

FINE WINE & GOOD SPIRITS



2014-15

**RETAIL
YEAR IN
REVIEW**





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MESSAGE FROM THE BOARD



Tim Holden, Chairman



Joseph E. Brion, Board Member



Mike Negra, Board Member

Welcome to the Retail Year in Review, a detailed analysis of wine and spirits sales at Fine Wine & Good Spirits stores during the retail year ending on June 28, 2015. Total wine and spirits sales last year including liquor and sales taxes grew 4.2 percent over the prior retail year to \$2.34 billion, but that number only scratches the surface of the PLCB's ongoing commitment to superior customer service and a world-class shopping experience.

Sales growth is undoubtedly attributable in part to our ongoing effort to relocate and renovate our stores, making them more convenient and appealing to Pennsylvania consumers. By the end of the retail year, we had co-located 238 stores in shopping centers with grocery stores and rebranded 91 stores to improve customers' in-store experience. Upgraded Fine Wine & Good Spirits stores are long-term investments in our business that have the critical short-term benefit of improving customer service today.

In addition to our continuing effort to relocate and remodel the stores from which we sell our products, we're also making strides in delivering more personal, customized service to our shoppers. Last year we hired 20 additional retail wine specialists, bringing our workforce of highly trained and eager-to-help experts in green aprons to a statewide total of 81.

While the in-store experience is critical to our success, it is not the only way we're improving the way we interact with consumers. We continue to build and enhance our e-commerce store at www.FineWineandGoodSpirits.com, and we're committed to finding and making available to consumers specialty products from anywhere in the world. To that end, last year we sold more than 8.7 million bottles of wine and spirits totaling nearly \$87 million through our special liquor ordering system. We maintained more than 47,000 rare and specialty products for sale through this system, which is available by phone or at your local Fine Wine & Good Spirits Store.

We hope the information detailed in the following pages will give you better insight into the products and brands that are selling in Pennsylvania. We're proud of the work this agency does as we continually strive to improve the ways we meet the specific needs of individual consumers and licensees, and we're happy to present you with this snapshot of our business.

A handwritten signature in dark ink that reads "Tim Holden".

Tim Holden, Chairman

A handwritten signature in dark ink that reads "Joe Brion".

Joseph Brion, Board Member

A handwritten signature in dark ink that reads "Mike Negra".

Mike Negra, Board Member



The Retail Year in Review is an overview of retail sales in Fine Wine & Good Spirits stores. The report takes a broad look at sales, the location of sales, brand, and items as well as specific sales in spirits and wines. This edition includes additional maps of sales data, sidebars with notable facts, and an infographics page with some unique representations of this year's data. These added features intend to add depth to the reports. Coordinated by the Bureau of Market and Store Analytics, the Retail Year in Review is intended to be plain, to the point, and informative. The research notes are presented here to explain the nuances in reporting and calculations used.

The main features of the publication are reports based on the retail year calendar, regular and luxury items. This calendar includes all weeks being seven days, from Monday to Sunday without partial weeks based on the first of the month. At times the monthly or Gregorian calendar is used and the change is identified in the title or footnotes. Similarly, data extractions, in most cases, are for regular and luxury items. Special Liquor Orders (SLO) are only included when noted. Upgrades to the data have changed some item classifications and created more reliability in reporting. Therefore this year's publication contains more information in the standard reports.

Marketing category is the primary classification for item groups. However, for the purposes of the analytic maps, marketing categories were condensed. For example Italian wine includes the marketing categories for Italian Blush, Italian Chianti, Italian Muscato and any other red or white varietal that is Italian. Similarly, Rum would include flavored, unflavored and spiced rums. Due to the high sales volume of vodka and flavored vodka, the two were kept separate. Condensed categories are only used for the maps. Wine and spirits are given separate maps.

Several calculations were performed on the data, the most common being percentage change. Units and dollars are calculated using this metric. This is the change in either units or dollar sales from the previous year and the formula is as follows:

$$\text{Percentage Change} = (\text{This Year} - \text{Last Year}) / \text{Last Year} * 100$$

The percentage share of departments, sales in a calendar month, categories, county sales, on-premises and off-premises, imported and domestic sales are presented. A percentage share is the amount a component makes of the whole group. Calculating this metric is based on the formula:

$$\text{Percentage Share} = (\text{Component Value} / \text{Total Value of Group}) * 100$$

Another calculation is the compound annual growth rate (CAGR). Using this metric the increase over a period of time, more than just the current and previous year, can be calculated. With the retail year sales data the formula would look like this.

$$\text{CAGR} = (\text{RY 2014-15} / \text{RY 2010-11})^{(1/4)} - (1) * 100$$

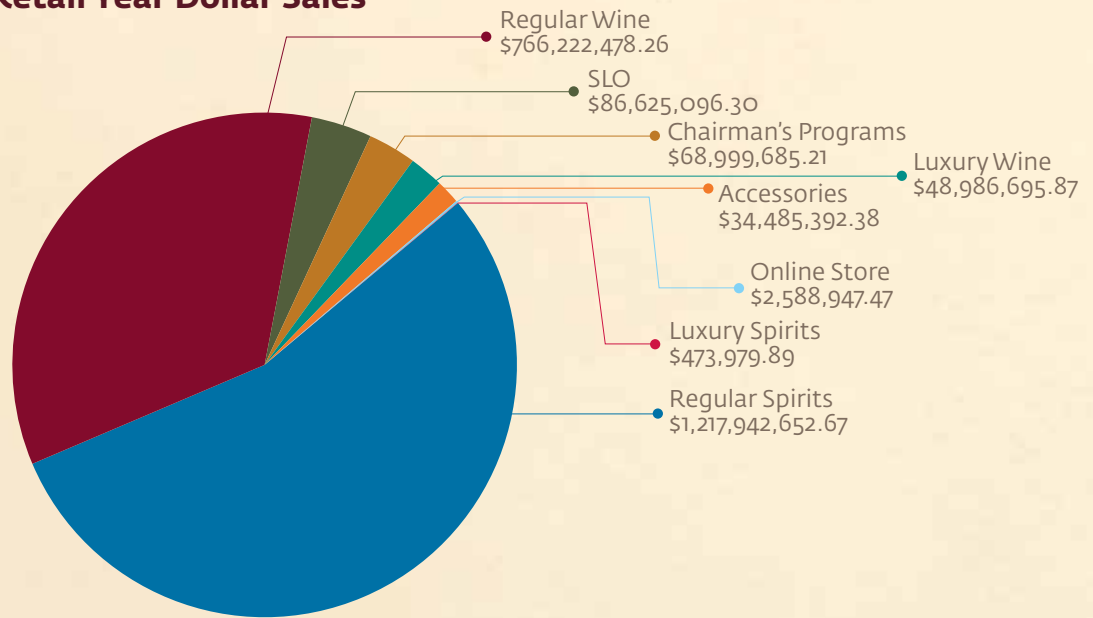
Two types of averages are calculated. Average price is presented for items because this accounts for the mixture of retail, licensee and promotional sales for each product. The average price is calculated by dividing the dollar sales by unit sales. Similarly, the average value of a transaction is calculated by dividing the dollar sales of a store by the transaction count.

Dollar sales amounts are based on the shelf price and these figures do not include the six percent sales tax or local taxes such as those from Allegheny or Philadelphia. When viewing average price, the sales are a combination of those made at regular price, promotion prices or to licensees and may not match the regular shelf price. The data in this report is unaudited and may not match financial statements or other industry publications.

RETAIL YEAR SALES AND SHARES

The overall performance of Fine Wine & Good Spirits stores can be gauged by sales and shares of sales compared with other years, types of items and the timing of sales. Figure 1 contains the sales by department for the past five retail years¹. This includes regular, luxury, Chairman's Programs such as Chairman's Selection® and Chairman's Advantage®, SLO and accessories. Dollar sales have increased by 4.47% over the past retail year. For the past five years the compound annual growth rate (CAGR) is 4.49%.

Figure 1 & Table: Retail Year Dollar Sales



Department Detail	RY 2010-11	RY 2011-12	RY 2012-13	RY 2013-14	RY 2014-15
Regular Spirits	\$1,044,856,922.91	\$1,118,817,821.83	\$1,141,355,088.83	\$1,169,962,530.32	\$1,217,942,652.67
Regular Wine	\$650,469,221.64	\$683,873,846.18	\$722,657,029.23	\$739,500,118.73	\$766,222,478.26
SLO	\$81,262,026.91	\$76,542,547.80	\$73,507,070.32	\$79,672,745.12	\$86,625,096.30
Chairman's Programs	\$49,678,619.78	\$59,391,478.74	\$59,709,194.15	\$63,091,660.83	\$68,999,685.21
Luxury Wine	\$31,475,277.36	\$34,105,840.89	\$37,290,477.82	\$44,433,112.18	\$48,986,695.87
Accessories	\$7,854,499.59	\$22,560,413.75	\$28,977,817.08	\$31,942,901.31	\$34,485,392.38
Online Store	\$1,900,526.57	\$2,375,649.07	\$2,405,297.97	\$2,187,634.93	\$2,588,947.47
Luxury Spirits	\$19,064.64	\$69,268.79	\$133,275.95	\$217,574.59	\$473,979.89
TOTAL	\$1,867,516,159.40	\$1,997,736,867.05	\$2,066,035,251.35	\$2,131,008,278.01	\$2,226,324,928.05

Spirits comprise roughly 58 percent of dollar sales (Table 1).

Table 1: Wine and Spirits, Dollar Sales

Retail Year	Wine	Spirits	Wine % Share	Spirits % Share
2010-11	\$732,910,632	\$1,045,023,812	41.22%	58.78%
2011-12	\$778,861,731	\$1,119,305,082	41.03%	58.97%
2012-13	\$821,150,332	\$1,142,015,032	41.83%	58.17%
2013-14	\$847,989,929	\$1,171,032,114	42.00%	58.00%
2014-15	\$885,136,924	\$1,219,624,684	42.05%	57.95%

¹SLO sales are included in this figure.

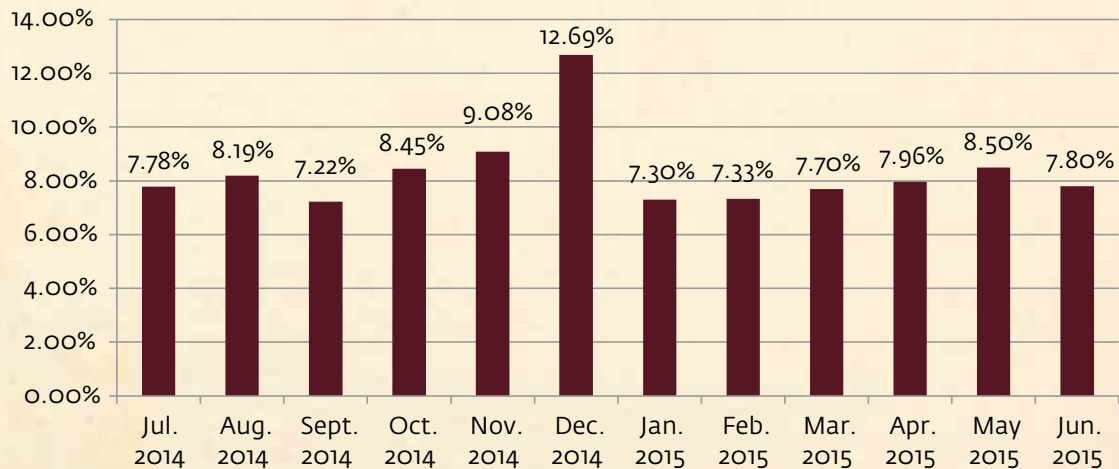
Table 2 shows the split by unit sales is nearly even, with 50.63% of unit sales being spirits.

Table 2: Wine and Spirits, Unit Sales

Retail Year	Wine	Spirits	Wine % Share	Spirits % Share
2010–11	64,352,255	66,262,104	49.27%	50.73%
2011–12	68,278,222	69,995,730	49.38%	50.62%
2012–13	69,215,304	70,099,474	49.68%	50.32%
2013–14	70,615,782	71,597,964	49.65%	50.35%
2014–15	71,517,351	73,349,871	49.37%	50.63%

Figure 2 shows that December had the greatest share of sales with 12.69 percent. November (9.08%) and May (8.50%) were the next highest months by percentage of sales². The top three months comprised 30.27 percent of sales.

Figure 2: Percent of Sales, Based on Calendar Month



The hour with the most dollar sales during the retail year is 10:00 AM on Saturday. This hour accounted for 8.84 percent of Saturday sales.

²This figure includes SLO merchandise.

RETAIL YEAR SALES AND SHARES

Vodka (\$261,876,409.47), Bourbon (\$126,615,719.36) and Flavored Vodka (\$104,470,909.86) are the largest market categories. U.S. Chardonnay (\$67,949,236.78), U.S. Cabernet (\$62,327,041.32) and 5 L Box Wine (\$60,006,120.54) were the top marketing categories in wine. The top 15 marketing categories are displayed in Table 3.

Table 3: Dollar Sales by Marketing Category

Rank	Marketing Category	R ^Y 2013–14 Dollar Sales	R ^Y 2014–15 Dollar Sales
1	Vodka	\$256,887,420.45	\$261,876,409.47
2	Bourbon	\$114,464,929.16	\$126,615,719.36
3	Flavored Vodka	\$108,020,217.76	\$104,470,909.86
4	Spiced Rum	\$68,042,600.54	\$68,251,586.80
5	U.S. Chardonnay	\$65,005,720.08	\$67,949,236.78
6	U.S. Cabernet	\$57,853,493.89	\$62,327,041.32
7	Canadian Whisky	\$56,776,029.90	\$61,709,047.31
8	5L Box Wine	\$57,341,085.01	\$60,006,120.54
9	Shooters, Schnapps/Liqueurs	\$64,053,096.28	\$59,847,916.53
10	Flavored Whiskey	\$44,157,382.38	\$56,065,743.06
11	Unflavored Rum	\$54,413,325.49	\$53,582,983.69
12	Gin	\$47,463,525.55	\$48,346,405.11
13	Alternative Size Box Wine	\$35,924,718.41	\$42,177,602.39
14	Scotch Blends	\$40,451,125.74	\$41,316,316.10
15	Cognac	\$27,321,884.92	\$30,911,510.88



Table 4 presents the dollar share for the top 15 marketing categories. Vodka is 13.17 percent of the retail year dollar share. Flavored whiskey (2.82%) and Bourbon (6.37%) gained the most dollar shares. Alternative Size Box Wine (2.12%) and U.S. Cabernet (3.13%) gained the most dollar shares among wines.

Table 4: Dollar Share by Marketing Category

Rank	Marketing Category	R.Y. 2013–14 Dollar Share	R.Y. 2014–15 Dollar Share
1	Vodka	13.45%	13.17%
2	Bourbon	5.99%	6.37%
3	Flavored Vodka	5.66%	5.25%
4	Spiced Rum	3.56%	3.43%
5	US Chardonnay	3.40%	3.42%
6	US Cabernet	3.03%	3.13%
7	Canadian Whisky	2.97%	3.10%
8	5 L Box Wine	3.00%	3.02%
9	Shooters, Schnapps/Liqueurs	3.35%	3.01%
10	Flavored Whiskey	2.31%	2.82%
11	Unflavored Rum	2.85%	2.69%
12	Gin	2.48%	2.43%
13	Alternative Size Box Wine	1.88%	2.12%
14	Scotch Blends	2.12%	2.08%
15	Cognac	1.43%	1.55%



RETAIL YEAR SALES AND SHARES

Transaction counts peak in the month of December with 7,449,480 (Figure 3). November (5,756,032) and October (5,664,650) have the next highest transaction counts³.

Figure 3: Transaction Count by Calendar Month

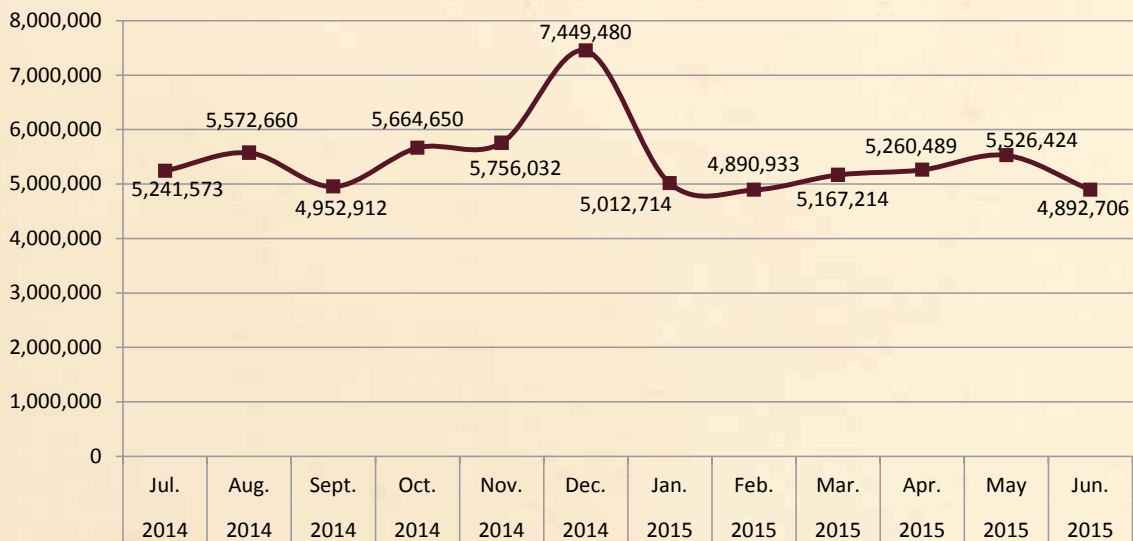
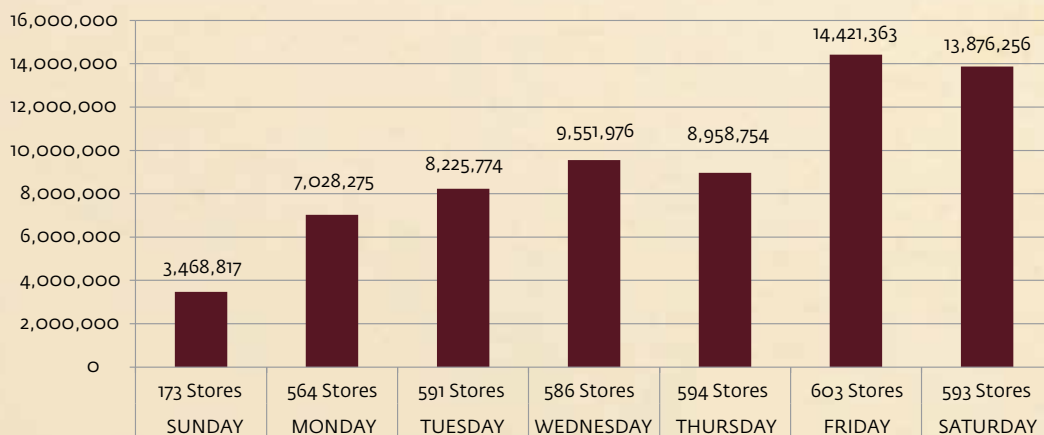


Figure 4 shows the transaction count by day of the week for RY 2014–15. Friday (14,421,363), Saturday (13,876,256) and Wednesday (9,551,976) had the highest number of transactions⁴. The number of transactions per store is highest on Friday, Saturday and Sunday.

