$291,515	\$236,389
203	5107	Philadelphia	Grant Plaza li Shop Ctr 1619 Grant Ave - Str 38	\$2,835,629	\$191,143	\$338,639	\$236,302
204	0602	Reading	Rockland Plaza 1202 Rockland St	\$2,832,201	\$188,847	\$289,868	\$236,017
205	4640	Wyncote	8156 Ogontz Ave	\$2,828,592	\$195,347	\$286,444	\$235,716
206	4015	Wilkes-Barre	112 Stevens Rd	\$2,810,327	\$201,932	\$296,873	\$234,194
207	0224	Pittsburgh	1824 Murray Ave	\$2,805,150	\$175,650	\$285,618	\$233,763
208	3914	Allentown	Mountainville Shopping Ctr 1604 S Fourth St	\$2,777,120	\$192,044	\$305,177	\$231,427
209	5158	Philadelphia	Mckeown Shopping Ctr 6824 Rising Sun Ave	\$2,766,395	\$182,244	\$297,109	\$230,533
210	6201	Warren	44 Market Street Plaza	\$2,763,274	\$187,694	\$306,952	\$230,273
211	3919	Allentown	Allentown Towne Center 4777 Tilghman St	\$2,761,711	\$185,812	\$306,780	\$230,143
212	2103	Shippensburg	Shippen Towne Centre 109 S. Conestoga Drive	\$2,758,857	\$166,779	\$290,207	\$229,905
213	4807	Hellertown	Creekside Market Place 1848 Leithsville Rd	\$2,756,175	\$192,077	\$310,015	\$229,681
214	9114	Philadelphia	Adams And Tabor Center 730 Adams Ave	\$2,748,282	\$187,412	\$278,998	\$229,023
215	0292	Pittsburgh	N Hills Village Rm 9 4801 Mcknight Rd	\$2,724,526	\$186,851	\$344,571	\$227,044



**Table 5: Stores Ranked By Total Dollar Sales Amounts, RY 2009-10, Continued**

<b>Rank</b>	<b>Store</b>	<b>Location City</b>	<b>Location Address</b>	<b>RY Total</b>	<b>Monthly Minimum</b>	<b>Monthly Maximum</b>	<b>Monthly Average</b>
216	0937	Yardley	Oxford Oaks Shopping Ctr 1601 Big Oak Road	\$2,718,719	\$189,545	\$321,884	\$226,560
217	0409	Beaver Falls	Chippewa Mall Rooms 5 & 6 2546 Constitution Blvd	\$2,709,870	\$190,541	\$328,059	\$225,823
218	3904	Allentown	3300 Lehigh St	\$2,709,506	\$184,704	\$326,437	\$225,792
219	4506	Stroudsburg	1060 N 9th St	\$2,700,638	\$186,700	\$309,203	\$225,053
220	1513	Berwyn	552 Lancaster Ave	\$2,670,411	\$169,603	\$306,148	\$222,534
221	4642	Huntingdon Val.	Marketplace At Huntingdon 2082-84 County Line Rd	\$2,668,554	\$183,059	\$315,246	\$222,379
222	5602	Somerset	Somerset Commons Ste 110 1534 N Center Ave	\$2,665,280	\$179,472	\$285,130	\$222,107
223	1512	Malvern	Lincoln Court Shopping Ctr 215 Lancaster Ave	\$2,664,192	\$186,676	\$301,823	\$222,016
224	0414	Monaca	1476 Brodhead Rd	\$2,654,266	\$181,414	\$341,941	\$221,189
225	4701	Danville	604 Continental Blvd	\$2,649,767	\$178,324	\$300,524	\$220,814
226	4401	Lewistown	129 S Main St Suite 400	\$2,645,276	\$180,135	\$274,186	\$220,440
227	1522	Pottstown	Suburbia Sc 76 Glocker Way	\$2,640,366	\$178,600	\$305,825	\$220,030
228	1520	Glenmoore	Ludwigs Village Shop Ctr 2910 Conestoga Rd5	\$2,633,821	\$177,237	\$286,490	\$219,485
229	2214	Harrisburg	Vlge Of Oakhurst Shop Ctr 4404 Oakhurst Blvd	\$2,632,383	\$187,679	\$279,166	\$219,365
230	1508	Parkesburg	West Sadsbury Commons S C 324 Commons Drive Ste C-6	\$2,627,369	\$183,208	\$297,673	\$218,947
231	3920	Emmaus	East Penn Plaza 1325 Chestnut St	\$2,621,598	\$180,706	\$287,136	\$218,467
232	6403	Hamlin	Hamlin Shopping Ctr Rt 590	\$2,610,481	\$161,174	\$301,051	\$217,540
233	0907	Yardley	Edgewood Village Shop Ctr 635 Heacock Rd	\$2,594,130	\$178,338	\$281,298	\$216,177
234	6402	Honesdale	541 Main St	\$2,593,511	\$166,971	\$274,261	\$216,126
235	3908	Macungie	199 W Main St	\$2,583,042	\$177,726	\$278,672	\$215,253
236	0213	Pittsburgh	217 Atwood St	\$2,577,308	\$126,109	\$302,807	\$214,776
237	2601	Uniontown	111 W Fayette St	\$2,562,550	\$182,897	\$267,956	\$213,546
238	0209	Pittsburgh	4104 Butler St	\$2,560,071	\$181,108	\$258,265	\$213,339
239	3611	Elizabethtown	1575 S Market St Suite 109	\$2,558,271	\$176,912	\$273,175	\$213,189
240	6524	Belle Vernon	321 Tri-County Lane	\$2,545,479	\$170,290	\$315,416	\$212,123
241	2509	Erie	Giant Eagle Plaza 4466 Buffalo Rd	\$2,500,948	\$173,266	\$295,586	\$208,412
242	0916	Bristol	Bristol Park 238 Commerce Circle	\$2,488,254	\$173,265	\$273,199	\$207,355
243	3804	Lebanon	Lebanon Plaza Mall 1080 W Crestview Dr	\$2,484,541	\$170,948	\$294,416	\$207,045
244	5153	Philadelphia	2115 N 22Nd St	\$2,477,905	\$170,228	\$249,369	\$206,492
245	2503	Erie	Asbury Square 2421 Asbury Rd	\$2,457,400	\$160,130	\$283,112	\$204,783
246	3907	Allentown	The Shops At Cedar Point 3 33 S Cedar Crest Blvd	\$2,456,841	\$166,818	\$266,716	\$204,737
247	5138	Philadelphia	7204 Germantown Ave	\$2,453,321	\$169,911	\$260,582	\$204,443
248	4026	Edwardsville	26 Gateway Shopping Center Suite B	\$2,452,447	\$169,445	\$300,674	\$204,371
249	4625	King of Prussia	Valley Forge Shopping Ctr 109 Town Center Rd	\$2,450,629	\$164,845	\$306,382	\$204,219
250	2327	Villanova	789 East Lancaster Ave	\$2,446,421	\$140,411	\$259,706	\$203,868
251	0272	Pittsburgh	233 Shiloh St	\$2,439,152	\$176,016	\$242,859	\$203,263
252	0703	Duncansville	202 Hollidaysburg Plaza	\$2,433,967	\$168,815	\$288,906	\$202,831
253	9108	Philadelphia	Pennypack Circle Shop Ctr 8204 E. Roosevelt Blvd	\$2,429,066	\$159,425	\$260,946	\$202,422
254	0201	Bridgeville	3239 Washington Pike	\$2,421,161	\$168,353	\$284,383	\$201,763
255	6708	New Cumberland	Fairview Center 128 Old York Rd	\$2,409,460	\$171,249	\$243,459	\$200,788
256	4006	Luzerne	Luzerne Shopping Center 468 Union St	\$2,408,570	\$165,266	\$284,880	\$200,714
257	0933	Holicong	Buckingham Green 4950 Old York Rd	\$2,400,289	\$168,056	\$262,577	\$200,024
258	4024	Pittston	140 Laurel Plaza	\$2,395,713	\$166,440	\$295,114	\$199,643
259	5195	Philadelphia	7702 City Ave	\$2,393,462	\$159,112	\$243,859	\$199,455
260	5119	Philadelphia	724 South St	\$2,379,553	\$155,398	\$248,721	\$198,296
261	1406	State College	Benner Pike Shops 323 Benner Pike	\$2,372,650	\$154,414	\$289,129	\$197,721
262	0410	Aliquippa	Aliquippa Shopping Center 2719 Brodhead Rd Suite 13	\$2,371,600	\$169,989	\$263,665	\$197,633