Figure 4: Transaction Count by Day of the Week, RY 2014–15



³ Figure 3 includes all transactions such as retail, licensee and SLO. Figure 3 is based on calendar months.

⁴ Figure 3 includes all transactions such as retail, licensee and SLO. Figure 4 is based on the retail year. By law, not all stores are open for business on Sundays. Store count is the number of stores operational at the end of the retail year and not the number of stores with sales in the retail year.



COUNTY AND STORE REPORTS

Reports on counties and stores can identify where and what types of sales are taking place in different parts of Pennsylvania. Fine Wine & Good Spirits stores are divided into three regions and displayed in Map 1. Premium Collection stores are identified with a red dot and standard stores are identified with a blue dot⁵.

Map 2 shows the top-spirit category by county⁶. The majority of counties have the highest dollar sales in vodka. Rum is dominant on the northern border and in the central part of the state. Cordials are concentrated in the center and Bourbon and Canadian Whisky are found in rural western parts of the state.

Map 3 is the top wine category by county⁷. 5 L Box Wine is dominant in most of the state. There are pockets of other categories. For example Pennsylvania and New York wines are noticeable in the north central areas. U.S. Chardonnay is concentrated in Philadelphia and Allegheny counties. Cumberland and Union counties also sell more U.S. Chardonnay than other wine categories. U.S. Cabernet is high just outside of Allegheny County in Butler and Washington counties. Meanwhile Italian has a strong showing in Pike, Delaware and Snyder counties. Two counties, Centre and Philadelphia, have Champagne and Sparkling Wine as their top wine categories.



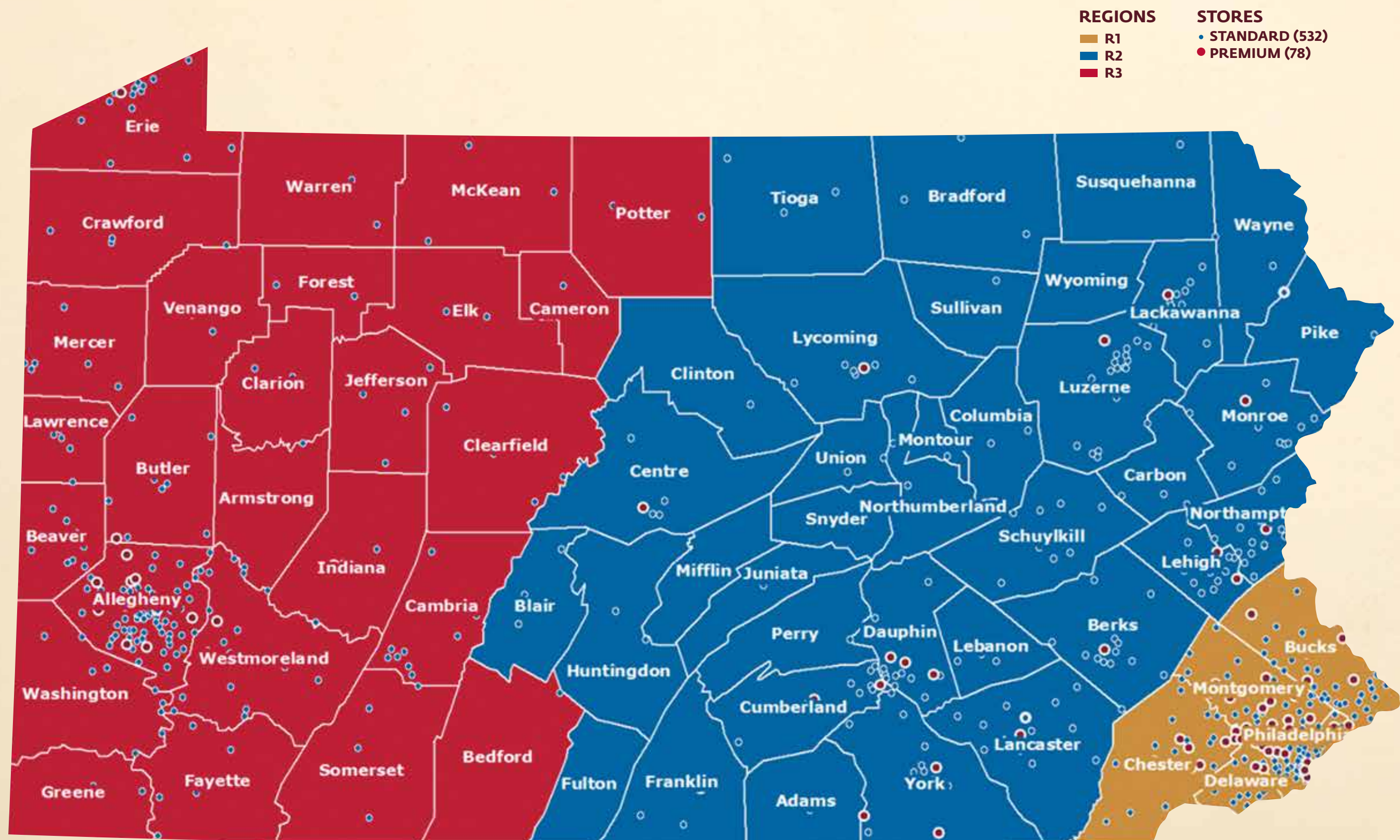
⁵ The maps are based on the number of stores that have recorded sales in the past retail year, a total of 610.

⁶ This map only contains regular listed spirit items and not luxury or SLO.

⁷ This map only contains regular listed wine items and not luxury or SLO.

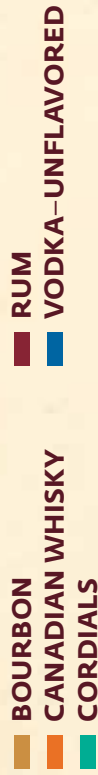


MAP 1: PA Store Regions, RY 2014–15



5 L BOX WINE
ITALIAN
PA/NY

SPARKLING/CHAMPAGNE
U.S. CABERNET
U.S. CHARDONNAY



- BOURBON
- CANADIAN WHISKY
- CORDIALS

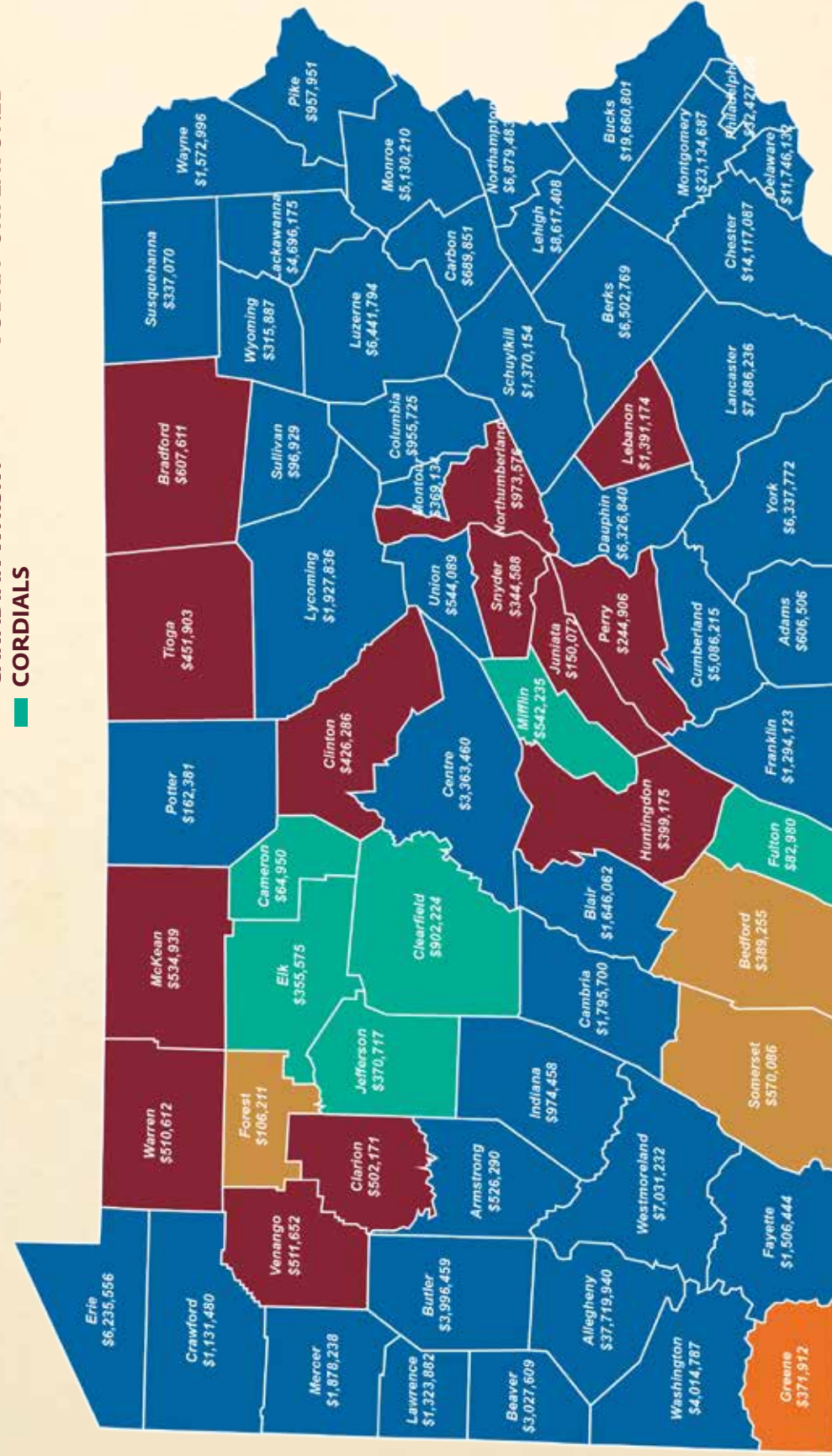


Table 5 shows the counties by their total dollar sales⁸. Allegheny (\$282,606,910), Philadelphia (\$233,687,910), Montgomery (\$206,726,615), Bucks (\$139,888,090) and Chester (\$125,969,128) are the highest in sales. Together these counties comprise 47.92 percent of sales.

Table 5: Share by County, Based on Dollar Sales

Rank	County	RY 2013–14 Dollar Sales	RY 2014–15 Dollar Sales	RY 2014–15 County Share
1	Allegheny	\$271,212,695	\$282,606,910	13.70%
2	Philadelphia	\$228,424,930	\$233,687,910	11.33%
3	Montgomery	\$200,801,774	\$206,726,615	10.02%
4	Bucks	\$135,700,600	\$139,888,090	6.78%
5	Chester	\$120,388,594	\$125,969,128	6.10%
6	Delaware	\$77,696,341	\$81,041,098	3.93%
7	Lehigh	\$70,209,501	\$73,828,804	3.58%
8	Lancaster	\$58,132,117	\$62,222,887	3.02%
9	York	\$52,268,940	\$56,272,531	2.73%
10	Westmoreland	\$53,806,032	\$57,858,175	2.80%
11	Berks	\$52,109,628	\$54,590,395	2.65%
12	Luzerne	\$46,419,747	\$48,504,683	2.35%
13	Northampton	\$41,606,211	\$43,378,271	2.10%
14	Dauphin	\$45,501,801	\$48,211,058	2.34%
15	Erie	\$44,439,163	\$46,560,501	2.26%
16	Cumberland	\$45,427,758	\$46,750,079	2.27%
17	Lackawanna	\$39,502,308	\$40,458,110	1.96%
18	Monroe	\$32,309,430	\$33,491,208	1.62%
19	Butler	\$33,200,773	\$34,829,288	1.69%
20	Washington	\$29,188,124	\$30,968,088	1.50%
21	Centre	\$28,347,786	\$29,761,408	1.44%
22	Beaver	\$19,061,879	\$20,247,201	0.98%
23	Lycoming	\$16,627,435	\$17,244,063	0.84%
24	Cambria	\$14,157,468	\$14,606,458	0.71%
25	Blair	\$14,113,510	\$14,916,536	0.72%
26	Mercer	\$13,285,880	\$13,842,582	0.67%
27	Schuylkill	\$12,063,656	\$12,364,928	0.60%
28	Franklin	\$11,937,638	\$11,599,852	0.56%
29	Lebanon	\$11,347,766	\$12,278,345	0.60%
30	Wayne	\$11,327,303	\$11,802,911	0.57%
31	Fayette	\$11,185,683	\$11,515,939	0.56%
32	Crawford	\$8,562,106	\$8,970,232	0.43%
33	Indiana	\$8,655,839	\$8,949,886	0.43%
34	Lawrence	\$8,202,160	\$8,637,027	0.42%
35	Columbia	\$7,805,144	\$8,053,610	0.39%
36	Clearfield	\$7,365,794	\$7,578,036	0.37%

⁸ Tables 5 and 6 include retail, licensee and SLO sales.

COUNTY AND STORE REPORTS

Table 5: Share by County, Based on Dollar Sales (continued)

Rank	County	RY 2013–14 Dollar Sales	RY 2014–15 Dollar Sales	RY 2014–15 County Share
37	Northumberland	\$6,609,106	\$6,662,342	0.32%
38	Pike	\$6,750,785	\$7,150,787	0.35%
39	Adams	\$5,831,083	\$6,158,054	0.30%
40	Bradford	\$5,050,246	\$5,261,479	0.25%
41	Carbon	\$4,706,120	\$4,806,725	0.23%
42	Union	\$4,730,913	\$4,957,776	0.24%
43	Somerset	\$4,672,025	\$4,820,598	0.23%
44	Venango	\$4,298,740	\$4,483,294	0.22%
45	McKean	\$4,202,878	\$4,360,007	0.21%
46	Armstrong	\$4,031,995	\$4,309,666	0.21%
47	Warren	\$3,906,728	\$3,922,693	0.19%
48	Clarion	\$3,708,475	\$3,797,332	0.18%
49	Tioga	\$3,630,589	\$3,719,456	0.18%
50	Montour	\$3,120,628	\$3,320,190	0.16%
51	Mifflin	\$3,175,601	\$3,321,550	0.16%
52	Bedford	\$3,224,831	\$3,365,779	0.16%
53	Clinton	\$2,919,885	\$3,028,649	0.15%
54	Susquehanna	\$2,785,438	\$2,703,926	0.13%
55	Huntingdon	\$2,902,878	\$3,029,172	0.15%
56	Jefferson	\$2,852,136	\$2,908,610	0.14%
57	Snyder	\$2,707,761	\$2,798,237	0.14%
58	Elk	\$2,522,817	\$2,606,577	0.13%
59	Wyoming	\$2,520,026	\$2,578,589	0.12%
60	Greene	\$2,342,034	\$2,479,614	0.12%
61	Perry	\$1,539,693	\$1,597,356	0.08%
62	Potter	\$1,273,190	\$1,306,218	0.06%
63	Juniata	\$1,063,111	\$1,160,073	0.06%
64	Sullivan	\$770,470	\$747,395	0.04%
65	Forest	\$742,458	\$759,352	0.04%
66	Fulton	\$566,394	\$630,607	0.03%
67	Cameron	\$430,573	\$447,155	0.02%

The top-20 counties by sales growth are presented in Table 6. The comparisons can be different as the number of stores is not uniform by county. Fulton (11.34%) and Juniata (9.12%) had the highest percentage changes. Notably, larger counties, such as York (7.66%), Westmoreland (7.53%) and Lancaster (7.04%) had increases greater than the statewide 4.47 percent.

Table 6: Percentage Change by County, Based on Dollar Sales

Rank	County	RY 2013-14 Dollar Sales	RY 2014-15 Dollar Sales	% Change
1	Fulton	\$566,394	\$630,607	11.34%
2	Juniata	\$1,063,111	\$1,160,073	9.12%
3	Lebanon	\$11,347,766	\$12,278,345	8.20%
4	York	\$52,268,940	\$56,272,531	7.66%
5	Westmoreland	\$53,806,032	\$57,858,175	7.53%
6	Lancaster	\$58,132,117	\$62,222,887	7.04%
7	Armstrong	\$4,031,995	\$4,309,666	6.89%
8	Montour	\$3,120,628	\$3,320,190	6.39%
9	Beaver	\$19,061,879	\$20,247,201	6.22%
10	Washington	\$29,188,124	\$30,968,088	6.10%
11	Dauphin	\$45,501,801	\$48,211,058	5.95%
12	Pike	\$6,750,785	\$7,150,787	5.93%
13	Greene	\$2,342,034	\$2,479,614	5.87%
14	Blair	\$14,113,510	\$14,916,536	5.69%
15	Adams	\$5,831,083	\$6,158,054	5.61%
16	Lawrence	\$8,202,160	\$8,637,027	5.30%
17	Lehigh	\$70,209,501	\$73,828,804	5.16%
18	Centre	\$28,347,786	\$29,761,408	4.99%
19	Butler	\$33,200,773	\$34,829,288	4.91%
20	Union	\$4,730,913	\$4,957,776	4.80%

Table 7 shows the ranking of all stores by dollar sales. Due to the size of the table it has been placed in the Appendix. Stores with a single asterisk (*) are licensee and fulfillment centers and those with two have been rebranded. The online store is notated with a caret (^) and Premium Collection stores are identified with a dagger (†).

BRAND AND ITEM PERFORMANCE

Brand and item performance isolates the sales of products and compares them with their competitors as well as how items perform in different regions. Table 8 shows a list of the top 100 brands by unit sales⁹. Barefoot (4,264,931), Jacquin's (3,498,453) and Sutter Home (3,496,127) are the top three. Tito's (63.96%), Peter Vella (49.80%) and Fireball (47.61%) had the largest increases in unit sales in comparison to last year.



⁹ Brand sales can be impacted by discontinued items, delisted items, innovation and one time buys. For example both Tito's and Fireball added a 375 mL size. Fireball also added a 50 mL. Without these product innovations, both would have had slightly different results. With just the items active for two years Tito's would have increased by 61.08 percent and Fireball by 40.16 percent. Similarly brands that have major decreases could have had discontinued or delisted items. The smaller portfolio is responsible for some of the larger decreases. In other cases brands lost sales on high volume items.

Table 8: Top 100 Brands

Rank	Brand	RY 2013–14 Unit Sales	RY 2014–15 Unit Sales	% Change
1	Barefoot	4,100,213	4,264,931	4.02%
2	Jacquin's	3,547,446	3,498,453	-1.38%
3	Sutter Home	3,372,871	3,496,127	3.65%
4	Captain Morgan	2,946,168	2,865,553	-2.74%
5	Bacardi	2,998,275	2,795,977	-6.75%
6	Smirnoff	2,730,221	2,683,977	-1.69%
7	Yellow Tail	2,485,006	2,482,218	-0.11%
8	Jack Daniel's	2,230,515	2,422,647	8.61%
9	Nikolai	2,382,216	2,350,264	-1.34%
10	Absolut	2,236,248	2,211,288	-1.12%
11	Franzia	2,573,468	2,210,433	-14.11%
12	Woodbridge	2,584,791	2,194,313	-15.11%
13	Seagram's	1,838,910	1,833,424	-0.30%
14	New Amsterdam	1,524,836	1,770,926	16.14%
15	Cavit	1,710,051	1,658,149	-3.04%
16	Jim Beam	1,334,896	1,577,405	18.17%
17	Pinnacle	1,691,543	1,477,563	-12.65%
18	Banker's Club	1,449,970	1,410,269	-2.74%
19	Fireball	881,665	1,301,449	47.61%
20	E & J	1,185,587	1,261,969	6.44%
21	Arbor Mist	1,545,769	1,251,970	-19.01%
22	José Cuervo	1,148,348	1,210,189	5.39%
23	Beringer	1,168,726	1,209,774	3.51%
24	Dekuyper	1,127,543	1,159,310	2.82%
25	Crown Royal	922,164	1,100,870	19.38%
26	Cupcake	1,040,634	1,073,967	3.20%
27	Carlo Rossi	1,048,912	1,069,823	1.99%
28	Calico Jack	1,100,053	1,059,861	-3.65%
29	Grey Goose	1,061,643	1,029,387	-3.04%
30	Kendall-Jackson	1,043,581	1,021,838	-2.08%
31	Vladimir	1,064,065	1,008,687	-5.20%
32	Jägermeister	1,056,647	997,376	-5.61%
33	Gallo	936,444	963,772	2.92%
34	Concha y Toro	936,864	916,663	-2.16%
35	Black Velvet	904,761	901,859	-0.32%
36	Jameson	804,482	898,891	11.74%
37	Svedka	852,294	898,367	5.41%
38	Taylor	904,011	897,436	-0.73%
39	Southern Comfort	867,650	845,991	-2.50%
40	Crown Russe	782,811	808,013	3.22%
41	Stolichnaya	753,346	805,877	6.97%
42	Peter Vella	536,941	804,333	49.80%
43	Burnett's	847,477	797,960	-5.84%
44	Black Box	641,289	796,544	24.21%
45	Hennessy	637,419	746,519	17.12%
46	Riunite	781,508	736,384	-5.77%
47	Three Olives	813,764	716,424	-11.96%
48	Martini And Rossi	661,080	705,361	6.70%
49	Rex Goliath	930,993	703,880	-24.39%
50	Chateau Ste. Michelle	671,753	701,243	4.39%

BRAND AND ITEM PERFORMANCE

Table 8: Top 100 Brands (continued)

Rank	Brand	Ry 2013-14 Unit Sales	Ry 2014-15 Unit Sales	% Change
51	Fish Eye	761,817	680,407	-10.69%
52	Ketel One	666,257	664,993	-0.19%
53	Robert Mondavi	692,468	629,991	-9.02%
54	Francis Coppola	596,267	629,753	5.62%
55	Tito's	380,885	624,511	63.96%
56	Platinum	508,941	615,202	20.88%
57	Rumple Minze	598,208	587,309	-1.82%
58	Malibu	582,096	582,132	0.01%
59	Windsor	617,927	581,434	-5.91%
60	Christian Brothers	559,967	553,541	-1.15%
61	Admiral Nelson	520,708	543,876	4.45%
62	Bolla	517,342	541,923	4.75%
63	Almaden	501,833	540,928	7.79%
64	Elmo Pio	529,399	539,718	1.95%
65	Ménage à Trois	519,211	535,879	3.21%
66	Baileys	533,663	535,082	0.27%
67	Wild Turkey	522,629	533,235	2.03%
68	Apothic	424,163	532,815	25.62%
69	Daily's	745,811	526,060	-29.46%
70	Evan Williams	416,599	518,082	24.36%
71	Cîroc	532,813	514,591	-3.42%
72	Tanqueray	499,639	493,439	-1.24%
73	Skyy	478,635	478,776	0.03%
74	Corbett Canyon	536,608	471,642	-12.11%
75	Manischewitz	470,378	458,953	-2.43%
76	Korbel	467,338	455,641	-2.50%
77	Yukon Jack	407,537	429,617	5.42%
78	Hazlitt	416,051	426,269	2.46%
79	Turning Leaf	400,656	424,163	5.87%
80	Sterling	320,426	419,420	30.89%
81	Patrón	398,589	418,519	5.00%
82	Gordon's	440,422	411,079	-6.66%
83	Bogle	349,627	409,757	17.20%
84	Kahlúa	435,067	408,827	-6.03%
85	Ruffino	371,144	404,652	9.03%
86	Smoking Loon	297,290	402,181	35.28%
87	Bota	318,775	400,116	25.52%
88	Dewars	414,650	399,223	-3.72%
89	Clos Du Bois	439,845	392,971	-10.66%
90	André	373,914	388,695	3.95%
91	Maker's Mark	339,407	381,895	12.52%
92	Jacob's Creek	440,228	381,159	-13.42%
93	Tortilla	334,778	379,936	13.49%
94	Johnnie Walker	369,549	376,693	1.93%
95	Cruzan	332,609	360,486	8.38%
96	Mirassou	448,391	352,709	-21.34%
97	Paul Masson	245,802	348,441	41.76%
98	Montezuma	352,810	341,869	-3.10%
99	Ecco Domani	356,740	338,312	-5.17%
100	Skinny Girl	333,206	337,585	1.31%

Tables 9, 10 and 11 show the top 10 brands by region. Seven brands—Bacardi, Barefoot, Jack Daniel's, Jacquin's, Smirnoff, Sutter Home and Yellow Tail—made all three region lists. Barefoot was at number one in all three regions. Captain Morgan, Franzia and Nikolai made two of the lists. Jack Daniel's in Region 1 (9.79%) and Region 2 (9.44%), and Barefoot in Region 3 (7.87%) had the highest increases.

Table 9: Top 10 Brands, Region 1

Rank	Brand	RY 2013–14 Unit Sales	RY 2014–15 Unit Sales	% Change
1	Barefoot	1,613,573	1,599,718	-0.86%
2	Sutter Home	1,293,521	1,353,506	4.64%
3	Jacquin's	1,293,543	1,268,729	-1.92%
4	Bacardi	1,206,954	1,117,078	-7.45%
5	Smirnoff	1,109,259	1,078,419	-2.78%
6	Yellow Tail	1,000,041	991,843	-0.82%
7	New Amsterdam	922,191	930,337	0.88%
8	Absolut	951,230	920,100	-3.27%
9	Woodbridge	1,027,540	864,237	-15.89%
10	Jack Daniel's	712,555	782,328	9.79%

Table 10: Top 10 Brands, Region 2

Rank	Brand	RY 2013–14 Unit Sales	RY 2014–15 Unit Sales	% Change
1	Barefoot	1,441,573	1,537,855	6.68%
2	Sutter Home	1,138,942	1,182,280	3.81%
3	Jacquin's	1,148,085	1,135,734	-1.08%
4	Captain Morgan	1,173,499	1,133,906	-3.37%
5	Bacardi	1,009,896	949,221	-6.01%
6	Smirnoff	926,111	908,679	-1.88%
7	Jack Daniel's	819,716	897,107	9.44%
8	Franzia	1,036,247	885,616	-14.54%
9	Yellow Tail	851,058	855,932	0.57%
10	Nikolai	782,321	786,010	0.47%

Table 11: Top 10 Brands, Region 3

Rank	Brand	RY 2013–14 Unit Sales	RY 2014–15 Unit Sales	% Change
1	Barefoot	1,045,067	1,127,358	7.87%
2	Jacquin's	1,105,818	1,093,990	-1.07%
3	Captain Morgan	1,093,604	1,081,922	-1.07%
4	Sutter Home	940,408	960,341	2.12%
5	Nikolai	942,076	930,016	-1.28%
6	Jack Daniel's	698,244	743,212	6.44%
7	Bacardi	781,425	729,678	-6.62%
8	Smirnoff	694,851	696,879	0.29%
9	Franzia	777,271	661,012	-14.96%
10	Yellow Tail	633,907	634,443	0.08%

BRAND AND ITEM PERFORMANCE

The top 100 items by units are shown in Table 12. Fireball Cinnamon Whisky 750 mL, Jack Daniel's Old Number 7 Tennessee Whiskey 750 mL and Nikolai Vodka 375 mL were the top three items in unit sales in RY 2014–15. Kendall-Jackson Vintner's Reserve Chardonnay 750 mL, Cavit Pinot Grigio 1.5 L and Woodbridge Chardonnay 1.5 L were the top wines by unit sales.

In terms of growth¹⁰ from the previous year, Fireball Cinnamon Whisky 1.75 L has increased unit sales by 88.18%. Tito's Vodka in the 1.75 L (+57.80%) and 750 mL (+63.60%) both increased unit sales. The high growth spirits items all had over 100% increase in licensee unit sales as well as strong growth in retail. Nobilo Sauvignon Blanc 750 mL (+21.97%) and Apothic Red 750 mL (+18.55%) are the top two wines with the highest increases.

Bourbon and whiskey have continued to increase in retail sales, having **increased by 6.39 percent** in the **past five years**. Other American Whiskey has been growing as well, due to an influx of new items.

	5 Year CAGR	AVG Retail Price RY 14–15
Bourbons and Whiskeys (Unflavored)	6.39%	\$19.67
Other American Whiskey	41.38%	\$26.14
Irish Whisky	12.22%	\$25.12
Bourbon	7.54%	\$21.75
Canadian Whisky	2.53%	\$16.58
Blended Whiskey	-1.42%	\$12.51



¹⁰ Note: some of the item increases are not comparable. Smirnoff Vodka PET 1.75 L (+1,413.92%) began selling in the final month of RY 2013–14. The percentage change is comparing one month of sales in the past retail year to 12 in the current retail year. Similarly New Amsterdam Pineapple Vodka 750 mL (+1,112.49) began selling in April of RY 2013–14. The percentage change compares three months to 12 months.

Table 12: Top 100 Items by Units

Rank	Product	Size	R/Y 2014-15 Avg. Price	R/Y 2013-14 Unit Sales	R/Y 2014-15 Unit Sales	% Change
1	Fireball Cinnamon Whisky	750 mL	\$16.68	769,766	1,025,148	33.18%
2	Jack Daniel's Old Number 7 Tennessee Whiskey	750 mL	\$22.25	875,688	909,852	3.90%
3	Nikolai Vodka	375 mL	\$4.29	843,433	835,164	-0.98%
4	Jacquin's Vodka	375 mL	\$4.29	715,761	792,854	10.77%
5	Captain Morgan Original Spiced Rum	750 mL	\$15.90	955,997	778,272	-18.59%
6	Vladimir Vodka	1.75 L	\$11.94	733,144	705,078	-3.83%
7	Absolut Vodka	750 mL	\$17.94	642,738	615,430	-4.25%
8	Kendall-Jackson VR Chardonnay	750 mL	\$13.16	620,652	602,987	-2.85%
9	Captain Morgan Original Spiced Rum	1.75 L	\$28.24	654,872	588,258	-10.17%
10	Jägermeister Liqueur	750 mL	\$18.98	579,233	540,767	-6.64%
11	Bacardi Superior Rum	750 mL	\$13.28	546,313	531,215	-2.76%
12	Crown Russe Vodka PET	1.75 L	\$11.61	509,593	525,519	3.13%
13	Cavit Pinot Grigio	1.5 L	\$13.18	528,908	477,571	-9.71%
14	Jameson Irish Whiskey	750 mL	\$25.24	418,728	468,974	12.00%
15	Grey Goose Vodka	750 mL	\$29.47	501,510	466,049	-7.07%
16	Crown Royal Canadian Whisky	750 mL	\$25.33	444,452	438,781	-1.28%
17	Nikolai Vodka	1 L	\$7.90	461,578	429,376	-6.98%
18	Woodbridge Chardonnay	1.5 L	\$13.03	509,637	424,057	-16.79%
19	Jacquin's Vodka	1 L	\$8.66	441,488	422,677	-4.26%
20	Sutter Home White Zinfandel	1.5 L	\$10.71	478,842	418,079	-12.69%
21	Banker's Club Vodka	1 L	\$7.23	443,426	404,991	-8.67%
22	José Cuervo Gold Tequila	750 mL	\$18.45	399,627	401,590	0.49%
23	Smirnoff Vodka	750 mL	\$12.70	410,931	396,281	-3.57%
24	Apothic Red	750 mL	\$10.81	328,528	389,479	18.55%
25	Jim Beam Bourbon	750 mL	\$16.52	389,099	388,690	-0.11%
26	Rumple Minze Peppermint Schnapps	50 mL	\$2.29	380,682	378,303	-0.62%
27	Burnett's Vodka PET	1.75 L	\$14.64	374,087	374,082	0.00%
28	Nikolai Vodka	1.75 L	\$13.84	386,525	371,741	-3.82%
29	Barefoot Moscato	1.5 L	\$12.60	386,208	370,132	-4.16%
30	Jacquin's Vodka	1.75 L	\$14.60	380,462	368,308	-3.19%
31	Tito's Vodka	750 mL	\$18.83	215,625	352,752	63.60%
32	Barefoot Pinot Grigio	1.5 L	\$12.43	416,179	351,154	-15.62%
33	Smirnoff Vodka	375 mL	\$7.29	352,084	342,128	-2.83%
34	New Amsterdam Peach Vodka	750 mL	\$11.94	556,776	332,841	-40.22%
35	Calico Jack Spiced Rum	750 mL	\$8.21	346,108	320,213	-7.48%
36	Jack Daniel's Old Number 7 Tennessee Whiskey	1.75 L	\$43.32	319,617	318,627	-0.31%
37	Nikolai Vodka	200 mL	\$2.99	304,660	317,993	4.38%
38	Southern Comfort	750 mL	\$16.23	335,710	312,814	-6.82%
39	Castillo Silver Rum	1 L	\$8.48	303,877	311,915	2.65%
40	Vladimir Vodka	1 L	\$7.63	330,921	303,609	-8.25%
41	Hennessy Cognac VS	750 mL	\$31.63	257,070	303,110	17.91%
42	E & J Brandy	750 mL	\$11.46	300,279	302,109	0.61%
43	Franzia Sunset Blush	5 L	\$15.15	384,900	301,605	-21.64%
44	Wild Turkey American Honey Liqueur	750 mL	\$18.47	295,449	300,300	1.64%
45	Banker's Club Vodka	1.75 L	\$12.34	321,683	296,832	-7.73%
46	Bacardi Superior Rum	1.75 L	\$24.39	340,143	293,702	-13.65%
47	Maker's Mark Bourbon	750 mL	\$26.87	264,204	291,546	10.35%
48	Smirnoff Vodka	50 mL	\$2.09	273,797	288,102	5.22%
49	Barefoot Chardonnay	1.5 L	\$12.00	328,687	285,389	-13.17%
50	Absolut Vodka	1.75 L	\$32.69	295,780	284,728	-3.74%

BRAND AND ITEM PERFORMANCE

Table 12: Top 100 Items by Units (continued)