**Table 5: Stores Ranked By Total Dollar Sales Amounts, RY 2009-10, Continued**

Rank	Store	Location City	Location Address	RY Total	Monthly Minimum	Monthly Maximum	Monthly Average
263	4813	Bethlehem	30 E 4th St	\$2,371,222	\$132,457	\$270,085	\$197,602
264	4102	Williamsport	Hepburn Center 449 Hepburn St	\$2,369,059	\$158,275	\$241,915	\$197,422
265	1526	Phoenixville	785 Starr St	\$2,365,864	\$154,369	\$247,387	\$197,155
266	4615	E. Greenville	26 E Fourth St	\$2,358,351	\$162,944	\$262,217	\$196,529
267	0404	E. Rochester	Rochester Plaza 730 Ohio River Blvd	\$2,351,813	\$163,008	\$277,659	\$195,984
268	1515	Exton	Marchwood Shopping Center 23 Marchwood Rd	\$2,347,802	\$156,642	\$278,715	\$195,650
269	1801	Lock Haven	137 E Main St	\$2,343,085	\$151,129	\$257,173	\$195,257
270	3510	Peckville	Plaza 1500 1531 Main St	\$2,340,035	\$160,525	\$279,566	\$195,003
271	2312	Lansdowne	920 Baltimore Ave	\$2,339,470	\$156,969	\$251,323	\$194,956
272	3604	Ephrata	31 W Main St	\$2,337,329	\$146,709	\$248,683	\$194,777
273	0917	Southampton	500 S Second Street Pike	\$2,323,469	\$153,805	\$284,598	\$193,622
274	4201	Bradford	38 Davis St	\$2,319,372	\$163,541	\$249,554	\$193,281
275	1118	Johnstown	Geistown Shopping Center 2451 Bedford St	\$2,318,171	\$160,561	\$273,961	\$193,181
276	4629	Dresher	Fairway Shop Ctr SteA 1825 Limekiln Pike	\$2,309,762	\$156,984	\$255,157	\$192,480
277	4013	Wilkes-Barre	South Main Plaza 379 S Main St	\$2,290,672	\$152,903	\$250,439	\$190,889
278	5183	Philadelphia	2913 N.22Nd St	\$2,290,011	\$154,113	\$236,801	\$190,834
279	0501	Bedford	409 E Pitt St	\$2,281,674	\$155,755	\$236,749	\$190,140
280	5180	Philadelphia	3521 Cottman Ave	\$2,271,630	\$157,845	\$234,599	\$189,303
281	0263	Pittsburgh	418 E Ohio St	\$2,249,613	\$163,725	\$218,208	\$187,468
282	5145	Philadelphia	5235 Frankford Ave	\$2,232,838	\$154,602	\$243,045	\$186,070
283	1901	Berwick	35 Briar Creek Rd	\$2,217,635	\$152,201	\$260,195	\$184,803
284	4031	Hazleton	Hazleton Shopping Center 534 W. Broad St	\$2,217,414	\$152,990	\$234,850	\$184,785
285	4815	Easton	Forks Town Center 341 Town Center Blvd	\$2,213,943	\$150,097	\$253,849	\$184,495
286	5108	Philadelphia	3250 N Broad St	\$2,211,950	\$135,102	\$235,875	\$184,329
287	1518	West Chester	The Marketplace Shop Ctr 1502 W Chester Pike	\$2,208,337	\$150,363	\$238,002	\$184,028
288	0288	Pittsburgh	530-A Caste Village Sc	\$2,208,204	\$154,635	\$265,685	\$184,017
289	0901	Hatfield	Hilltown Crossings Shop Ct 1547 Bethlehem Pke	\$2,194,512	\$144,182	\$280,458	\$182,876
290	0203	Pittsburgh	Braddock Hills Shopping Ct 230 Yost Blvd	\$2,187,093	\$153,860	\$228,893	\$182,258
291	3602	Lancaster	252 N Queen St 1St Fl	\$2,174,303	\$141,787	\$224,244	\$181,192
292	9206	Mckees Rocks	Kenmawr Plaza 510 Pine Hollow Rd	\$2,171,681	\$147,534	\$273,774	\$180,973
293	0234	Pittsburgh	West View Sc 1012 West View Park Dr	\$2,168,468	\$149,849	\$262,189	\$180,706
294	4605	Cheltenham	Melrose Shopping Center 103 W Cheltenham Ave	\$2,168,283	\$147,549	\$221,759	\$180,690
295	0923	Warminster	864 E Street Rd	\$2,161,278	\$146,505	\$247,839	\$180,107
296	1503	West Grove	Shoppes At Jenners Village 831 W Baltimore Pike Ste E	\$2,149,727	\$126,869	\$238,156	\$179,144
297	2006	Meadville	19017 Park Avenue Plaza	\$2,143,212	\$143,732	\$234,318	\$178,601
298	6507	Ligonier	613 W Main St	\$2,142,413	\$123,232	\$227,776	\$178,534
299	3803	Palmyra	Palmyra Shopping Center 901 E Main St Suite 12	\$2,141,386	\$150,842	\$243,005	\$178,449
300	2511	Erie	737 East 38th St	\$2,126,259	\$140,097	\$230,971	\$177,188
301	1119	Johnstown	1735 Lyter Dr	\$2,125,956	\$138,643	\$263,388	\$177,163
302	6525	Greensburg	6041 Route 30, Suite 350	\$2,123,216	\$145,496	\$254,440	\$176,935
303	0294	Mckeesport	Olympia Shopping Center 4313 Walnut St	\$2,116,628	\$149,264	\$222,600	\$176,386
304	5501	Selinsgrove	517 N Market St	\$2,112,794	\$143,344	\$225,200	\$176,066
305	4805	Northampton	1910 Center St	\$2,109,323	\$142,155	\$256,778	\$175,777
306	2201	Harrisburg	Kline Village Shopping Ctr 29 Kline Village	\$2,108,760	\$148,134	\$212,219	\$175,730
307	0918	Trevoze	Trevoze Shopping Plaza 560 Andrews Rd	\$2,108,025	\$143,227	\$241,259	\$175,669
308	0264	Pittsburgh	Shaler Plaza Suite 7 880 Butler St	\$2,107,791	\$149,823	\$229,563	\$175,649
309	0927	Pipersville	Plumstead Square Shop Ctr 5837 Easton Rd	\$2,107,074	\$136,429	\$247,026	\$175,589
310	0280	Pittsburgh	2800 Robinson Blvd	\$2,098,332	\$149,072	\$225,714	\$174,861
311	6302	Canonsburg	43 E Pike St	\$2,093,454	\$139,806	\$224,627	\$174,454