Rank	Product	Size	RY 2014-15 Avg. Price	RY 2013-14 Unit Sales	RY 2014-15 Unit Sales	% Change
51	Crown Russe Vodka	1 L	\$7.05	273,218	282,494	3.40%
52	Ketel One Vodka	750 mL	\$25.50	290,284	281,456	-3.04%
53	Bacardi Superior Rum PET	1.75 L	\$19.64	269,568	270,260	0.26%
54	Chateau Ste Michelle Riesling	750 mL	\$10.48	278,674	264,081	-5.24%
55	Platinum 7X Vodka	1.75 L	\$18.79	225,755	263,742	16.83%
56	Tito's Vodka	1.75 L	\$32.60	165,260	260,788	57.80%
57	Smirnoff Vodka	1.75 L	\$23.73	394,103	260,659	-33.86%
58	Svedka Vodka	1.75 L	\$21.81	258,576	250,571	-3.10%
59	Malibu Coconut Rum	750 mL	\$14.18	248,629	249,061	0.17%
60	Beringer White Zinfandel	1.5 L	\$11.88	235,827	248,694	5.46%
61	Barefoot Moscato	750 mL	\$7.45	234,792	246,018	4.78%
62	Ecco Domani Pinot Grigio	750 mL	\$11.18	249,888	244,735	-2.06%
63	Windsor Canadian Whisky 3 Year Old	1.75 L	\$18.53	233,394	244,675	4.83%
64	Stolichnaya Vodka	750 mL	\$18.03	235,851	241,855	2.55%
65	Franzia Chardonnay	5 L	\$17.80	291,792	239,922	-17.78%
66	Sky Vodka	1.75 L	\$25.66	216,902	236,753	9.15%
67	Cavit Pinot Grigio	750 mL	\$7.60	229,930	232,789	1.24%
68	Woodbridge Cabernet Sauvignon	1.5 L	\$12.70	296,991	232,222	-21.81%
69	Montezuma Triple Sec	1 L	\$4.61	222,560	227,350	2.15%
70	Martini & Rossi Asti Spumante	750 mL	\$13.07	206,040	223,666	8.55%
71	Baileys Irish Cream Liqueur	750 mL	\$24.10	230,405	220,348	-4.36%
72	Absolut Vodka	50 mL	\$2.57	208,757	219,786	5.28%
73	Tanqueray Dry Gin	750 mL	\$24.40	222,196	217,002	-2.34%
74	New Amsterdam Pineapple Vodka	750 mL	\$11.72	17,464	213,495	1122.49%
75	Smirnoff Vodka PET	750 mL	\$13.28	219,150	212,710	-2.94%
76	Riunite Lambrusco	1.5 L	\$9.96	220,566	211,836	-3.96%
77	Sutter Home Chardonnay 4-187 mL	748 mL	\$6.57	194,801	211,312	8.48%
78	Fireball Cinnamon Whisky	1.75 L	\$30.05	111,899	210,566	88.18%
79	Seagram's 7 Crown Blended Whiskey	1.75 L	\$19.77	229,802	210,144	-8.55%
80	Goldschlager Cinnamon Schnapps	50 mL	\$2.29	184,007	209,415	13.81%
81	Sutter Home White Zinfandel	750 mL	\$6.26	231,762	208,239	-10.15%
82	Ménage à Trois Red	750 mL	\$11.30	257,808	208,129	-19.27%
83	Korbel Brut	750 mL	\$14.85	215,255	207,483	-3.61%
84	DeKuyper Peachtree Schnapps	750 mL	\$10.99	213,424	207,165	-2.93%
85	Smirnoff Vodka PET	1.75 L	\$19.86	13,424	203,228	1413.92%
86	Yukon Jack Liqueur	50 mL	\$1.99	174,471	202,933	16.31%
87	Smirnoff Vodka PET	200 mL	\$4.99	210,118	202,866	-3.45%
88	Jägermeister Liqueur	50 mL	\$2.49	175,800	202,735	15.32%
89	Black Velvet Canadian Whisky	750 mL	\$9.35	219,263	202,189	-7.79%
90	Nobilo Sauvignon Blanc	750 mL	\$11.57	165,217	201,519	21.97%
91	Jim Beam Bourbon	1.75 L	\$31.65	228,631	200,985	-12.09%
92	Beringer White Zinfandel	750 mL	\$7.24	198,763	200,372	0.81%
93	Sutter Home White Zinfandel 4-187 mL	748 mL	\$6.55	193,641	198,474	2.50%
94	New Amsterdam Vodka	750 mL	\$11.52	224,854	198,123	-11.89%
95	Windsor Canadian Whisky 3 Year Old	750 mL	\$9.88	217,215	195,202	-10.13%
96	Jack Daniel's Old Number 7 Tennessee Whiskey	50 mL	\$2.98	166,160	194,764	17.21%
97	Pinnacle Vodka	1.75 L	\$21.35	182,441	194,292	6.50%
98	Franzia Fruity Red Sangria	5 L	\$15.19	207,315	193,922	-6.46%
99	Woodbridge Pinot Grigio	1.5 L	\$12.69	239,703	193,616	-19.23%
100	Yellow Tail Chardonnay	1.5 L	\$13.46	218,357	193,374	-11.44%



The top three spirits items, in dollar sales for RY 2014–15 (Table 13) were Jack Daniel’s Old Number 7 Tennessee Whiskey 750 mL, Fireball Cinnamon Whisky 750 mL and Captain Morgan Original Spiced Rum 1.75 L. Kendall-Jackson Vintner’s Reserve Chardonnay 750 mL, Cavit Pinot Grigio 1.5 L and Woodbridge Chardonnay 1.5 L were the top three wines by dollar sales in RY 2014–15¹¹.

Of the 14 items with full sales periods and double digit growth, Fireball Cinnamon Whisky 1.75 L had an additional 13 weeks of a promotional price, Maker’s Mark 750 mL had seven more weeks of promotional pricing and Jameson Irish Whiskey 1.75 L had two more weeks of a promotional price. The remaining items had equal or fewer weeks on promotion than the last retail year.

¹¹ Note: some of the item increases are not comparable. Three items had no sales in the previous retail year, Crown Royal Regal Apple, Ciroc Pineapple Vodka and Captain Morgan Original Spiced Rum Penguins Edition. Smirnoff Vodka PET 1.75 L (+1,413.74%) began selling in the final month of RY 2013–14. The percentage change is comparing one month of sales in the past retail year to 12 in the current retail year. Similarly New Amsterdam Pineapple Vodka 750 mL (+921.69) began selling in April of RY 2013–14. The percentage change compares three months to 12 months.

BRAND AND ITEM PERFORMANCE

Table 13: Top 100 Items by Dollar Sales

Rank	Product	Size	R _Y 2014–15 Avg. Price	R _Y 2013–14 Dollar Sales	R _Y 2014–15 Dollar Sales	%Change
1	Jack Daniel's Old Number 7 Tennessee Whiskey	750 mL	\$22.25	\$19,704,888.89	\$20,242,427.26	2.73%
2	Fireball Cinnamon Whisky	750 mL	\$16.68	\$12,561,697.99	\$17,102,382.27	36.15%
3	Captain Morgan Original Spiced Rum	1.75 L	\$28.24	\$18,230,733.12	\$16,612,118.93	-8.88%
4	Jack Daniel's Old Number 7 Tennessee Whiskey	1.75 L	\$43.32	\$13,725,352.02	\$13,802,275.50	0.56%
5	Grey Goose Vodka	750 mL	\$29.47	\$14,335,827.71	\$13,734,473.43	-4.19%
6	Captain Morgan Original Spiced Rum	750 mL	\$15.90	\$14,849,570.51	\$12,377,510.48	-16.65%
7	Jameson Irish Whiskey	750 mL	\$25.24	\$10,202,076.05	\$11,838,673.64	16.04%
8	Crown Royal Canadian Whisky	750 mL	\$25.33	\$10,918,164.22	\$11,112,180.42	1.78%
9	Absolut Vodka	750 mL	\$17.94	\$11,599,599.81	\$11,040,823.97	-4.82%
10	Jägermeister Liqueur	750 mL	\$18.98	\$10,971,147.55	\$10,263,134.96	-6.45%
11	Hennessy Cognac VS	750 mL	\$31.63	\$7,863,311.89	\$9,587,435.86	21.93%
12	Absolut Vodka	1.75 L	\$32.69	\$9,748,519.16	\$9,307,572.43	-4.52%
13	Patrón Silver Tequila	750 mL	\$46.56	\$8,441,611.90	\$8,909,756.63	5.55%
14	Tito's Vodka	1.75 L	\$32.60	\$5,319,677.39	\$8,502,763.04	59.84%
15	Vladimir Vodka	1.75 L	\$11.94	\$8,748,922.61	\$8,418,922.49	-3.77%
16	Kendall-Jackson VR Chardonnay	750 mL	\$13.16	\$7,851,984.81	\$7,936,708.60	1.08%
17	Maker's Mark Bourbon	750 mL	\$26.87	\$7,111,188.46	\$7,833,425.57	10.16%
18	José Cuervo Gold Tequila	750 mL	\$18.45	\$7,368,739.51	\$7,408,657.01	0.54%
19	Ketel One Vodka	750 mL	\$25.50	\$7,211,999.16	\$7,177,083.36	-0.48%
20	Bacardi Superior Rum	1.75 L	\$24.39	\$7,922,530.37	\$7,164,815.76	-9.56%
21	Bacardi Superior Rum	750 mL	\$13.28	\$7,273,003.97	\$7,056,557.61	-2.98%
22	Tito's Vodka	750 mL	\$18.83	\$3,982,877.17	\$6,642,578.27	66.78%
23	Jim Beam Bourbon	750 mL	\$16.52	\$6,283,049.58	\$6,421,439.03	2.20%
24	Jim Beam Bourbon	1.75 L	\$31.65	\$6,974,615.21	\$6,360,782.67	-8.80%
25	Fireball Cinnamon Whisky	1.75 L	\$30.05	\$3,460,199.53	\$6,326,864.34	82.85%
26	Cavit Pinot Grigio	1.5 L	\$13.18	\$6,557,916.58	\$6,296,069.17	-3.99%
27	Smirnoff Vodka	1.75 L	\$23.73	\$9,182,722.72	\$6,185,781.10	-32.64%
28	Grey Goose Vodka	1.75 L	\$53.71	\$5,957,339.11	\$6,162,937.45	3.45%
29	Crown Russe Vodka PET	1.75 L	\$11.61	\$5,912,133.31	\$6,100,424.78	3.18%
30	Skyy Vodka	1.75 L	\$25.66	\$5,649,055.72	\$6,076,187.82	7.56%
31	Wild Turkey American Honey Liqueur	750 mL	\$18.47	\$5,562,191.36	\$5,547,883.84	-0.26%
32	Woodbridge Chardonnay	1.5 L	\$13.03	\$5,911,999.21	\$5,526,884.45	-6.51%
33	Burnett's Vodka PET	1.75 L	\$14.64	\$5,584,369.00	\$5,476,941.45	-1.92%
34	Svedka Vodka	1.75 L	\$21.81	\$5,415,539.10	\$5,464,199.95	0.90%
35	Ketel One Vodka	1.75 L	\$43.36	\$5,114,274.53	\$5,400,548.51	5.60%
36	Jacquin's Vodka	1.75 L	\$14.60	\$5,555,367.69	\$5,377,369.87	-3.20%
37	Crown Royal Canadian Whisky	1.75 L	\$51.70	\$5,103,191.98	\$5,335,067.60	4.54%
38	Baileys Irish Cream Liqueur	750 mL	\$24.10	\$5,402,148.64	\$5,310,897.14	-1.69%
39	Bacardi Superior Rum PET	1.75 L	\$19.64	\$5,319,214.01	\$5,309,066.50	-0.19%
40	Tanqueray Dry Gin	750 mL	\$24.40	\$5,277,851.38	\$5,295,885.68	0.34%
41	Nikolai Vodka	1.75 L	\$13.84	\$5,346,088.98	\$5,144,470.46	-3.77%
42	Southern Comfort	750 mL	\$16.23	\$5,511,193.62	\$5,078,229.72	-7.86%
43	Smirnoff Vodka	750 mL	\$12.70	\$5,102,663.85	\$5,030,817.91	-1.41%
44	Platinum 7X Vodka	1.75 L	\$18.79	\$4,268,257.24	\$4,956,586.27	16.13%
45	Crown Royal Regal Apple	750 mL	\$26.00	\$0.00	\$4,716,382.39	N/A
46	Barefoot Moscato	1.5 L	\$12.60	\$4,623,284.25	\$4,663,255.29	0.86%
47	Franzia Sunset Blush	5 L	\$15.15	\$5,201,156.93	\$4,570,018.67	-12.13%
48	Windsor Canadian Whisky 3 Year Old	1.75 L	\$18.53	\$4,376,861.20	\$4,534,525.85	3.60%
49	Grey Goose Vodka	1 L	\$31.54	\$4,470,502.82	\$4,485,375.52	0.33%
50	Sutter Home White Zinfandel	1.5 L	\$10.71	\$5,147,373.21	\$4,478,446.30	-13.00%

Table 13: Top 100 Items by Dollar Sales (continued)

Rank	Product	Size	R _Y 2014–15 Avg. Price	R _Y 2013–14 Dollar Sales	R _Y 2014–15 Dollar Sales	% Change
51	Dewar's White Label Scotch	1.75 L	\$39.64	\$4,506,168.32	\$4,445,027.21	-1.36%
52	Barefoot Pinot Grigio	1.5 L	\$12.43	\$4,850,446.19	\$4,365,992.32	-9.99%
53	Stolichnaya Vodka	750 mL	\$18.03	\$4,449,928.17	\$4,360,572.10	-2.01%
54	Franzia Chardonnay	5 L	\$17.80	\$4,804,443.43	\$4,270,300.91	-11.12%
55	Apothic Red	750 mL	\$10.81	\$3,521,940.20	\$4,210,454.46	19.55%
56	Jägermeister Liqueur	1.75 L	\$40.39	\$4,631,709.38	\$4,180,645.49	-9.74%
57	Seagram's 7 Crown Blended Whiskey	1.75 L	\$19.77	\$4,482,436.23	\$4,154,482.13	-7.32%
58	Pinnacle Vodka	1.75 L	\$21.35	\$3,860,237.26	\$4,148,509.38	7.47%
59	Johnnie Walker Black Label Scotch 12 Year Old	750 mL	\$35.41	\$4,011,939.01	\$4,130,192.55	2.95%
60	Jack Daniel's Old Number 7 Tennessee Whiskey	1 L	\$23.47	\$3,953,731.33	\$4,091,279.65	3.48%
61	Stolichnaya Vodka	1.75 L	\$33.47	\$4,270,039.63	\$4,069,080.07	-4.71%
62	Smirnoff Vodka PET	1.75 L	\$19.86	\$266,678.24	\$4,036,811.04	1413.74%
63	New Amsterdam Peach Vodka	750 mL	\$11.94	\$6,641,979.09	\$3,973,788.42	-40.17%
64	Jack Daniel's Tennessee Honey Whiskey	750 mL	\$22.69	\$3,723,777.05	\$3,893,462.15	4.56%
65	Kahlúa Coffee Liqueur	750 mL	\$20.45	\$4,038,555.67	\$3,821,386.07	-5.38%
66	Santa Margherita Pinot Grigio	750 mL	\$21.84	\$3,554,897.05	\$3,796,124.54	6.79%
67	Jameson Irish Whiskey	1.75 L	\$51.17	\$3,315,978.87	\$3,782,222.84	14.06%
68	Jameson Irish Whiskey	1 L	\$27.93	\$3,330,802.96	\$3,742,108.60	12.35%
69	José Cuervo Gold Tequila	1.75 L	\$36.42	\$3,673,620.28	\$3,670,025.25	-0.10%
70	Banker's Club Vodka	1.75 L	\$12.34	\$3,963,729.14	\$3,664,214.98	-7.56%
71	Jacquin's Vodka	1 L	\$8.66	\$3,822,790.25	\$3,660,132.57	-4.25%
72	Nikolai Vodka	375 mL	\$4.29	\$3,618,301.40	\$3,582,844.56	-0.98%
73	RumChata Cream Liqueur	750 mL	\$22.52	\$2,891,163.62	\$3,580,983.61	23.86%
74	Dewar's White Label Scotch	750 mL	\$23.39	\$3,688,718.49	\$3,549,261.52	-3.78%
75	Malibu Coconut Rum	750 mL	\$14.18	\$3,395,480.24	\$3,531,937.72	4.02%
76	Black Velvet Canadian Whisky PET	1.75 L	\$18.27	\$3,519,340.21	\$3,512,040.00	-0.21%
77	Ketel One Vodka	1 L	\$27.92	\$3,474,471.86	\$3,505,343.35	0.89%
78	Tanqueray Dry Gin	1.75 L	\$42.52	\$3,558,018.56	\$3,496,644.95	-1.72%
79	E & J Brandy	750 mL	\$11.46	\$3,412,447.09	\$3,461,272.11	1.43%
80	Cîroc Peach Vodka	750 mL	\$32.41	\$4,539,851.22	\$3,439,266.27	-24.24%
81	Barefoot Chardonnay	1.5 L	\$12.00	\$3,752,709.27	\$3,424,744.48	-8.74%
82	Jacquin's Vodka	375 mL	\$4.29	\$3,111,820.73	\$3,401,325.54	9.30%
83	Nikolai Vodka	1 L	\$7.90	\$3,646,107.21	\$3,390,846.79	-7.00%
84	Evan Williams Black Label Bourbon 4 Year Old	1.75 L	\$23.64	\$3,021,487.59	\$3,377,236.20	11.77%
85	Franzia White Zinfandel	5 L	\$17.42	\$3,772,830.94	\$3,354,943.20	-11.08%
86	Rumple Minze Peppermint Schnapps	750 mL	\$20.59	\$3,363,292.44	\$3,337,305.63	-0.77%
87	Cîroc Pineapple Vodka	750 mL	\$32.44	\$0.00	\$3,323,472.09	N/A
88	Hennessy Cognac VS	1.75 L	\$69.87	\$3,085,480.54	\$3,312,374.49	7.35%
89	Black Box Cabernet Sauvignon	3 L	\$22.71	\$2,916,618.46	\$3,268,342.49	12.06%
90	Southern Comfort PET	1.75 L	\$30.37	\$3,553,366.41	\$3,138,336.43	-11.68%
91	Taylor Port	3 L	\$16.67	\$3,135,649.00	\$3,136,834.44	0.04%
92	Captain Morgan Original Spiced Rum	1 L	\$18.92	\$3,033,850.37	\$3,107,264.86	2.42%
93	Korbel Brut	750 mL	\$14.85	\$2,997,013.19	\$3,080,590.29	2.79%
94	Grand Marnier Liqueur	750 mL	\$32.82	\$3,145,550.80	\$3,061,114.05	-2.68%
95	New Amsterdam Peach Vodka	1.75 L	\$21.56	\$299,243.97	\$3,057,345.21	921.69%
96	Seagram's VO Canadian Whisky 6 Year Old PET	1.75 L	\$26.83	\$3,073,621.25	\$3,047,614.22	-0.85%
97	Admiral Nelson's Spiced Rum	1.75 L	\$17.46	\$2,942,341.84	\$3,039,674.47	3.31%
98	Captain Morgan Original Spiced Rum Penguins Edition	750 mL	\$16.45	\$0.00	\$2,993,448.40	N/A
99	Beringer White Zinfandel	1.5 L	\$11.88	\$2,971,449.27	\$2,953,308.05	-0.61%
100	Woodbridge Cabernet Sauvignon	1.5 L	\$12.70	\$3,266,268.66	\$2,948,370.17	-9.73%

The top 10 items sold in each region are presented in Tables 14, 15 and 16. Four items—Absolut Vodka 750 mL, Fireball Cinnamon Whisky 750 mL, Jack Daniel’s Old Number 7 Tennessee Whiskey 750 mL and Nikolai Vodka 375 mL—made the top 10 list in all three regions. Fireball 750 mL in Region 3 (85.40%), Fireball 750 mL in Region 2 (46.01%) and Jacquin’s Vodka 375 mL in Region 3 (11.59%) were the top unit increases on these lists.