**Table 5: Stores Ranked By Total Dollar Sales Amounts, RY 2009-10, Continued**

<b>Rank</b>	<b>Store</b>	<b>Location City</b>	<b>Location Address</b>	<b>RY Total</b>	<b>Monthly Minimum</b>	<b>Monthly Maximum</b>	<b>Monthly Average</b>
312	4810	Bethlehem	Bethlehem Square Sc 3926 Nazareth Pike, Unit 11	\$2,090,814	\$141,898	\$248,419	\$174,235
313	3603	Columbia	Columbia Shopping Ctr 36 S 18Th St	\$2,084,139	\$146,883	\$225,470	\$173,678
314	0282	White Oak	Oak Park Mall 2001 Lincoln Way	\$2,076,743	\$138,785	\$255,070	\$173,062
315	2302	Upper Darby	128 S 69th St	\$2,073,499	\$126,514	\$263,734	\$172,792
316	0285	Allison Park	4706 William Flynn Hwy Suite 8	\$2,070,490	\$139,263	\$257,962	\$172,541
317	3504	Childs	529 Main St	\$2,066,568	\$133,091	\$235,862	\$172,214
318	0935	Jamison	Warwick Square Shop Ctr 2395 Old York Rd	\$2,056,203	\$141,224	\$246,294	\$171,350
319	2217	Harrisburg	Swatara Square 6301 Grayson Rd Suite A118	\$2,044,011	\$142,130	\$216,601	\$170,334
320	9213	Pittsburgh	2356 Golden Mile Hwy	\$2,035,675	\$138,566	\$250,406	\$169,640
321	5143	Philadelphia	2429 South St	\$2,035,528	\$129,789	\$213,353	\$169,627
322	3610	Denver	Muddy Creek Shoppes 2350 N Reading Rd Ste 11	\$2,023,951	\$142,336	\$205,856	\$168,663
323	6601	Tunkhannock	2 Village Center	\$2,022,517		\$210,064	\$168,543
324	3101	Huntingdon	7657 Lake Raystown Sc	\$2,021,398	\$131,493	\$203,267	\$168,450
325	4007	Nanticoke	13 Weis Plaza	\$2,006,653	\$141,045	\$230,865	\$167,221
326	2518	Edinboro	Washington Towne Center 140 Washington Towne Blvd	\$2,004,928	\$136,192	\$212,332	\$167,077
327	0921	Yardley	Yardley Shopping Center 25 S Main St	\$1,995,324	\$140,802	\$215,933	\$166,277
328	2309	Brookhaven	4117 Edgmont Ave	\$1,989,823	\$137,148	\$220,610	\$165,819
329	3708	New Castle	2410 Wilmington Rd	\$1,985,912	\$131,668	\$256,599	\$165,493
330	4903	Sunbury	Sunbury Plaza 1135 N. 4th St	\$1,984,916	\$132,882	\$214,160	\$165,410
331	6703	Hanover	Grandview Plaza Complex 1446 Baltimore St, Unit G	\$1,980,196	\$137,154	\$220,103	\$165,016
332	0218	Pittsburgh	2947 W Liberty Ave	\$1,979,905	\$137,914	\$195,151	\$164,992
333	4022	Mountaintop	Weis Market Shopping Ctr South Mountain Blvd Rd 9	\$1,976,987	\$134,370	\$230,858	\$164,749
334	3520	Scranton	Green Ridge Plaza 1600 Nay Aug Ave	\$1,974,043	\$134,973	\$218,349	\$164,504
335	3921	Allentown	Airport Plaza Shopping Ctr 1247 Airport Rd	\$1,969,878	\$122,320	\$211,094	\$164,157
336	9105	Philadelphia	4600 Lancaster Ave	\$1,969,591	\$139,579	\$206,770	\$164,133
337	4644	Horsham	900 Village Mall	\$1,968,042	\$136,070	\$214,095	\$164,004
338	1521	Downingtown	Brandywine Village Shp Ctr 1239 Horseshoe Pike Rt 322	\$1,961,915	\$135,693	\$219,879	\$163,493
339	5401	Pottsville	530 Pottsville Park Plaza Route 61 North	\$1,957,432	\$132,224	\$254,962	\$163,119
340	2610	Uniontown	Fayette Plaza Shop Ctr 619 Pittsburgh Rd	\$1,951,308	\$131,063	\$211,059	\$162,609
341	1002	Harmony	9 Northgate Plaza Unit 5	\$1,950,948	\$134,630	\$219,443	\$162,579
342	1005	Butler	Bon Aire Plaza 1101 N Main St	\$1,949,367	\$134,156	\$248,033	\$162,447
343	2109	Camp Hill	Harrisburg West Sc 3441 Simpson Ferry Rd	\$1,943,760	\$130,767	\$222,652	\$161,980
344	6702	Etters	150 Newberry Commons	\$1,939,917	\$134,571	\$204,491	\$161,660
345	5152	Philadelphia	Erie Plaza 3772 L St	\$1,933,042	\$129,285	\$195,524	\$161,087
346	0608	Sinking Spring	Springtown Shopping Ctr 2671 Shillington Rd	\$1,929,701	\$134,105	\$222,295	\$160,808
347	4002	Wilkes-Barre	7 George Avenue	\$1,928,438	\$132,988	\$220,783	\$160,703
348	2208	Harrisburg	Uptown Plaza 2943 N 7th St	\$1,895,639	\$134,671	\$194,411	\$157,970
349	4032	West Hazleton	12 Diana Lane	\$1,895,587	\$126,501	\$256,378	\$157,966
350	5408	Pottsville	888 Gordon Nagle Trail	\$1,892,252	\$128,589	\$239,988	\$157,688
351	0308	Kittanning	Franklin Village Shpg Ctr 13 Franklin Village Mall	\$1,889,802	\$123,909	\$229,142	\$157,484
352	0275	Pittsburgh	826 Hazelwood Ave	\$1,886,725	\$129,883	\$192,142	\$157,227
353	2513	Erie	East Erie Plaza Shop Ctr 828 E. Sixth St	\$1,872,880	\$129,321	\$186,804	\$156,073
354	5198	Philadelphia	Freedom Square Shop Center 5113 Germantown Ave	\$1,868,058	\$133,231	\$193,782	\$155,672
355	5127	Philadelphia	2511 W Girard Ave	\$1,867,161	\$131,328	\$189,604	\$155,597
356	3902	Schnecksville	5041 Rt 873	\$1,866,757	\$127,788	\$220,375	\$155,563
357	3618	Morgantown	Clock Tower Plaza II, Ste 1 2846 Main St	\$1,861,474	\$130,963	\$199,338	\$155,123
358	0606	Hamburg	500 Hawk Ridge Dr Suite #8	\$1,852,241	\$129,278	\$203,190	\$154,353
359	5179	Philadelphia	6174 Ridge Ave	\$1,851,877	\$124,558	\$191,118	\$154,323