Table 14: Top 10 Units in Region 1

Rank	Product	Size	RY 2013–14 Unit Sales	RY 2014–15 Unit Sales	% Change
1	Fireball Cinnamon Whisky	750 mL	371,590	376,630	1.36%
2	Jacquin's Vodka	375 mL	346,710	372,160	7.34%
3	Kendall-Jackson VR Chardonnay	750 mL	283,175	265,827	-6.13%
4	Nikolai Vodka	375 mL	261,401	254,187	-2.76%
5	Cavit Pinot Grigio	1.5 L	277,547	252,134	-9.16%
6	Jack Daniel's Old Number 7 Tennessee Whiskey	750 mL	235,424	241,049	2.39%
7	Absolut Vodka	750 mL	236,805	220,821	-6.75%
8	New Amsterdam Peach Vodka	750 mL	366,224	190,576	-47.96%
9	Jameson Irish Whiskey	750 mL	166,452	183,778	10.41%
10	Woodbridge Chardonnay	1.5 L	222,680	182,833	-17.89%

Table 15: Top 10 Units in Region 2

Rank	Product	Size	RY 2013–14 Unit Sales	RY 2014–15 Unit Sales	% Change
1	Jack Daniel's Old Number 7 Tennessee Whiskey	750 mL	333,193	347,959	4.43%
2	Fireball Cinnamon Whisky	750 mL	227,693	332,446	46.01%
3	Vladimir Vodka	1.75 L	320,679	312,415	-2.58%
4	Captain Morgan Original Spiced Rum	750 mL	386,300	297,177	-23.07%
5	Nikolai Vodka	375 mL	254,475	256,631	0.85%
6	Captain Morgan Original Spiced Rum	1.75 L	278,147	249,944	-10.14%
7	Jägermeister Liqueur	750 mL	260,339	244,067	-6.25%
8	Crown Russe Vodka PET	1.75 L	230,213	241,068	4.72%
9	Absolut Vodka	750 mL	204,480	198,419	-2.96%
10	Bacardi Superior Rum	750 mL	197,384	194,324	-1.55%

Table 16: Top 10 Units in Region 3

Rank	Product	Size	RY 2013–14 Unit Sales	RY 2014–15 Unit Sales	% Change
1	Nikolai Vodka	375 mL	327,557	324,346	-0.98%
2	Jack Daniel's Old Number 7 Tennessee Whiskey	750 mL	307,071	320,844	4.49%
3	Fireball Cinnamon Whisky	750 mL	170,483	316,072	85.40%
4	Captain Morgan Original Spiced Rum	750 mL	389,176	307,394	-21.01%
5	Captain Morgan Original Spiced Rum	1.75 L	268,860	243,676	-9.37%
6	Jacquin's Vodka	375 mL	208,538	232,704	11.59%
7	Crown Royal Canadian Whisky	750 mL	220,157	216,750	-1.55%
8	Vladimir Vodka	1.75 L	220,765	213,747	-3.18%
9	Absolut Vodka	750 mL	201,453	196,190	-2.61%
10	Jägermeister Liqueur	750 mL	195,836	184,353	-5.86%

SPIRITS DETAILS

The Spirits Details section offers a deeper look at the department. Figure 5 and Figure 6 show the percentage of unit and dollar sales that are off-premises and on-premises sales¹². The split for units is 77 percent off-premises and 23 percent on-premises¹³. The split is similar for dollars; however, there is more dollars spent, proportionally, on-premises.

Figure 5: On-Premises and Off-Premises Unit Sales, Spirits, RY 2014–15

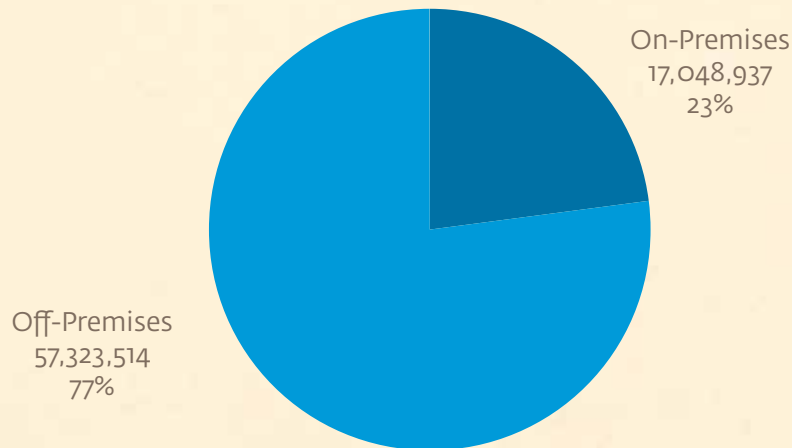
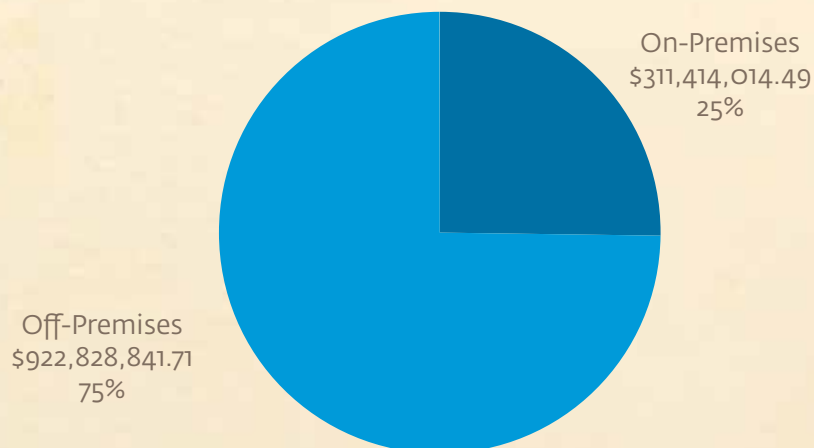


Figure 6 illustrates nearly the same proportion for dollar sales in spirits.

Figure 6: On-Premises and Off-Premises Dollar Sales, Spirits, RY 2014–15



¹² All data in this section, except for the price segments and top market category lists, contains SLO sales.

¹³ Off-premises sales are made to retail customers and the product is not consumed at the location purchased. On-premises sales are made to licensees, and the product is consumed in a restaurant, bar or other establishment.

SPIRITS DETAILS

Figure 7 shows the number of spirits units sold by price segment during the retail year. The *Standard* (24,441,356) price segment sold the most units, followed by *Value* (21,236,711).

Figure 7: Spirits Unit Sales by Price Segment, RY 2014–15

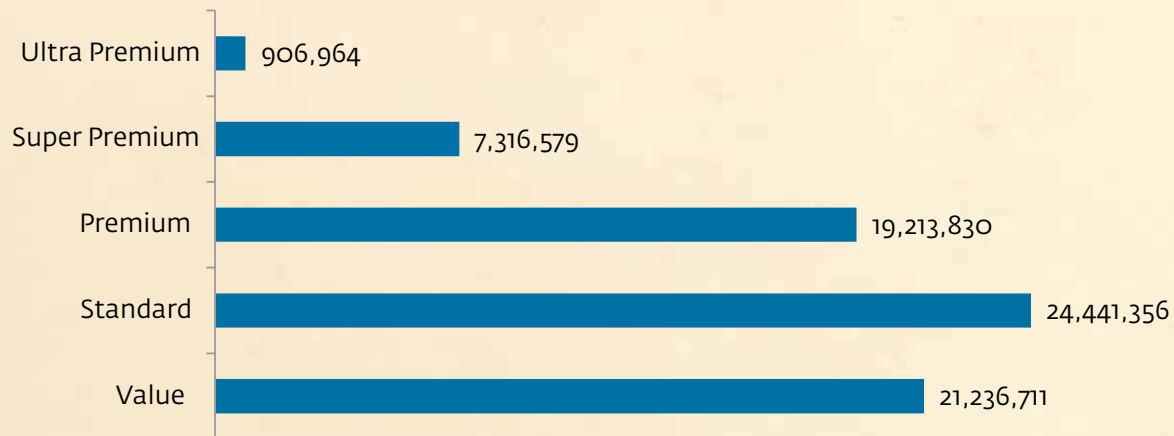
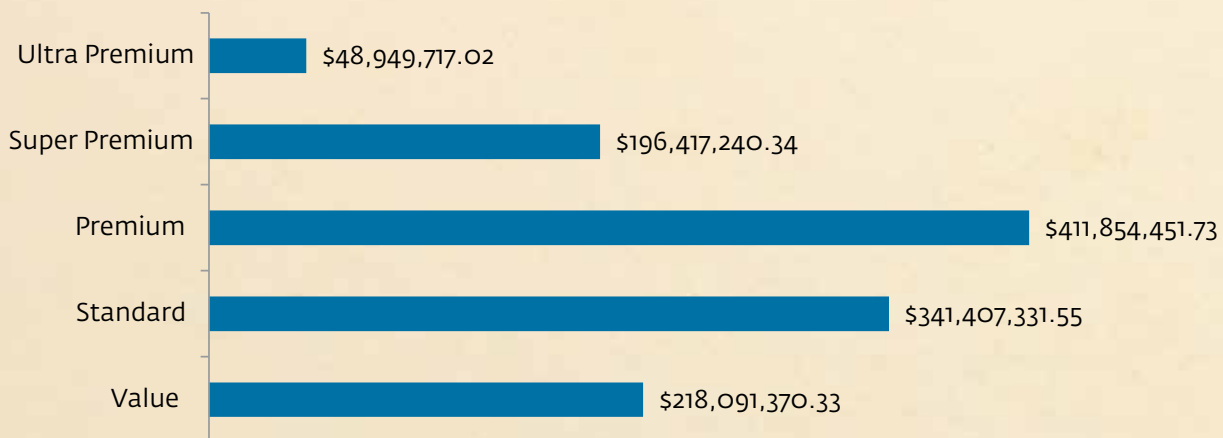


Figure 8 shows the dollar sales by price segment. In contrast to the unit sales, the *Premium* (\$411,854,451.73) segment had the most dollar sales.

Figure 8: Spirits Dollar Sales by Price Segment, RY 2014–15



The top-spirits marketing category for the retail year was Vodka. Table 17 shows the top 10 items for the category. The average price for a 750 mL, on this list, is \$22.50. The items with the highest average price per ounce are Grey Goose Vodka 750 mL (\$1.16) and Ketel One Vodka 750 mL (\$1.00).

Table 17: Top Marketing Category, Vodka

Rank	Product	Size	Ry 2014-15 Unit Sales	Ry 2014-15 Dollar Sales
1	Grey Goose Vodka	750 mL	466,049	\$13,734,473.43
2	Absolut Vodka	750 mL	615,430	\$11,040,823.97
3	Absolut Vodka	1.75 L	284,728	\$9,307,572.43
4	Tito's Vodka	1.75 L	260,788	\$8,502,763.04
5	Vladimir Vodka	1.75 L	705,078	\$8,418,922.49
6	Ketel One Vodka	750 mL	281,456	\$7,177,083.36
7	Tito's Vodka	750 mL	352,752	\$6,642,578.27
8	Smirnoff Vodka	1.75 L	260,659	\$6,185,781.10
9	Grey Goose Vodka	1.75 L	114,741	\$6,162,937.45
10	Crown Russe Vodka PET	1.75 L	525,519	\$6,100,424.78

As a marketing category Bourbon is second in dollar volume. The top items in the category are presented in Table 18. The average price for a 750 mL item in this list is \$22.88 and \$35.53 for the 1.75 L size. The items with the highest average price per ounce are Woodford Reserve Bourbon 750 mL (\$1.30) and Knob Creek Bourbon 9-Year Old (\$1.29).

Table 18: Top Marketing Category, Bourbon

Rank	Product	Size	Ry 2014-15 Unit Sales	Ry 2014-15 Dollar Sales
1	Jack Daniel's Old Number 7 Tennessee Whiskey	750 mL	909,852	\$20,242,427.26
2	Jack Daniel's Old Number 7 Tennessee Whiskey	1.75 L	318,627	\$13,802,275.50
3	Maker's Mark Bourbon	750 mL	291,546	\$7,833,425.57
4	Jim Beam Bourbon	750 mL	388,690	\$6,421,439.03
5	Jim Beam Bourbon	1.75 L	200,985	\$6,360,782.67
6	Jack Daniel's Old Number 7 Tennessee Whiskey	1 L	174,319	\$4,091,279.65
7	Evan Williams Black Label Bourbon 4 Year Old	1.75 L	142,846	\$3,377,236.20
8	Bulleit Bourbon	750 mL	106,141	\$2,808,615.84
9	Woodford Reserve Bourbon	750 mL	79,862	\$2,639,514.84
10	Knob Creek Bourbon 9 Year Old	750 mL	70,451	\$2,301,992.71

SPIRITS DETAILS

The third-highest marketing category, shown in Table 19, was Flavored Vodka. The average price for a 750 mL in this list was \$17.60. Cîroc Peach Vodka 750 mL (\$1.28), Cîroc Pineapple Vodka 750 mL (\$1.28) and Cîroc Red Berry Vodka 750 mL (\$1.28) had the highest average price per ounce.

Table 19: Top Marketing Category, Flavored Vodka

Rank	Product	Size	RY 2014-15 Unit Sales	RY 2014-15 Dollar Sales
1	New Amsterdam Peach Vodka	750 mL	332,841	\$3,973,788.42
2	Cîroc Peach Vodka	750 mL	106,131	\$3,439,266.27
3	Cîroc Pineapple Vodka	750 mL	102,457	\$3,323,472.09
4	New Amsterdam Peach Vodka	1.75 L	141,788	\$3,057,345.21
5	Pinnacle Whipped Vodka	750 mL	191,620	\$2,633,308.95
6	New Amsterdam Pineapple Vodka	750 mL	213,495	\$2,501,700.71
7	Absolut Citron Vodka	750 mL	122,713	\$2,205,400.43
8	Pinnacle Whipped Vodka	1.75 L	77,452	\$1,811,221.77
9	Cîroc Red Berry Vodka	750 mL	49,357	\$1,606,269.06
10	Absolut Citron Vodka	1.75 L	45,857	\$1,519,256.55

Flavored Whiskey was the spirit with the highest percentage change in the top 15 marketing categories. Table 20 shows the top items sold in this category. The average price for a 750 mL on the list is \$17.82. The two items with the highest average price per ounce were Jack Daniel's Tennessee Honey Whiskey 750 mL (\$0.89) and Jack Daniel's Tennessee Fire Flavored Whiskey (\$0.84).

Table 20: Top Marketing Category, Flavored Whiskey

Rank	Product	Size	RY 2014-15 Unit Sales	RY 2014-15 Dollar Sales
1	Fireball Cinnamon Whisky	750 mL	1,025,148	\$17,102,382.27
2	Fireball Cinnamon Whisky	1.75 L	210,566	\$6,326,864.34
3	Wild Turkey American Honey Liqueur	750 mL	300,300	\$5,547,883.84
4	Jack Daniel's Tennessee Honey Whiskey	750 mL	171,579	\$3,893,483.14
5	Jack Daniel's Tennessee Fire Flavored Whiskey	750 mL	104,505	\$2,227,847.82
6	Red Stag Black Cherry Whiskey	750 mL	104,903	\$1,863,307.10
7	Wild Turkey American Honey Liqueur	1.75 L	40,857	\$1,570,845.72
8	Evan Williams Honey Reserve Liqueur	750 mL	80,817	\$1,083,081.45
9	Jack Daniel's Tennessee Honey Whiskey	1.75 L	22,983	\$1,025,710.42
10	Junior Johnson's Midnight Moon Apple Pie Whiskey	750 mL	18,969	\$969,141.72

WINE DETAILS



The Wine Details section is a closer look at sales of wine. Figures 9 and 10 show the on-premises and off-premises, unit and dollar sales for wines¹⁴. Off-premises dollar sales are proportionately higher (86%) to off-premises unit sales (83%).

Figure 9: On-Premises and Off-Premises Unit Sales, Wine, RY 2014–15

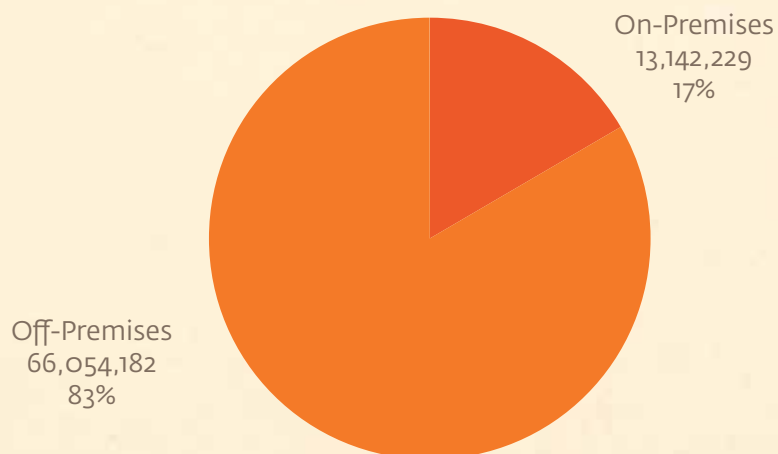
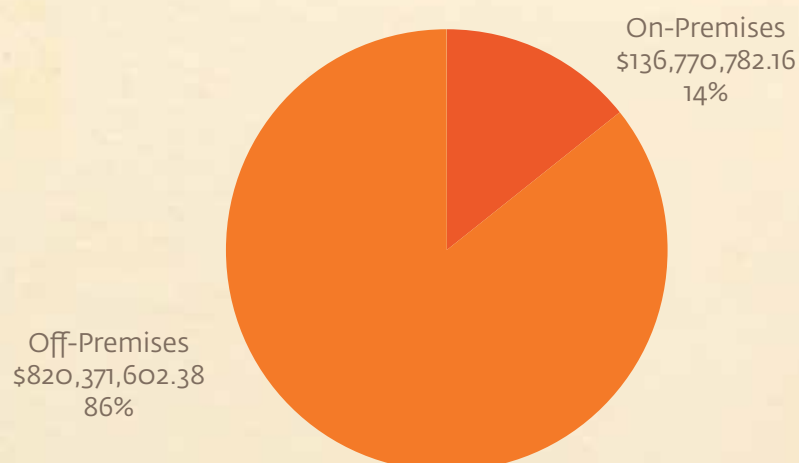


Figure 10: On-Premises and Off-Premises Dollar Sales, Wine, RY 2014–15



¹⁴ All data in this section, except for the prices segments and top market category lists, contains SLO sales.

WINE DETAILS

Figure 11 and Figure 12 break out wine sales by *Imported* and *Domestic*. Dollar sales on wines are split 71 percent on domestic and 29 percent on imported. Similarly unit sales are at 74 percent on domestic and 26 percent on imported

Figure 11: Imported and Domestic Table Wine, by Dollar Sales, RY 2014–15

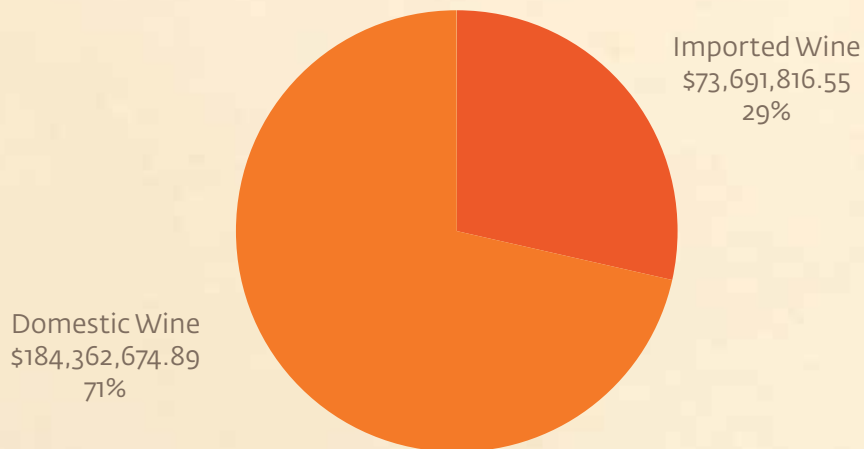


Figure 12: Imported and Domestic Table Wine, by Unit Sales, RY 2014–15

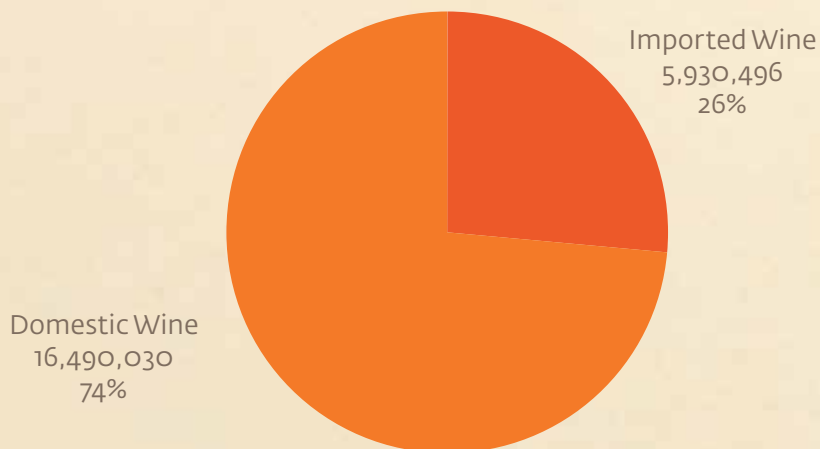


Figure 13 and Figure 14 are the wine sales by price segment. Figures 13 and 14 have the same order for price segments from greatest being *Value* to smallest being *Ultra-Premium*.

Figure 13: Wine Unit Sales by Price Segment, RY 2014–15

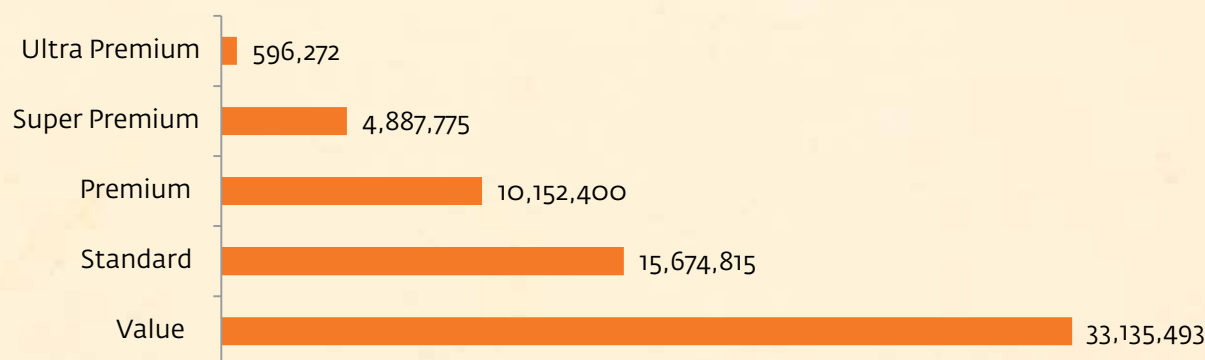
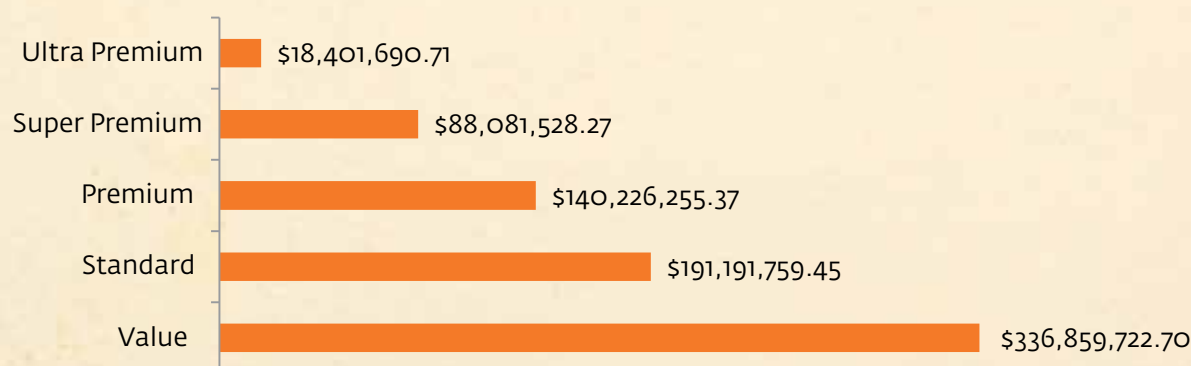


Figure 14: Wine Dollar Sales by Price Segment, RY 2014–15



In the last 11 days of 2014, 32.7 percent of all retail dollars spent on Champagne and sparkling wine were spent on December 31 (New Year's Eve). The proportion is similar for 2009 (35.1%), 2010 (33%), 2011 (29.4%), 2012 (36.1%) and 2013 (32.3%).

Tables 21, 22 and 23 are the top items from the top-wine marketing categories. Kendall-Jackson VR Chardonnay 750 mL (\$7,936,708.60), Woodbridge Chardonnay 1.5 L (\$5,526,884.45) and Barefoot Chardonnay 1.5 L (\$3,424,744.48) are the top items in US Chardonnay (Table 21). Sonoma-Cutrer Chardonnay Russian River Valley 750 mL (\$0.84) and La Crema Chardonnay 750 mL (\$0.76) sold at the highest average price per ounce.

Table 21: Top Marketing Category, U.S. Chardonnay

Rank	Product	Size	R ^Y 2014–15 Unit Sales	R ^Y 2014–15 Dollar Sales
1	Kendall-Jackson VR Chardonnay	750 mL	602,987	\$7,936,708.60
2	Woodbridge Chardonnay	1.5 L	424,057	\$5,526,884.45
3	Barefoot Chardonnay	1.5 L	285,389	\$3,424,744.48
4	Sutter Home Chardonnay	1.5 L	178,360	\$1,876,322.44
5	Cupcake Vineyards Chardonnay Central Coast	750 mL	148,283	\$1,494,802.62
6	La Crema Chardonnay	750 mL	73,570	\$1,416,442.99
7	Clos du Bois Chardonnay	750 mL	110,225	\$1,378,697.34
8	Clos du Bois Chardonnay	1.5 L	58,507	\$1,321,556.77
9	Sonoma-Cutrer Chardonnay Russian River Valley	750 mL	59,858	\$1,272,169.84
10	Beringer Founders' Chardonnay	1.5 L	69,268	\$1,195,166.82

U.S. Cabernet (Table 22) was led by Woodbridge Cabernet Sauvignon 1.5 L (\$2,948,370.17), Barefoot Cabernet Sauvignon 1.5 L (\$1,820,036.05) and J. Lohr Cabernet Sauvignon 750 mL (\$1,682,633.05). Both Francis Ford Coppola Diamond Claret 750 mL and Kendall-Jackson VR Cabernet Sauvignon 750 mL sold at an average of \$0.71 per ounce.

Table 22: Top Marketing Category, U.S. Cabernet Sauvignon

Rank	Product	Size	R ^Y 2014–15 Unit Sales	R ^Y 2014–15 Dollar Sales
1	Woodbridge Cabernet Sauvignon	1.5 L	232,222	\$2,948,370.17
2	Barefoot Cabernet Sauvignon	1.5 L	157,038	\$1,820,036.05
3	J. Lohr Cabernet Sauvignon	750 mL	110,227	\$1,682,633.05
4	Robert Mondavi PS Central Coast Cabernet Sauvignon	750 mL	122,787	\$1,293,109.35
5	Francis Ford Coppola Diamond Claret	750 mL	71,420	\$1,280,395.53
6	Sutter Home Cabernet Sauvignon	1.5 L	113,502	\$1,184,253.67
7	Carnivor Cabernet Sauvignon	750 mL	104,818	\$1,131,483.16
8	Francis Ford Coppola Diamond Cabernet Sauvignon	750 mL	67,267	\$1,055,985.81
9	Beringer Founders' Cabernet Sauvignon	1.5 L	60,273	\$1,035,944.98
10	Kendall-Jackson VR Cabernet Sauvignon	750 mL	57,243	\$1,029,500.50

Franzia, as a brand, dominated the list with eight of 10 items. The top three 5 L Box Wines (Table 23) were Franzia Sunset Blush (\$4,570,018.67), Franzia Chardonnay (\$4,270,300.91) and Franzia White Zinfandel (\$3,354,943.20). As a group, they sold for \$0.10 average per ounce. Four averaged \$0.11 and \$0.09, while the other two were at \$0.10.

Table 23: Top Marketing Category, 5 L Box Wine

Rank	Product	Size	RY 2014–15 Unit Sales	RY 2014–15 Dollar Sales
1	Franzia Sunset Blush	5 L	301,605	\$4,570,018.67
2	Franzia Chardonnay	5 L	239,922	\$4,270,300.91
3	Franzia White Zinfandel	5 L	192,550	\$3,354,943.20
4	Franzia Fruity Red Sangria	5 L	193,922	\$2,945,316.91
5	Almaden Chardonnay	5 L	155,415	\$2,945,233.97
6	Franzia Chillable Red	5 L	192,822	\$2,922,208.07
7	Franzia Cabernet Sauvignon	5 L	142,359	\$2,536,598.81
8	Franzia Crisp White	5 L	168,897	\$2,532,444.01
9	Franzia Merlot	5 L	141,303	\$2,515,558.91
10	Peter Vella Chardonnay	5 L	151,451	\$2,513,766.30

The top three PA Preferred wines (Table 24) were Nissley Grapeful Red 750 mL (\$69,197.37), Allegro Punk 750 mL (\$36,994.53) and Gettysburg Winery Rebel Red 750 mL (\$39,770.81). Both Gettysburg Winery Tears of Gettysburg 750 mL and Gettysburg Winery Rebel Red 750 mL sold for \$0.55 average price per ounce.

Table 24: Top 10 PA Preferred™ Wines by Unit Sales

Rank	Product	Size	RY 2014–15 Unit Sales	RY 2014–15 Dollar Sales
1	Nissley Grapeful Red	750 mL	6,122	\$69,197.37
2	Allegro Punk	750 mL	3,367	\$36,994.53
3	Gettysburg Winery Rebel Red	750 mL	2,847	\$39,770.81
4	Allegro Fusion	750 mL	2,345	\$28,114.55
5	Courtyard Wineries Barjo Bons First Kiss	750 mL	2,186	\$19,648.54
6	Courtyard Wineries Barjo Bons Ruby's Rouge	750 mL	1,942	\$21,335.99
7	Gettysburg Winery Tears of Gettysburg	750 mL	1,591	\$22,220.31
8	Courtyard Wineries Barjo Bons Chocopelli	750 mL	1,348	\$14,805.72
9	Mazza Vineyards Bare Bones White	750 mL	1,251	\$13,163.70
10	Courtyard Wineries Barjo Bons Dazzle	750 mL	1,189	\$13,059.54

RETAIL YEAR FACTS BY THE NUMBERS

MORE THAN

600+ Stores
2.2 BILLION
FY 2014 Sales Revenue

21.2%

Percentage of sales to licensed establishments such as bars and restaurants.

1/4

Number of FW&GS stores **ALLOWED BY LAW** to be open on Sundays.



OVER **2,900**

New products added **to enhance selection** at our stores.

98%:

Percentage of PA's population that is within

10

miles of a FW&GS store.



53

Number of days that FW&GS stores conducted **more than \$10 MILLION** in sales.

\$15.44

Average price paid per bottle of luxury wine.



4

Number of times PA's six major professional stadiums could be filled by placing a bottle of Fireball Cinnamon Whisky sold on every seat.

123

Stacks of cases sold of Vladimir Vodka (1.75L) as tall as the **tallest building** in Philadelphia.



5



Number of hand-selected barrels of Bourbon bottled specifically for FW&GS.