**Table 5: Stores Ranked By Total Dollar Sales Amounts, RY 2009-10, Continued**

Rank	Store	Location City	Location Address	RY Total	Monthly Minimum	Monthly Maximum	Monthly Average
360	0930	Warrington	Doylestown Point Plaza 1661 Easton Rd	\$1,850,738	\$121,023	\$212,575	\$154,228
361	4034	Wyoming	1008 Wyoming Ave	\$1,849,259	\$126,754	\$239,400	\$154,105
362	4508	Marshalls Creek	Jay Park Rt 209	\$1,848,508	\$123,470	\$214,430	\$154,042
363	3518	Scranton	Keyser Oak Plaza Str 11 1762 Keyser Oak Ave	\$1,839,712	\$127,996	\$232,357	\$153,309
364	0603	Sinking Spring	Sinking Spring Plaza 4880 Penn Ave	\$1,838,137	\$121,975	\$209,507	\$153,178
365	0293	Pittsburgh	Southland Shopping Center 523 Clairton Blvd	\$1,830,309	\$123,142	\$239,535	\$152,526
366	0904	Perkasie	Perkasie Square 511 Constitution Ave	\$1,826,947	\$127,932	\$195,700	\$152,246
367	5120	Philadelphia	Academy Plaza 3246 Red Lion Rd	\$1,823,210	\$124,941	\$228,570	\$151,934
368	0295	North Versailles	Great Valley Mart 355 Lincoln Hwy	\$1,823,161	\$129,505	\$191,617	\$151,930
369	9212	Imperial	Penn Lincoln Center 440 Penn Lincoln Dr	\$1,821,230	\$124,704	\$224,769	\$151,769
370	3202	Indiana	575 Philadelphia St	\$1,819,882	\$108,814	\$185,568	\$151,657
371	3502	Dickson City	1512 Scranton Carbondale H	\$1,817,913	\$127,429	\$221,832	\$151,493
372	3601	New Holland	New Holland Shopping Ctr 681 W Main St	\$1,815,794	\$122,288	\$205,568	\$151,316
373	0801	Sayre	2323 N Elmira St	\$1,814,746	\$127,885	\$198,908	\$151,229
374	2206	Middletown	Midtown Plaza 430 E Main St	\$1,814,338	\$130,230	\$181,679	\$151,195
375	0936	New Britain	Town Center Shopping Ctr 300 Town Center	\$1,807,918	\$118,176	\$227,305	\$150,660
376	2304	Newtown Sq.	Edgemont Square Shop Ctr 4839 West Chester Pike	\$1,807,228	\$119,230	\$208,963	\$150,602
377	2603	Connellsville	808 Vanderbilt Rd	\$1,807,142	\$128,048	\$201,669	\$150,595
378	6501	Greensburg	105 Harrison Ave	\$1,798,726	\$126,910	\$187,846	\$149,894
379	4803	Pen Argyl	1375 Blue Valley Dr	\$1,798,008	\$125,003	\$207,890	\$149,834
380	5171	Philadelphia	4177 Ridge Ave	\$1,790,262	\$120,441	\$183,695	\$149,189
381	2805	Chambersburg	Lincoln Way Shop Center 1670 Lincoln Way E	\$1,785,699	\$124,463	\$191,193	\$148,808
382	0705	Altoona	Chestnut Plaza 220 E Chestnut Ave	\$1,771,431	\$116,600	\$184,174	\$147,619
383	2517	Erie	3412 W Lake Rd	\$1,770,714	\$117,291	\$186,670	\$147,559
384	4104	Muncy	1274 East Penn St	\$1,766,922	\$120,467	\$192,611	\$147,244
385	4801	Walnutport	Walnutport Shopping Center 200C S Best Ave	\$1,754,682	\$120,557	\$213,729	\$146,224
386	4028	Wilkes-Barre	850 Sans Souci Pky	\$1,751,418	\$121,757	\$193,717	\$145,951
387	2207	Harrisburg	1303 North 7th St	\$1,743,966	\$114,893	\$200,855	\$145,331
388	0261	Pittsburgh	2629 Brownsville Rd	\$1,743,125	\$125,741	\$171,437	\$145,260
389	3503	Scranton	Price Chopper Shopping Ctr 1520 S Main Ave	\$1,738,508	\$113,378	\$209,714	\$144,876
390	6701	York	Yorktowne Mall 131 N Duke St, Suite 4	\$1,728,116	\$121,490	\$176,479	\$144,010
391	1102	Johnstown	East Hills Plaza 1513 Scalp Ave	\$1,726,991	\$112,468	\$223,711	\$143,916
392	0255	Cheswick	Cheswick Plaza 1302 Pittsburgh St	\$1,721,504	\$118,161	\$181,214	\$143,459
393	2325	Aston	3486 Concord Rd, Str 11	\$1,713,171	\$116,575	\$184,792	\$142,764
394	2111	Enola	East Penn Center 736 Wertzville Rd	\$1,710,964	\$114,621	\$188,486	\$142,580
395	2218	Hershey	731 Cherry Drive	\$1,709,477	\$120,380	\$188,748	\$142,456
396	4902	Coal Township	The Plaza At Coal Township 9345 State Route 61	\$1,688,846	\$114,181	\$211,991	\$140,737
397	0220	Oakmont	624 Allegheny River Blvd	\$1,685,206	\$119,635	\$188,015	\$140,434
398	2108	Enola	Summerdale Plaza Shop Ctr 443 N Enola Rd	\$1,681,436	\$118,030	\$174,434	\$140,120
399	3609	Mount Joy	Mount Joy Square 921 E Main St	\$1,679,041	\$114,153	\$178,947	\$139,920
400	5202	Hawley	Vill Ctr At Lords Valley Hc8 Box 8416 Rt 739	\$1,677,456	\$101,442	\$192,641	\$139,788
401	0283	Natrona Heights	Heights Plaza 1632 Pacific Ave	\$1,671,213	\$111,453	\$205,795	\$139,268
402	0252	Pittsburgh	4643 Centre Ave	\$1,668,615	\$113,820	\$170,349	\$139,051
403	4303	Greenville	100 Hadley Rd., #7	\$1,666,520	\$114,288	\$175,792	\$138,877
404	5403	Tamaqua	141 N. Railroad St	\$1,663,799	\$110,383	\$207,387	\$138,650
405	5802	Montrose	Price Chopper Plaza 1670 State Route 706, Ste 6	\$1,662,194	\$114,410	\$164,193	\$138,516
406	3521	Moscow	Rd 6 Box 6225	\$1,656,057	\$103,124	\$183,934	\$138,005
407	0707	Altoona	Valley View Shop Ctr 613 Pleasant Valley Blvd	\$1,636,848	\$112,644	\$177,159	\$136,404



**Table 5: Stores Ranked By Total Dollar Sales Amounts, RY 2009-10, Continued**

Rank	Store	Location City	Location Address	RY Total	Monthly Minimum	Monthly Maximum	Monthly Average
408	6512	Delmont	Salem 22 Plaza 6518 Route 22, Suite 444	\$1,635,551	\$114,422	\$188,301	\$136,296
409	1705	Clearfield	Clearfield Mall 1824 Daisy St	\$1,633,725	\$107,914	\$179,702	\$136,144
410	6314	Washington	980 Jefferson Ave	\$1,632,868	\$108,267	\$172,500	\$136,072
411	1006	Butler	340 Greater Butler Mart	\$1,632,025	\$111,933	\$176,580	\$136,002
412	2225	Harrisburg	990 Briarsdale Road Unit A	\$1,629,743	\$70,997	\$247,156	\$135,812
413	2802	Waynesboro	Wayne Heights Mall 1507-1509 East Main St	\$1,628,090	\$114,585	\$167,192	\$135,674
414	1009	Sarver	240 Buffalo Plaza	\$1,625,940	\$109,740	\$191,858	\$135,495
415	4308	Grove City	33 Pine Grove Square Dr	\$1,617,206	\$111,222	\$177,986	\$134,767
416	3505	Old Forge	305 S Main St	\$1,617,056	\$109,309	\$187,764	\$134,755
417	6509	Mt Pleasant	208 Countryside Plaza	\$1,608,154	\$107,519	\$203,974	\$134,013
418	0610	Kenhorst	300 Kenhorst Plaza	\$1,606,561	\$104,983	\$174,524	\$133,880
419	5136	Philadelphia	Blue Grass Shop Ctr 2417 Welsh Rd, Str 8	\$1,605,711	\$108,493	\$167,150	\$133,809
420	2315	Boothwyn	643 Conchester Pike	\$1,603,691	\$108,088	\$168,455	\$133,641
421	0206	McKees Rocks	McKees Rocks Plz 409 Chartiers Ave	\$1,603,009	\$108,156	\$168,295	\$133,584
422	0408	New Brighton	816 3Rd Ave	\$1,601,581	\$114,719	\$159,453	\$133,465
423	0202	Verona	River Town Shops 90 Allegheny River Blvd	\$1,599,795	\$108,507	\$179,014	\$133,316
424	6102	Franklin	541 Allegheny Blvd	\$1,599,712	\$108,485	\$175,373	\$133,309
425	0242	Monroeville	Haymaker Village Shops 4524 Broadway Blvd	\$1,590,858	\$111,184	\$179,557	\$132,571
426	2317	Ridley Park	12 E Hinckley Ave	\$1,589,209	\$109,051	\$165,922	\$132,434
427	0216	Carnegie	102 E Main St	\$1,577,656	\$107,265	\$171,092	\$131,471
428	9210	Verona	Community Plaza 1103 Milltown Rd	\$1,576,978	\$111,643	\$170,429	\$131,415
429	0931	Perkasie	341 Dublin Pike	\$1,572,448	\$111,838	\$167,114	\$131,037
430	0210	South Park	The Bavarian Village 2550 Brownsville Rd	\$1,569,483	\$109,719	\$166,549	\$130,790
431	2520	Girard	Imperial Point Plaza 9135 Ridge Rd	\$1,568,896	\$110,375	\$166,378	\$130,741
432	6506	Mount Pleasant	656 Main St	\$1,551,800	\$94,715	\$173,024	\$129,317
433	0217	Coraopolis	1110 Fourth Ave	\$1,549,968	\$109,990	\$158,059	\$129,164
434	0230	Pittsburgh	529 Liberty Ave	\$1,546,068	\$102,687	\$161,027	\$128,839
435	2402	St Marys	St Marys Plaza Shop Ctr 832 S St Marys Rd	\$1,545,016	\$101,134	\$212,083	\$128,751
436	1304	Lehighton	143 South St	\$1,538,790	\$104,216	\$175,007	\$128,232
437	2611	Uniontown	Uniontown Shop Ctr 946 Morgantown Rd	\$1,526,796	\$103,560	\$185,696	\$127,233
438	4107	Montoursville	803 N Loyalsock Ave	\$1,520,183	\$98,502	\$179,913	\$126,682
439	4634	Norristown	2028 Old Arch Rd Store 4	\$1,500,627	\$101,057	\$168,282	\$125,052
440	4904	Milton	Weis Market Shop Ctr 5 51 Mahoning St	\$1,495,161	\$104,393	\$159,258	\$124,597
441	4106	Williamsport	2067 Lycoming Creek Rd	\$1,494,697	\$100,999	\$152,636	\$124,558
442	0273	Pittsburgh	3202 Brighton Rd	\$1,486,785	\$108,521	\$151,904	\$123,899
443	3702	Ellwood City	729 Lawrence Ave	\$1,481,672	\$101,030	\$165,936	\$123,473
444	3605	Manheim	Manheim Shop Ctr 97 Doe Run Rd	\$1,476,977	\$105,923	\$156,270	\$123,081
445	0617	Womelsdorf	Tulpehocken Village Sc 430 N Third St	\$1,476,312	\$105,063	\$152,526	\$123,026
446	1401	Bellefonte	114 N Spring St	\$1,465,086	\$101,418	\$146,317	\$122,091
447	4802	Easton	111 Northampton St	\$1,452,349	\$91,068	\$143,779	\$121,029
448	0281	Glenshaw	1706 Mt Royal Blvd	\$1,449,738	\$100,822	\$169,470	\$120,811
449	4023	W Pittston	801 Wyoming Ave	\$1,445,687	\$99,924	\$167,108	\$120,474
450	5903	Wellsboro	16 Crafton St	\$1,444,653	\$91,070	\$151,744	\$120,388
451	0297	West Mifflin	Village Shopping Center 1874 Homeville Rd	\$1,444,040	\$101,571	\$150,117	\$120,337
452	4806	Nazareth	34 S Broad St	\$1,434,475	\$99,480	\$174,677	\$119,540
453	4025	Conyngham	Valley Plaza 653 State Rte 93, Store 3	\$1,416,582	\$96,880	\$167,890	\$118,048
454	1519	Malvern	The Shops At Great Valley 20 Liberty Blvd	\$1,414,907	\$91,048	\$156,157	\$117,909
455	0908	Penndel	Us 1 Plaza 315 W Lincoln Hwy	\$1,412,555	\$98,654	\$161,582	\$117,713
456	1008	Slippery Rock	Slippery Rock Plaza Ste 2 223 Grove City Rd	\$1,412,459	\$83,336	\$148,674	\$117,705
457	5905	Mansfield	Mansfield Plaza 181 N Main St	\$1,411,118	\$97,267	\$144,323	\$117,593
458	4809	Bath	Bath Shopping Center 362 S Walnut St	\$1,411,108	\$97,897	\$156,479	\$117,592