APPENDIX: TABLE 7

Table 7: Stores Ranked by Total Dollar Sales, RY 2014–15

Rank	Store	City	Address	Transaction Count	Avg. Value of Transaction	Dollar Sales
1	5103 *	Philadelphia	2238 Washington Ave	19,823	\$2,253.16	\$44,664,367.98
2	1516 †	West Chester	933 Paoli Pike	299,101	\$83.65	\$25,019,894.08
3	247 ** †	Pittsburgh	5956 Centre Ave, Ste 201	413,469	\$50.89	\$21,044,287.79
4	215 *	Pittsburgh	1601 Liberty Ave	18,196	\$1,089.65	\$19,827,192.65
5	940 *	Feasterville	855B Pennsylvania Blvd	10,478	\$1,514.02	\$15,863,858.96
6	2301 *	Broomall	Lawrence Park Industrial Ctr 629 Park Way	8,246	\$1,846.77	\$15,228,488.00
7	5144 †	Philadelphia	1218 Chestnut St	382,255	\$38.32	\$14,646,290.99
8	9211 †	Bethel Park	Village Square Mall 5000 Oxford Dr, Ste 100	288,980	\$49.76	\$14,379,332.10
9	214 †	Pittsburgh	The Waterworks 974 Freeport Rd	276,928	\$51.69	\$14,314,475.05
10	621 †	Wyomissing	Berkshire Mall West 1101 Woodland Rd	304,614	\$45.31	\$13,803,474.94
11	4602 †	Ardmore	Ardmore Plaza Shopping Ctr 56 Greenfield Ave	213,727	\$59.83	\$12,786,853.15
12	926 †	Doylestown	132 Veterans Ln	279,255	\$44.92	\$12,543,425.44
13	4620 †	King Of Prussia	143 S Gulph Rd	199,656	\$62.28	\$12,435,191.10
14	9101 ** †	Philadelphia	2040 Market St	340,872	\$36.40	\$12,407,446.41
15	4628 †	Conshohocken	Whitemarsh Shopping Ctr 44 Ridge Pike	305,793	\$39.69	\$12,138,219.06
16	2102 †	Lemoyne	West Shore Plaza Shopping Ctr 1200 Market St	274,636	\$44.03	\$12,093,422.93
17	1007 †	Cranberry Twp	Cranberry Mall, Rm 302A 20111 Rte 19	241,843	\$49.94	\$12,078,244.81
18	5185 ** †	Philadelphia	180 W Girard Ave	332,491	\$35.97	\$11,960,856.37
19	1405 †	State College	1682 N Atherton St	276,618	\$42.90	\$11,867,867.91
20	909 †	Newtown	10 W Centre Ave	250,991	\$46.06	\$11,559,790.68
21	6316	Washington	Washington Mall 301 Oak Spring Rd	210,915	\$54.73	\$11,543,026.11
22	4814 †	Easton	Northampton Crossings 3718 Easton-Nazareth Hwy	277,763	\$39.62	\$11,003,780.40
23	231 †	Pittsburgh	Robinson Town Centre 1850 Park Manor Blvd	244,953	\$44.81	\$10,977,010.20
24	5104 ** †	Philadelphia	Columbus Commons North Shopping Ctr 1940 S Christopher Columbus Blvd	259,226	\$42.08	\$10,908,244.24
25	2210 †	Harrisburg	Kmart Shopping Ctr 5070 Jonestown Rd	277,813	\$38.94	\$10,817,609.11
26	3901 †	Allentown	Crest Plaza Shopping Ctr 1516 N Cedar Crest Blvd	230,478	\$46.21	\$10,649,598.54
27	4631 †	Norristown	Swede Square Shopping Ctr 2927 Swede Rd	260,390	\$40.09	\$10,438,305.86
28	227 ** †	Monroeville	3845 Northern Pike	266,313	\$39.10	\$10,412,874.44
29	3516 †	Clarks Summit	222 Northern Blvd, Ste C	212,594	\$48.32	\$10,272,429.09
30	4633 †	Lansdale	Allen Forge Shopping Ctr 850 S Valley Forge Rd	275,746	\$36.27	\$10,001,548.30
31	9208 ** †	Wexford	125 Towne Centre Dr, Ste 500	197,408	\$50.46	\$9,960,841.20
32	2211 †	Hummelstown	Hershey Square Shopping Ctr 1158 Mae St	166,708	\$59.24	\$9,876,181.37
33	4613 ** †	Jenkintown	935 Old York Rd	236,626	\$40.88	\$9,673,000.93
34	260	Pittsburgh	1955 Wharton St	280,419	\$33.47	\$9,384,878.39

* Licensee or fulfillment center

** Rebranded store

^ Online store

† Premium Collection

APPENDIX: TABLE 7

Table 7: Stores Ranked by Total Dollar Sales, RY 2014–15 (continued)

Rank	Store	City	Address	Transaction Count	Avg. Value of Transaction	Dollar Sales
35	3614 †	Lancaster	Hawthorne Centre Shopping Ctr 2076 Fruitville Pike	251,405	\$37.23	\$9,360,732.76
36	2310 †	Springfield	149 Baltimore Pike	331,066	\$28.17	\$9,325,590.93
37	3913 †	Whitehall	2503 Mickley Ave	275,601	\$33.01	\$9,097,246.23
38	920 †	Quakertown	Quakertown Shopping Ctr 1465 W Broad St, Ste 19	279,404	\$32.24	\$9,008,571.28
39	4606 †	Maple Glen	Maple Glen Shopping Ctr 1973 Norristown Rd	191,203	\$46.87	\$8,961,511.88
40	4817 *	Bethlehem	3084 Emrick Blvd	8,475	\$1,052.94	\$8,923,642.96
41	1404	State College	Hamilton Square Shopping Ctr 230 W Hamilton Ave	156,714	\$56.43	\$8,844,120.20
42	3616 *	Lancaster	1190 Dillerville Rd	7,403	\$1,172.33	\$8,678,742.69
43	3918 †	Center Valley	Promenade Shops At Saucon Valley 3060 Center Valley Pkwy, Ste 835	157,125	\$54.76	\$8,603,433.77
44	2514 †	Erie	Yorktown Centre 2501 W 12th St	193,235	\$43.23	\$8,353,920.03
45	1501 †	Exton	275 Main St	185,527	\$44.83	\$8,316,799.69
46	277 †	Pittsburgh	8090 McIntyre Square Dr	225,486	\$36.69	\$8,272,572.48
47	4610 †	Collegeville	Market Place Shopping Ctr 201 2nd Ave, Ste 107	200,889	\$41.07	\$8,251,350.33
48	6315	Mcmurray	Donaldsons Crossroads Shopping Ctr 3929 Washington Rd	204,634	\$40.13	\$8,212,541.29
49	932 †	Warrington	1115 Main St	205,947	\$39.88	\$8,212,144.92
50	5133 †	Philadelphia	401 Franklin Mills Cir	260,077	\$31.02	\$8,066,586.23
51	2305 †	Media	315 W Baltimore Ave	220,380	\$36.03	\$7,940,908.49
52	2101 ** †	Carlisle	Carlisle Marketplace 281 S Spring Garden St	240,105	\$32.12	\$7,711,560.77
53	6517 †	Greensburg	Westmoreland Mall 5280 Rte 30, Ste 4	175,031	\$43.48	\$7,610,970.86
54	912 ** †	New Hope	Logan Square Shopping Ctr 6542-J Lower York Rd	128,194	\$59.32	\$7,603,964.90
55	284 †	Pittsburgh	Bill Green Shopping Ctr 10 Old Clairton Rd	212,938	\$35.60	\$7,579,708.97
56	4614 †	Bala Cynwyd	119 West City Ave	233,433	\$32.47	\$7,579,239.70
57	222 *	Bridgeville	United Industrial Park, Bldg D 98 Vanadium Rd	5,395	\$1,401.50	\$7,561,112.38
58	4645 †	Limerick	Limerick Vlg 200 West Ridge Pike	190,288	\$39.55	\$7,525,827.27
59	4623 †	Flourtown	1440 Bethlehem Pike	150,689	\$49.83	\$7,509,143.03
60	1528 ** †	Paoli	Paoli Shopping Ctr 17-19 Leopard Rd, Ste D1, D2, D3	168,125	\$43.79	\$7,361,597.53
61	9205	Pittsburgh	1602 Cochran Rd	203,211	\$36.16	\$7,348,175.43
62	604 **	Reading	4721 Perkiomen Ave	220,353	\$33.29	\$7,335,296.30
63	1527 ** †	Wayne	821 W Lancaster Ave, Ste 310	137,173	\$53.21	\$7,298,907.68
64	6711 †	Hanover	Hanover Crossing Shopping Ctr 431 Eisenhower Dr	200,152	\$35.70	\$7,146,000.70
65	2801 †	Chambersburg	Wayne Plz 987 Wayne Ave	199,725	\$35.68	\$7,126,960.76
66	2516	Erie	Liberty Plaza Shopping Ctr 3702 Liberty St	234,278	\$29.47	\$6,904,327.47
67	1514 †	Wayne	161 E Swedesford Rd	186,839	\$36.94	\$6,902,381.22

* Licensee or fulfillment center

** Rebranded store

^ Online store

† Premium Collection

Table 7: Stores Ranked by Total Dollar Sales, RY 2014–15 (continued)

Rank	Store	City	Address	Transaction Count	Avg. Value of Transaction	Dollar Sales
68	911	Fairless Hills	510 S Oxford Valley Rd, Bldg 8	256,660	\$26.86	\$6,893,362.17
69	5191 **	Philadelphia	2401 Vare Ave	286,473	\$24.00	\$6,875,198.75
70	6712	York	Commerce Ctr 2148 White St, Ste 3	231,517	\$29.55	\$6,841,115.52
71	5112 ** †	Philadelphia	2550 Grant Ave, Ste 130	216,978	\$31.00	\$6,726,700.63
72	1506	Downingtown	Ashbridge Shopping Ctr 861 E Lancaster Ave	189,928	\$35.01	\$6,648,833.29
73	4502 †	Mt Pocono	Pocono Village Mall 3430 Rte 940, Ste 101	226,461	\$29.13	\$6,595,912.32
74	1530 ** †	West Chester	Bradford Plaza Shopping Ctr 692 Downingtown Pike	206,100	\$31.97	\$6,589,605.20
75	4632	North Wales	Gwynedd Crossing Shopping Ctr 1200 Bethlehem Pike, Ste 7	168,585	\$38.90	\$6,557,142.97
76	1525 †	Exton	Lionville Shopping Ctr 162 Eagleview Blvd	188,669	\$34.70	\$6,546,182.09
77	4306 **	Hermitage	Hermitage Towne Plz 2321 E State St	174,933	\$37.15	\$6,499,535.17
78	4003 †	Dallas	2161 Memorial Hwy, Ste 101	163,289	\$39.69	\$6,480,990.72
79	709 †	Altoona	Pleasant Valley Shopping Ctr 3415 Pleasant Valley Blvd, Ste 82	189,006	\$34.27	\$6,476,512.51
80	9118 **	Philadelphia	Ivy Ridge Shopping Ctr 7146 Ridge Ave	222,181	\$28.64	\$6,363,170.92
81	619 **	Reading	Penn Plz, Ste 2 3045 N 5th Street Hwy, Unit 3	218,113	\$29.16	\$6,359,379.87
82	4804	Bethlehem	Stefko Shopping Ctr 1844A Stefko Blvd	225,373	\$28.17	\$6,349,448.90
83	5121 ** †	Philadelphia	Top Of The Hill Shopping Ctr 8705 Germantown Ave	149,179	\$42.35	\$6,318,085.09
84	286 ** †	Pittsburgh	# 20 Pines Plz 1130 Perry Hwy	138,240	\$45.64	\$6,308,611.27
85	6714 †	Shrewsbury	Shrewsbury Commons Shopping Ctr 802 Shrewsbury Commons Ave	148,486	\$42.48	\$6,308,040.86
86	910	Souderton	Hilltown Plaza Shopping Ctr 766 Rte 113, Store 4	203,766	\$30.76	\$6,267,488.22
87	3615	Lancaster	Bridgeport Shopping Ctr 1622 Lincoln Hwy E	227,169	\$27.58	\$6,266,405.11
88	101	Gettysburg	1275 York Rd, Lot 11	154,744	\$40.42	\$6,254,078.57
89	5140	Philadelphia	2401 E Venango St	252,375	\$24.77	\$6,251,541.67
90	1010	Seven Fields	206 Seven Fields Blvd	162,590	\$38.29	\$6,226,159.69
91	4636 †	Narberth	1 Station Cir	150,863	\$40.65	\$6,132,660.52
92	6518	North Huntingdon	Excelsa Sq 8865 Norwin Ave	189,020	\$32.15	\$6,076,348.69
93	211 **	Gibsonia	354 Northtowne Sq 5600 Rte 8	171,259	\$35.46	\$6,072,558.08
94	2320	Havertown	1305 West Chester Pike, Ste 44B	205,769	\$29.40	\$6,049,036.34
95	5150 **	Philadelphia	4301 Chestnut St	226,536	\$26.66	\$6,039,970.64
96	1502	Phoenixville	550 Kimberton Rd	175,753	\$34.12	\$5,996,669.01
97	2215	Harrisburg	The Point Shopping Ctr 4227 Union Deposit Rd	227,058	\$26.19	\$5,945,857.29
98	6707	York	Eastern Boulevard Shopping Ctr 2414 Eastern Blvd	168,239	\$35.12	\$5,908,365.46

* Licensee or fulfillment center

** Rebranded store

^ Online store

† Premium Collection

APPENDIX: TABLE 7

Table 7: Stores Ranked by Total Dollar Sales, RY 2014–15 (continued)

Rank	Store	City	Address	Transaction Count	Avg. Value of Transaction	Dollar Sales
99	4621 †	Blue Bell	Center Square Plz, Ste 100 1301 Skippack Pike	125,877	\$46.69	\$5,877,468.46
100	266 †	Sewickley	521 Beaver St	107,228	\$54.56	\$5,850,836.91
101	4110 †	Williamsport	Loyal Plaza Shopping Ctr 1903 E 3rd St	160,070	\$36.50	\$5,843,067.59
102	4001	Wilkes-Barre	2136 Wilkes-Barre Township Market Pl	185,381	\$31.43	\$5,826,833.07
103	2306	Wayne	209 W Lancaster Ave	137,590	\$42.19	\$5,805,337.74
104	3801	Lebanon	102 N 8th Ave	194,234	\$29.85	\$5,798,746.96
105	5160	Philadelphia	Hendrix Ctr 11685 Bustleton Ave	232,203	\$24.93	\$5,789,281.21
106	3915	Bethlehem	Westgate Mall 2289 Schoenersville Rd	193,464	\$29.87	\$5,778,992.43
107	2106	Mechanicsburg	6560 Carlisle Pike, Ste 350	173,067	\$33.34	\$5,770,086.01
108	3607	Lititz	Shoppes At Kissel Vlg 1020 Lititz Pike	179,442	\$32.14	\$5,766,891.88
109	929	Chalfont	4275 County Line Rd	170,022	\$33.88	\$5,761,156.81
110	3522	Scranton	210 Meadow Ave	187,740	\$30.64	\$5,752,764.87
111	5174 **	Philadelphia	Baker'S Centre, Ste 6A 3413 Fox St	209,623	\$27.19	\$5,699,052.30
112	1507	Kennett Square	New Garden Town Square Shopping Ctr 350 Scarlett Rd, Ste 1-3-5	127,543	\$44.57	\$5,684,853.57
113	6705	York	Queensgate Shopping Ctr 2075 Springwood Rd, Unit 30	176,372	\$31.89	\$5,624,002.76
114	5132	Philadelphia	4229 N Broad St	284,125	\$19.59	\$5,565,507.18
115	915	Bristol	3920 New Falls Rd	222,088	\$25.00	\$5,553,154.11
116	1902	Bloomsburg	1231 Columbia Blvd	163,026	\$34.02	\$5,545,402.35
117	5135	Philadelphia	5101 Lancaster Ave	276,561	\$19.94	\$5,513,652.07
118	4608 †	Bryn Mawr	922 W Lancaster Ave	124,951	\$44.11	\$5,511,111.49
119	4635	Willow Grove	Regency Square Shopping Plz 1029 N Easton Rd	178,531	\$30.80	\$5,498,593.94
120	4501 **	East Stroudsburg	Pocono Plz 414 Lincoln Ave	208,836	\$26.07	\$5,443,777.75
121	3206 ** †	Indiana	Townfair Plz 475 Ben Franklin S, Ste 5	162,630	\$33.24	\$5,406,275.24
122	4622 **	Rockledge	404 Huntingdon Pike	173,302	\$31.07	\$5,384,346.17
123	5190 **	Philadelphia	7161 Ogontz Ave	259,660	\$20.16	\$5,235,789.72
124	1510 **	Coatesville	Barley Station Shopping Ctr 2715 E Lincoln Hwy	204,549	\$25.43	\$5,202,640.34
125	5201 **	Milford	106 W Harford St	153,177	\$33.86	\$5,186,049.20
126	3916	Trexlerstown	Trexler Mall, Unit 2A 6900 Hamilton Blvd PO Box 93	173,382	\$29.69	\$5,148,143.95
127	5173	Philadelphia	Woodland Village Shopping Ctr 6036 Woodland Ave	277,117	\$18.54	\$5,138,792.80
128	2501	Erie	Summit Towne Centre 7200 Peach St	125,969	\$40.62	\$5,116,321.87
129	1523	West Chester	Shoppes At Dilworthtown Crossing 1363 Dilworthtown Xing, Ste B	116,874	\$43.55	\$5,090,238.42

* Licensee or fulfillment center

** Rebranded store

^ Online store

† Premium Collection

Table 7: Stores Ranked by Total Dollar Sales, RY 2014–15 (continued)

Rank	Store	City	Address	Transaction Count	Avg. Value of Transaction	Dollar Sales
130	5157	Philadelphia	1237 S 11th St	185,392	\$27.41	\$5,081,676.63
131	5122	Philadelphia	8 Penn Center Plz 1628 John F Kennedy Blvd	258,469	\$19.63	\$5,074,720.04
132	2319 **	Glen Mills	Concordville Towne Ctr 301 Byers Dr, Spc K103	135,454	\$37.15	\$5,032,589.74
133	299 **	Pittsburgh	Penn Hills Shopping Ctr 11685 Penn Hills Dr	204,357	\$24.54	\$5,015,332.11
134	4626	Norristown	2501 West Ridge Pike	178,490	\$28.03	\$5,003,270.21
135	5169	Philadelphia	1935 Fairmount Ave	182,200	\$27.23	\$4,961,391.93
136	2207 *	Harrisburg	1303 N 7th St	3,968	\$1,239.02	\$4,916,428.69
137	6401	Hawley †	74 Welwood Ave, Ste 103	109,821	\$44.76	\$4,915,535.18
138	928	Langhorne	Shoppes At Flowers Mill 118 N Flowers Mill Rd	143,950	\$33.75	\$4,858,670.26
139	207	Pittsburgh †	1 Oxford Centre 320 Smithfield St	141,674	\$33.94	\$4,809,014.04
140	5119 **	Philadelphia	724 South St	154,136	\$30.88	\$4,760,403.31
141	4511 **	Brodheadsville	Kinsley Plz 107 Kinsley Dr, Ste 104	180,458	\$26.13	\$4,715,568.71
142	4015 *	Wilkes-Barre	112 Stevens Rd	3,753	\$1,255.70	\$4,712,628.92
143	5141 **	Philadelphia	4906-4908 Baltimore Ave	244,067	\$19.24	\$4,696,036.33
144	3903	Allentown	1918 Allen St	168,668	\$27.83	\$4,693,737.18
145	4607	Ambler	132 E Butler Ave	115,491	\$40.52	\$4,679,146.82
146	925	Richboro	Crossroads Shopping Ctr 800 Bustleton Pike	147,329	\$31.73	\$4,674,511.44
147	267	Coraopolis	Moon Plz, Ste 24 5990 University Blvd	143,951	\$32.35	\$4,657,123.50
148	228	Pittsburgh	Edgewood Towne Centre 1749 S Braddock Ave	186,956	\$24.85	\$4,645,404.20
149	4617	Harleysville	2710 Shelly Rd	134,961	\$34.40	\$4,642,297.40
150	4639	Gilbertsville	Gilbertsville Shopping Ctr 1050 E Philadelphia Ave	138,791	\$33.16	\$4,602,045.97
151	5134	Philadelphia	32 S 2nd St	99,638	\$45.85	\$4,568,230.83
153	298	Bridgeville	Chartiers Valley Shopping Ctr 1025 Washington Pike	138,947	\$32.66	\$4,537,498.69
154	226 **	Pittsburgh	132 Ben Avon Heights Rd	155,069	\$29.02	\$4,499,461.70
155	5111 **	Philadelphia	3720 Main St	145,417	\$30.38	\$4,418,205.65
156	2332	Broomall †	Lawrence Park Shopping Ctr 1991 Sproul Rd, Spc 37	156,772	\$28.17	\$4,416,763.83
157	938 **	Warminster	Center Point Plaza Shopping Ctr 748 West Street Rd	154,647	\$28.48	\$4,405,028.69
158	238	Pittsburgh	Shady Hill Ctr 6320 Shakespeare St	230,865	\$18.91	\$4,366,495.36
159	1003	Butler	608 Moraine Pointe Plz	135,976	\$31.99	\$4,350,198.97
160	6519 **	Lower Burrell	Crossroads Plz 2501 Leechburg Rd, Ste F	138,401	\$31.11	\$4,306,086.56
161	2331	Drexel Hill †	5035 Township Line Rd	146,649	\$29.16	\$4,276,152.12
162	3909	Allentown	906 Club Ave	128,365	\$33.24	\$4,267,187.10
163	4611	Royersford	Park Towne Plz 301 N Lewis Rd, Ste 170	156,588	\$27.01	\$4,229,246.96
164	2329	Eddystone	Eddystone Shopping Ctr 1562 Chester Pike, Unit D6	176,294	\$23.97	\$4,226,092.32