**Table 5: Stores Ranked By Total Dollar Sales Amounts, RY 2009-10, Continued**

Rank	Store	Location City	Location Address	RY Total	Monthly Minimum	Monthly Maximum	Monthly Average
459	1302	Jim Thorpe	1215 North St	\$1,407,328	\$94,821	\$140,842	\$117,277
460	1601	Clarion	800 Center 845 Main St	\$1,393,992	\$84,656	\$135,220	\$116,166
461	2504	North East	Plaza 10720 W Main St	\$1,371,210	\$92,421	\$141,341	\$114,268
462	6511	Belle Vernon	4627 Route 51, Suite 520	\$1,368,945	\$93,323	\$163,467	\$114,079
463	0802	Towanda	Colonial Plaza 387 York Ave, Suite 2	\$1,367,554	\$96,154	\$144,699	\$113,963
464	1603	Clarion	58 Staples Plaza, Ste 15	\$1,365,073	\$93,886	\$147,922	\$113,756
465	0219	West Mifflin	Kennywood Shops 1326 Hoffman Blvd	\$1,335,602	\$90,350	\$144,786	\$111,300
466	6522	New Stanton	111 Westmore Ave	\$1,334,432	\$93,521	\$139,113	\$111,203
467	5001	Newport	8 Newport Plaza	\$1,332,136	\$94,721	\$134,641	\$111,011
468	3805	Cleona	Cleona Square Shop Ctr 471 W. Penn Ave	\$1,329,610	\$90,718	\$149,343	\$110,801
469	4604	Pottstown	212 E High St	\$1,317,441	\$88,471	\$133,098	\$109,787
470	0236	Elizabeth	820 McKeesport Rd	\$1,309,814	\$90,725	\$153,642	\$109,151
471	0279	Pittsburgh	722 Brookline Blvd	\$1,307,111	\$90,120	\$133,656	\$108,926
472	6514	Vandergrift	147 Columbia Ave	\$1,305,649	\$87,398	\$151,206	\$108,804
473	5409	Orwigsburg	Federal Square 705 W Market St Suite 3	\$1,299,717	\$91,080	\$156,312	\$108,310
474	5412	Schuylkill Haven	515 Dock Street	\$1,281,649	\$87,405	\$152,082	\$106,804
475	3706	New Castle	4 Cascade Galleria 100 S Jefferson St	\$1,279,201	\$87,397	\$126,689	\$106,600
476	2204	Steelton	325 N Front St	\$1,275,226	\$89,400	\$127,254	\$106,269
477	6706	Manchester	Chester Square Shop Ctr 4169 N George St Extended	\$1,275,141	\$88,021	\$128,746	\$106,262
478	2515	Erie	Commodore Perry Plaza 2208 Broad St	\$1,270,593	\$90,305	\$123,154	\$105,883
479	3612	Gap	Village At Gap Shop Ctr 5360 Lincoln Hwy Store 14	\$1,264,374	\$89,557	\$128,787	\$105,364
480	3523	Eynon	Hillside Plaza, Us Route 6 Scranton Carbondale Hwy	\$1,258,534	\$88,485	\$161,580	\$104,878
481	1706	Philipsburg	4A Peebles Plaza	\$1,256,151	\$86,267	\$135,795	\$104,679
482	0402	Hopewell Twp	Green Garden Sc 3113 Green Garden Rd	\$1,255,676	\$83,498	\$154,932	\$104,640
483	0403	Ambridge	999 Merchant St	\$1,246,346	\$88,406	\$123,303	\$103,862
484	4017	Plains	Plains Plaza 21 N River St	\$1,234,956	\$85,308	\$135,613	\$102,913
485	6304	Charleroi	105 3Rd St	\$1,234,839	\$85,638	\$139,415	\$102,903
486	6505	New Kensington	328 Central City Plz	\$1,233,323	\$88,104	\$124,857	\$102,777
487	0412	Baden	Northern Lts Shoppers City 1603 State St, West	\$1,224,272	\$85,373	\$154,012	\$102,023
488	6101	Oil City	Seneca Street Plaza 50 Seneca St	\$1,223,611	\$88,108	\$127,150	\$101,968
489	0924	Warminster	Center Point Place Sc 748 W Street Road	\$1,222,649	\$21,844	\$212,857	\$122,265
490	3001	Waynesburg	Widewaters Commons 55 Sugar Run Rd Suite 105	\$1,213,176	\$86,336	\$131,678	\$101,098
491	6516	Jeannette	Penn Crossing Shopping Ctr 2012 Penny Lane	\$1,191,537	\$77,150	\$154,568	\$99,295
492	6510	Lower Burrell	249 Hillcrest Sc 3220 Leechburg Rd	\$1,178,732	\$75,606	\$157,276	\$98,228
493	3501	Moosic	3364 Birney Plaza	\$1,162,937	\$77,197	\$135,879	\$96,911
494	2002	Titusville	126 S Martin St	\$1,157,893	\$78,006	\$119,594	\$96,491
495	2316	Newtown Sq.	Newtown Square Shopping Ctr 3590 West Chester Pike	\$1,157,225	\$78,453	\$119,637	\$96,435
496	4811	Wind Gap	15 N Broadway	\$1,148,310	\$82,149	\$123,579	\$95,693
497	3302	Punxsutawney	567 W Mahoning St	\$1,140,601	\$77,065	\$129,620	\$95,050
498	6504	Jeannette	114 S Fifth St	\$1,137,719	\$77,248	\$126,862	\$94,810
499	0204	Homestead	139 E 8Th Ave	\$1,137,610	\$77,243	\$110,955	\$94,801
500	0271	Munhall	3408 Main St	\$1,134,852	\$75,660	\$126,026	\$94,571
501	0223	Pittsburgh	126 Grant Ave	\$1,127,417	\$80,694	\$115,312	\$93,951
502	2209	Harrisburg	Liquor Gallery Harrisstown 333 Market St	\$1,112,492	\$41,575	\$135,227	\$111,249
503	4612	Hatboro	225 N York Rd	\$1,110,153	\$73,844	\$117,318	\$92,513
504	4301	Sharon	Sharon Ctr City Shop Ctr 120 S Water Ave	\$1,102,342	\$78,809	\$120,652	\$91,862
505	2506	Corry	Corry Plaza 350 W Columbus Ave	\$1,099,732	\$75,796	\$111,603	\$91,644
506	0205	McKeesport	149 5th Ave	\$1,099,189	\$74,767	\$107,860	\$91,599
507	0601	Reading	537 Penn St	\$1,096,830	\$68,531	\$119,240	\$91,402
508	5129	Philadelphia	1446 Point Breeze Ave	\$1,093,013	\$71,749	\$116,014	\$91,084

**Table 5: Stores Ranked By Total Dollar Sales Amounts, RY 2009-10, Continued**

<b>Rank</b>	<b>Store</b>	<b>Location City</b>	<b>Location Address</b>	<b>RY Total</b>	<b>Monthly Minimum</b>	<b>Monthly Maximum</b>	<b>Monthly Average</b>
509	4503	Cresco	Rt 390 Rr 2 Box 2392	\$1,088,600	\$65,197	\$129,818	\$90,717
510	6306	Monongahela	245 W Main St	\$1,082,411	\$74,455	\$127,976	\$90,201
511	5402	Shenandoah	9 Gold Star Plaza	\$1,078,549	\$71,316	\$136,077	\$89,879
512	6311	California	327 Third St	\$1,074,252	\$58,741	\$111,040	\$89,521
513	2213	Halifax	3775 Peters Mountain Rd	\$1,059,796	\$74,207	\$120,580	\$88,316
514	9203	Leetsdale	3 Quaker Village Sc	\$1,053,400	\$68,220	\$126,913	\$87,783
515	4616	Schwenksville	100 Main St	\$1,050,070	\$73,216	\$109,961	\$87,506
516	1106	Ebensburg	College Plaza 881 Hills Plaza Dr. Ste 10	\$1,027,076	\$68,597	\$128,844	\$85,590
517	3701	New Castle	Lawrence Village Plaza 2656 Ellwood Rd	\$1,020,790	\$67,615	\$131,469	\$85,066
518	4103	Jersey Shore	354 Allegheny St	\$1,001,400	\$65,604	\$105,478	\$83,450
519	0244	Glassport	739 Monongahela Ave	\$996,447	\$66,498	\$103,716	\$83,037
520	1110	Ebensburg	607 W High St	\$994,277	\$67,924	\$120,881	\$82,856
521	3707	New Castle	Westgate Shopping Center 2034 W State St	\$989,949	\$66,538	\$109,175	\$82,496
522	6002	Mifflinburg	30 E Chestnut St	\$984,411	\$68,680	\$100,616	\$82,034
523	2004	Linesville	211 E Erie St	\$974,548	\$59,490	\$114,892	\$81,212
524	5603	Windber	1607 Jefferson Ave	\$969,792	\$67,606	\$107,401	\$80,816
525	0212	Pittsburgh	959 Liberty Ave	\$969,765	\$59,999	\$108,962	\$80,814
526	0903	Ottsville	8794 Easton Road Suite #1	\$968,900	\$67,993	\$97,110	\$80,742
527	2803	Greencastle	Greencastle Market Pl S C 512 N Antrim Way	\$961,872	\$66,509	\$97,989	\$80,156
528	0902	Doylestown	19 W Court St	\$951,570	\$63,456	\$98,343	\$79,297
529	1001	Butler	Pullman Square Shop Ctr 180 Pullman Square, Box 15	\$921,259	\$59,174	\$97,419	\$76,772
530	2202	Harrisburg	1200 N 3rd St	\$908,255	\$59,459	\$97,016	\$75,688
531	4304	Mercer	Rt 58 North	\$904,155	\$61,344	\$90,656	\$75,346
532	3201	Blairsville	215 E Market St	\$877,101	\$59,255	\$97,099	\$73,092
533	4504	Stroudsburg	761 Main St	\$868,064	\$57,157	\$90,126	\$72,339
534	1104	Cresson	101 Park Ave	\$861,726	\$60,729	\$98,952	\$71,810
535	4020	White Haven	White Haven Shopping Ctr 501 Main St	\$860,807	\$59,256	\$88,259	\$71,734
536	0704	Tyrone	1260 Pennsylvania Ave	\$860,688	\$59,765	\$91,103	\$71,724
537	6305	Mcdonald	Mcdonald Shopping Plaza 301 W Barr St	\$853,712	\$58,551	\$90,192	\$71,143
538	1103	North Cambria	910 Philadelphia Ave Suite 1	\$849,197	\$57,617	\$102,061	\$70,766
539	4109	S Williamsport	510 W Southern Ave	\$848,849	\$55,434	\$90,341	\$70,737
540	1115	Johnstown	20Th Ward Shopping Center 358 N Sheridan St	\$846,033	\$61,347	\$81,874	\$70,503
541	5301	Coudersport	151 Route 6 West	\$827,467	\$56,031	\$87,368	\$68,956
542	6503	Monessen	925 Donner Ave	\$822,418	\$48,182	\$87,438	\$68,535
543	1101	Johnstown	426 Main St	\$821,346	\$54,958	\$81,511	\$68,445
544	1303	Palmerton	221 Delaware Ave	\$807,336	\$55,065	\$92,103	\$67,278
545	6502	Latrobe	313 Depot St	\$802,075	\$54,148	\$96,813	\$66,840
546	3301	Brookville	160 Main St	\$789,660	\$53,567	\$80,301	\$65,805
547	3002	Carmichaels	Brodak Commons 554 South 88 Rd	\$785,374	\$52,835	\$79,533	\$65,448
548	6103	Cranberry	17 Kimberly Lane, Unit 6	\$782,517	\$48,613	\$99,826	\$65,210
549	4609	Oreland	#1 Allison Rd	\$772,627	\$46,224	\$89,341	\$64,386
550	4901	Mount Carmel	136 S Oak St	\$768,996	\$50,522	\$90,852	\$64,083
551	2318	Chester	2709 W 9Th St	\$740,553	\$49,104	\$71,725	\$61,713
552	2205	Lykens	529 S Market St	\$709,043	\$48,139	\$76,244	\$59,087
553	5413	Pine Grove	16 Tremont Rd	\$708,583	\$46,442	\$73,670	\$59,049
554	3401	Mifflin	Weis Shopping Center Po Box 350	\$702,632	\$47,025	\$75,681	\$58,553
555	2212	Middletown	Jamesway Plaza 1569 W Harrisburg Pike	\$685,544	\$44,287	\$69,431	\$57,129
556	5701	Dushore	121 W Main St	\$682,336	\$40,915	\$75,468	\$56,861
557	4619	Bridgeport	24 E 4th St	\$668,274	\$44,141	\$69,350	\$55,689
558	5002	Duncannon	65 Main St	\$659,948	\$47,430	\$66,331	\$54,996
559	5102	Philadelphia	4346 Frankford Ave	\$642,345	\$41,988	\$69,958	\$53,529
560	0270	Pittsburgh	3643 California Ave	\$609,598	\$39,039	\$66,002	\$50,800
561	5106	Philadelphia	Harrowgate Shopping Center 3528 I St	\$595,116	\$35,859	\$62,277	\$49,593
562	4618	Norristown	504 W Marshall St	\$587,747	\$37,820	\$59,912	\$48,979
563	2901	Mcconnellsburg	Ayr Town Center 362 S. Second Street	\$584,260	\$35,665	\$63,589	\$48,688



**Table 5: Stores Ranked By Total Dollar Sales Amounts, RY 2009-10, Continued**

Rank	Store	Location City	Location Address	RY Total	Monthly Minimum	Monthly Maximum	Monthly Average
564	2401	Ridgway	305 N Broad St	\$577,909	\$36,542	\$69,028	\$48,159
565	5803	Susquehanna	The Shops 236 Erie Blvd	\$573,178	\$37,313	\$59,100	\$47,765
566	4302	Farrell	837 Sharon New Castle Rd	\$555,770	\$37,455	\$66,416	\$46,314
567	0302	Kittanning	137 S Jefferson St	\$546,521	\$35,680	\$57,145	\$45,543
568	1111	Portage	3670 Portage St, Suite 3	\$545,858	\$38,123	\$68,350	\$45,488
569	4202	Kane	124 Fraley St	\$521,581	\$34,945	\$54,753	\$43,465
570	1301	Lansford	46 W Ridge St	\$516,345	\$33,939	\$59,546	\$43,029
571	0265	Russellton	Deer Lake Plaza	\$513,189	\$34,186	\$60,912	\$42,766
			908 Little Deer Crk Vly Rd				
572	6312	Fredericktown	524 Front St	\$500,743	\$32,708	\$53,379	\$41,729
573	3102	Mt Union	25 W Water St	\$498,170	\$34,671	\$48,437	\$41,514
574	2512	Union City	66 N Main St	\$486,014	\$31,821	\$48,600	\$40,501
575	0303	Leechburg	163 Third St	\$482,606	\$33,881	\$58,865	\$40,217
576	2604	Masontown	1890 Mcclellandtown Rd	\$472,475	\$30,280	\$54,013	\$39,373
577	6508	Irwin	310 Main St	\$459,077	\$26,009	\$54,029	\$38,256
578	6307	Burgettstown	Kwik Stop Plaza	\$453,186	\$32,048	\$50,068	\$37,766
			2038 Smith Twp Rd Suite 2				
579	0938	Warminster	Center Point Plaza Sc	\$442,846	\$65,021	\$212,143	\$147,615
			748 West Street Road				
580	5801	Forest City	605 Main St	\$442,419	\$29,134	\$45,756	\$36,868
581	1004	Petrolia	102 Main St	\$441,084	\$30,938	\$45,188	\$36,757
582	0804	Wyalusing	41871 Route 6	\$437,763	\$30,380	\$47,479	\$36,480
583	1511	Coatesville	806 E Lincoln Hwy	\$433,004	\$29,439	\$43,082	\$36,084
584	5405	Frackville	500 W Oak St	\$424,175	\$27,809	\$56,046	\$35,348
585	0405	Midland	J508 Midland Ave	\$422,896	\$29,429	\$45,125	\$35,241
586	6203	Youngsville	107 E Main St	\$420,833	\$28,629	\$43,835	\$35,069
587	2702	Tionesta	644 Elm St	\$409,410	\$22,569	\$51,129	\$34,118
588	2608	Perryopolis	3532 Pittsburgh Road Suite A	\$403,411	\$27,281	\$41,794	\$33,618
589	0307	Apollo	206 N Warren Ave	\$387,845	\$26,993	\$46,978	\$32,320
590	2804	Mercersburg	9 S Main St	\$381,975	\$25,029	\$38,534	\$31,831
591	1201	Emporium	54 E Fourth St	\$378,333	\$24,035	\$40,491	\$31,528
592	5404	Ashland	630 Centre St	\$363,349	\$23,401	\$44,059	\$30,279
593	5148	Philadelphia	1111 Locust St	\$346,541	\$31,237	\$100,498	\$69,308
594	4010	Freeland	602 Centre St	\$340,941	\$23,054	\$38,121	\$28,412
595	5904	Westfield	126 W Main St	\$321,462	\$22,345	\$35,220	\$26,789
596	4204	Port Allegany	66 Mill St	\$315,664	\$21,814	\$32,914	\$26,305
597	1602	New Bethlehem	452 Broad St	\$308,607	\$20,713	\$32,064	\$25,717
598	4203	Smethport	433 W Main St	\$306,452	\$19,912	\$32,049	\$25,538
599	2003	Cambridge Spr.	273 S Main St	\$294,508	\$19,062	\$29,514	\$24,542
600	1524	Oxford	Oxford Square Shopping Center	\$292,971	\$47,573	\$72,605	\$58,594
601			449 N Third St				
	5302	Galeton	15 West St	\$290,035	\$17,059	\$31,989	\$24,170
602	6301	Washington	189 S Main St	\$286,370	\$18,455	\$30,358	\$23,864
603	0805	Canton	157 Troy St	\$283,099	\$18,661	\$31,859	\$23,592
604	3203	Clymer	560 Franklin St	\$282,911	\$18,440	\$29,232	\$23,576
605	2701	Marienville	121 Chestnut St	\$281,048	\$15,518	\$34,429	\$23,421
606	0803	Troy	752 Canton St	\$280,369	\$18,586	\$31,879	\$23,364
607	1604	Knox	506 Main St	\$270,235	\$18,884	\$28,749	\$22,520
608	1107	E. Conemaugh	513 Chestnut St	\$264,889	\$17,371	\$30,545	\$22,074
609	1703	Houtzdale	821 Centennial St	\$261,073	\$17,200	\$30,515	\$21,756
610	0502	Saxton	600 Main St	\$256,816	\$15,359	\$28,374	\$21,401
611	3303	Brockway	445 Main St	\$254,492	\$16,256	\$26,055	\$21,208
612	5406	Mahanoy City	7 S Main St	\$237,216	\$14,983	\$28,649	\$19,768
613	1802	Renovo	536 Erie Ave	\$228,879	\$14,566	\$26,010	\$19,073
614	5606	Boswell	212 Ohio Street	\$212,681	\$13,928	\$21,327	\$17,723
615	3305	Reynoldsville	410 Main St	\$211,050	\$15,373	\$20,126	\$17,588
616	2602	Brownsville	127 Brownsville Ave	\$193,655	\$12,515	\$19,874	\$16,138
617	1704	Curwensville	449 State St	\$188,657	\$12,994	\$19,095	\$15,721
618	5601	Meyersdale	686 Market Square	\$174,583	\$10,879	\$18,237	\$14,549
619	6513	Avonmore	214 Fifth St	\$173,612	\$11,452	\$19,476	\$14,468
620	6202	Sheffield	212 S Main St	\$171,472	\$11,587	\$18,558	\$14,289
621	1403	Snow Shoe	15 W Olive St	\$147,271	\$8,874	\$18,821	\$12,273
622	2605	Point Marion	213 Penn St	\$142,850	\$9,669	\$15,996	\$11,904
623	9150	Philadelphia	Plcb Event Store - Philadelphia Area	\$109,060	\$1,502	\$59,797	\$21,812
624	9250	Pittsburgh	Plcb Event Store - Pittsburgh Area	\$56,357	\$7,908	\$48,450	\$28,179
625	2270	Harrisburg	Plcb Event Store - Harrisburg Area	\$37,004	\$37,004	\$37,004	\$37,004



**Table 5: Stores Ranked By Total Dollar Sales Amounts, RY 2009-10, Continued**

<b>Rank</b>	<b>Store</b>	<b>Location City</b>	<b>Location Address</b>	<b>RY Total</b>	<b>Monthly Minimum</b>	<b>Monthly Maximum</b>	<b>Monthly Average</b>
626	0287	Mckees Rocks	717 Broadway	\$12,499	\$5,857	\$6,643	\$6,250
627	9151	Philadelphia	Plcb Event Store	\$4,909	\$4,909	\$4,909	\$4,909
628	7215	Mechanicsburg	6416 Carlisle Pike	\$4,605	\$4,605	\$4,605	\$4,605
629	7214	Harrisburg	2300 Linglestown Rd	\$3,523	\$3,523	\$3,523	\$3,523