* Licensee or fulfillment center

** Rebranded store

^ Online store

† Premium Collection

APPENDIX: TABLE 7

Table 7: Stores Ranked by Total Dollar Sales, RY 2014–15 (continued)

Rank	Store	City	Address	Transaction Count	Avg. Value of Transaction	Dollar Sales
165	2001	Meadville	Downtown Mall 900 Water St	133,189	\$31.66	\$4,217,035.71
166	615	Douglassville	Douglassville Shopping Ctr 180 Old Swede Rd, Ste 6	140,176	\$30.06	\$4,213,500.71
167	3608 **	Lancaster	Manor Shopping Ctr 1234 Millersville Pike	174,618	\$24.09	\$4,207,080.53
168	2314	Newtown Square	Newtown Square Shopping Ctr 42 Alpha Dr	128,261	\$32.68	\$4,192,061.73
169	4638	Glenside	123 S Easton Rd	145,566	\$28.74	\$4,183,089.04
170	2105	Mechanicsburg	Mechanicsburg Plz 5301 Simpson Ferry Rd	150,160	\$27.71	\$4,161,526.59
171	4627	Lansdale	Hillcrest Shopping Ctr 644 E Main St	155,439	\$26.70	\$4,149,469.26
172	4509	Tannersville	Rr 1 Tannersville Plz, Box 406 2838 Rte 611, Ste 107	150,988	\$27.41	\$4,138,351.45
173	6526 ** †	Murrysville	109 Blue Spruce Way	94,077	\$43.91	\$4,131,242.34
174	4637	Audubon	Audubon Village Shopping Ctr 2860 Audubon Vill Dr	123,063	\$33.46	\$4,118,214.12
175	2107	Camp Hill	3760 Market St	123,258	\$33.30	\$4,104,568.19
176	3508	Dunmore	70 Keystone Industrial Park	140,437	\$28.84	\$4,050,235.68
177	914	Feasterville	Southampton Village Shopping Ctr 162 E Street Rd	130,105	\$31.08	\$4,044,018.90
178	290 **	Pittsburgh	Noble Manor Shopping Ctr 2350 Noblestown Rd	146,049	\$27.53	\$4,020,972.36
179	6523	Latrobe	1038 Latrobe 30 Plz, Ste 311	121,025	\$33.18	\$4,015,146.81
180	919	Bensalem	2223 Galloway Rd	140,623	\$28.45	\$4,000,358.86
181	4630	Pottstown	North End Shopping Ctr 1300 N Charlotte St	150,325	\$26.59	\$3,997,186.07
182	5165	Philadelphia	2118 Cottman Ave	181,260	\$21.84	\$3,958,456.56
183	249	Pittsburgh	519 Towne Square Way	149,557	\$26.37	\$3,943,899.41
184	6404 **	Honesdale	1199 Texas-Palmyra Hwy, Ste O	122,323	\$32.22	\$3,940,942.52
185	2324 **	Holmes	Macdade Shopping Ctr 2143 Macdade Blvd	141,550	\$27.78	\$3,931,577.49
186	3617	Lancaster	Wheatland Shopping Ctr 1761A Columbia Ave	127,379	\$30.72	\$3,912,864.89
187	1702	Dubois	5730 Shaffer Rd	121,775	\$31.77	\$3,869,008.50
188	5142	Philadelphia	Plaza Americana 2717 N American St	174,129	\$22.09	\$3,845,653.65
189	292	Pittsburgh	North Hills Village Mall, Rm 9 4801 Mcknight Rd	119,434	\$31.99	\$3,820,424.61
190	937	Yardley	Oxford Oaks Shopping Ctr 1601 Big Oak Rd	120,283	\$31.58	\$3,798,028.72
191	3904 **	Allentown	3300 Lehigh St	118,992	\$31.92	\$3,797,868.93
192	906	Morrisville	Pennsbury Plaza Shopping Ctr, Unit 2 229 Plaza Blvd	153,379	\$24.76	\$3,796,967.05
193	6001	Lewisburg	334 Market St	105,618	\$35.78	\$3,779,454.29
194	4510	East Stroudsburg	Fox Run Plz 232 Fox Run Ln, Ste 101	142,040	\$26.49	\$3,761,946.74
195	3625 ** †	Lancaster	Centerville Sq 558 Centerville Rd, Ste D	114,497	\$32.63	\$3,735,601.63
196	1402 **	State College	Hills Plz 2051 S Atherton St	106,803	\$34.96	\$3,733,508.22

* Licensee or fulfillment center

** Rebranded store

^ Online store

† Premium Collection

Table 7: Stores Ranked by Total Dollar Sales, RY 2014–15 (continued)

Rank	Store	City	Address	Transaction Count	Avg. Value of Transaction	Dollar Sales
197	2302	Upper Darby	128 S 69th St	201,342	\$18.46	\$3,715,895.68
198	4508 *	Marshalls Creek	Jay Park Plz, Rte 209 288 Dartmouth Dr PO Box 1378	2,479	\$1,491.78	\$3,698,131.29
199	6201	Warren	44 Market Street	114,052	\$32.40	\$3,695,681.03
200	2327 †	Villanova	789 E Lancaster Ave	65,801	\$56.08	\$3,690,259.45
201	2610	Uniontown	Fayette Plaza Shopping Ctr 619 Pittsburgh Rd	90,978	\$40.27	\$3,663,937.50
202	605	Kutztown	Village Square Plz 45 Constitution Blvd	113,293	\$32.26	\$3,654,741.45
203	5155 ** †	Philadelphia	Society Hill Shopping Ctr 326 S 5th St	106,741	\$34.21	\$3,651,264.49
204	274 **	Pittsburgh	Lebanon Shops 300 Mount Lebanon Blvd	126,091	\$28.94	\$3,648,939.40
205	409	Beaver Falls	Chippewa Ctr, Rms 5 And 6 2546 Constitution Blvd	112,366	\$32.46	\$3,647,008.27
206	414	Monaca	1476 Brodhead Rd	112,899	\$32.23	\$3,638,752.75
207	6524	Belle Vernon	321 Tri-County Ln	128,729	\$27.96	\$3,599,704.26
208	296	Bethel Park	5249 Library Rd	127,133	\$27.98	\$3,556,953.18
209	4506	Stroudsburg	1060 N 9th St	133,162	\$26.70	\$3,555,690.45
210	5105	Philadelphia	5 N 12th St	184,623	\$19.22	\$3,548,030.64
211	4642 **	Huntingdon Valley	Marketplace At Huntingdon 2080 County Line Rd	117,252	\$30.16	\$3,535,770.04
212	4033	Hazle Township	Church Hill Mall 1089 N Church St	112,068	\$31.45	\$3,524,401.91
213	6710	Red Lion	Windsor Commons Shopping Ctr 3159 Cape Horn Rd	139,481	\$25.23	\$3,518,960.97
214	5143	Philadelphia	2429 South St	117,561	\$29.92	\$3,516,992.75
215	9111 **	Philadelphia	Roosevelt Plz 6577 Roosevelt Blvd	151,019	\$23.28	\$3,515,193.95
216	272	Pittsburgh	233 Shiloh St	101,805	\$34.31	\$3,492,597.69
217	4629	Dresher	Fairway Shopping Ctr, Store A 1825 Limekiln Pike, Ste 1	122,167	\$28.45	\$3,475,329.28
218	6717 ** †	York	York Marketplace 2547 E Market St	92,826	\$37.37	\$3,468,700.07
219	4507	Blakeslee	Blakeslee Corner Shopping Plz 248 Route 940, Ste 109 PO Box 640	100,928	\$34.30	\$3,462,191.33
220	4807	Hellertown	Creekside Market Pl 1848 Leithsville Rd	112,547	\$30.67	\$3,451,710.05
221	9114	Philadelphia	Adams And Tabor Ctr 730 Adams Ave	115,737	\$29.73	\$3,440,690.43
222	2509	Erie	Giant Eagle Plz 4466 Buffalo Rd	125,320	\$27.44	\$3,438,742.13
223	1508	Parkesburg	West Sadsbury Commons Shopping Ctr 324 Commons Dr, Ste C-6	121,876	\$28.00	\$3,412,571.73
224	3611	Elizabethtown	1575 S Market St, Ste 109	116,842	\$29.07	\$3,396,892.94
225	2333	Upper Darby	Barclay Square Shopping Ctr 1500 Garrett Rd	137,730	\$24.65	\$3,394,764.06
226	3908	Macungie	199 W Main St	99,826	\$33.90	\$3,384,479.05
227	2502 **	Erie	105 W 18th St	119,668	\$28.03	\$3,354,447.22
228	703	Duncansville	202 Hollidaysburg Plz	100,300	\$33.28	\$3,338,174.18

* Licensee or fulfillment center

** Rebranded store

^ Online store

† Premium Collection

APPENDIX: TABLE 7

Table 7: Stores Ranked by Total Dollar Sales, RY 2014–15 (continued)

Rank	Store	City	Address	Transaction Count	Avg. Value of Transaction	Dollar Sales
229	410	Aliquippa	Aliquippa Shopping Ctr 2719 Brodhead Rd, Ste 13	111,001	\$30.07	\$3,337,407.68
230	2103	Shippensburg	Shippen Towne Centre 109 S Conestoga Dr	121,173	\$27.54	\$3,337,140.93
231	4701	Danville	604 Continental Blvd	106,756	\$31.22	\$3,333,174.34
232	607 **	Hamburg	1772 Tilden Ridge Dr	93,663	\$35.55	\$3,329,449.05
233	4401 **	Lewistown	129 S Main St, Ste 400	115,377	\$28.82	\$3,325,731.46
234	1522	Pottstown	Suburbia Shopping Ctr 76 Glocker Way	100,918	\$32.87	\$3,316,759.97
235	5116 **	Philadelphia	101 E Olney Ave	170,045	\$19.45	\$3,307,978.68
236	3914	Allentown	Mountainville Shopping Ctr 1620 S 4th St	144,101	\$22.85	\$3,292,151.90
237	2503	Erie	Asbury Sq 2421 Asbury Rd	114,574	\$28.63	\$3,280,412.97
238	907	Yardley	Edgewood Village Shopping Ctr 635 Heacock Rd	112,294	\$29.13	\$3,271,286.76
239	5101	Philadelphia	135 W Cheltenham Ave	205,776	\$15.88	\$3,266,952.61
240	5602 **	Somerset	Somerset Cmns, Ste 110 1534 N Center Ave	92,930	\$35.12	\$3,264,115.06
241	224	Pittsburgh	1824 Murray Ave	117,031	\$27.81	\$3,254,657.68
242	2220 ** †	Harrisburg	Blue Mountain Cmns 2310 Linglestown Rd	102,685	\$31.40	\$3,224,038.04
243	5114	Philadelphia	8844 Frankford Ave	145,332	\$22.01	\$3,198,697.88
244	2110	Carlisle	Stonehedge Square Shopping Ctr 950 Walnut Bottom Rd	102,206	\$31.24	\$3,193,121.45
245	4640	Wyncote	8156 Ogontz Ave	158,570	\$20.13	\$3,192,451.44
246	213	Pittsburgh	217 Atwood St	147,045	\$21.51	\$3,162,595.72
247	620	Shillington	2207 Lancaster Pike	98,589	\$31.88	\$3,143,497.79
248	602	Reading	Rockland Plz 1202 Rockland St	123,595	\$25.37	\$3,136,057.68
249	501	Bedford	409 E Pitt St	84,653	\$36.96	\$3,128,471.47
250	5153	Philadelphia	2115 N 22nd St	153,396	\$20.16	\$3,092,791.79
251	3920	Emmaus	East Penn Plz 1325 Chestnut St	96,731	\$31.91	\$3,086,370.15
252	901	Hatfield	Hilltown Crossings Shopping Ctr 1547 Bethlehem Pike	106,244	\$28.90	\$3,070,613.81
253	1406	State College	Benner Pike Shops 323 Benner Pike	96,681	\$31.74	\$3,068,390.76
254	4605	Cheltenham	Melrose Shopping Ctr 103 W Cheltenham Ave	132,082	\$23.21	\$3,065,668.52
255	4006	Luzerne	Luzerne Shopping Ctr 468 Union St	110,709	\$27.60	\$3,055,247.47
256	4815	Easton	Forks Town Ctr 341 Town Center Blvd	118,871	\$25.65	\$3,048,605.43
257	1801	Lock Haven	137 E Main St	88,091	\$34.57	\$3,045,229.35
258	6403	Hamlin	Hamlin Shopping Ctr Rte 590	96,574	\$31.51	\$3,043,166.75
259	1512	Malvern	Lincoln Court Shopping Ctr 215 Lancaster Ave	98,071	\$30.69	\$3,010,166.21
260	201	Bridgeville	3239 Washington Pike	104,471	\$28.79	\$3,008,205.10
261	3919	Allentown	Allentown Towne Ctr 4777 Tilghman St	101,375	\$29.65	\$3,006,047.20

* Licensee or fulfillment center

** Rebranded store

^ Online store

† Premium Collection

Table 7: Stores Ranked by Total Dollar Sales, RY 2014–15 (continued)

Rank	Store	City	Address	Transaction Count	Avg. Value of Transaction	Dollar Sales
262	3907	Allentown	The Shops At Cedar Point 333 S Cedar Crest Blvd	92,209	\$32.42	\$2,989,522.65
263	4615	East Greenville	26 E Fourth St	96,968	\$30.53	\$2,960,653.41
264	263	Pittsburgh	418 E Ohio St	153,796	\$19.24	\$2,959,242.08
265	927	Pipersville	Plumstead Square Shopping Ctr 5837 Easton Rd	96,116	\$30.77	\$2,957,068.40
266	2312	Lansdowne	920 Baltimore Ave	139,972	\$21.08	\$2,949,983.81
267	3708	New Castle	2410 Wilmington Rd	100,462	\$29.30	\$2,943,919.40
268	5138	Philadelphia	7204 Germantown Ave	125,729	\$23.33	\$2,932,924.00
269	5195	Philadelphia	7702 City Ave	125,926	\$23.28	\$2,931,338.15
270	4102	Williamsport	Hepburn Ctr 449 Hepburn St	91,861	\$31.88	\$2,928,077.76
271	4201	Bradford	38 Davis St	91,467	\$31.52	\$2,882,631.02
272	6525	Greensburg	6041 Rte 30, Ste 55	98,858	\$29.10	\$2,876,548.30
273	3604	Ephrata	31 W Main St	105,951	\$27.06	\$2,867,543.42
274	5158	Philadelphia	Mckeown Shopping Ctr 6824 Rising Sun Ave	135,672	\$21.08	\$2,860,487.07
275	6507	Ligonier	613 W Main St	62,786	\$45.49	\$2,856,300.84
276	404 **	East Rochester	Rochester Plz 730 Ohio River Blvd	91,918	\$31.07	\$2,855,872.21
277	1119	Johnstown	1735 Lyter Dr	89,808	\$31.75	\$2,851,646.44
278	4813	Bethlehem	30 E 4th St	98,659	\$28.88	\$2,849,506.74
279	608	Sinking Spring	Springtown Shopping Ctr 2671 Shillington Rd	103,747	\$27.42	\$2,845,103.44
280	203	Pittsburgh	Braddock Hills Shopping Ctr 230 Yost Blvd	102,174	\$27.82	\$2,842,094.00
281	4026	Edwardsville	26 Gateway Shopping Ctr, Ste B	105,399	\$26.84	\$2,828,692.28
282	5501	Selinsgrove	517 N Market St	86,815	\$32.56	\$2,826,737.14
283	4027 **	Pittston	Pittston Crossing Shopping Ctr 320 Route 315 Hwy, Ste 130	93,473	\$30.23	\$2,825,788.76
284	2109	Camp Hill	Harrisburg West Shopping Ctr 3441 Simpson Ferry Rd	95,849	\$29.41	\$2,819,060.17
285	1118	Johnstown	Geistown Shopping Ctr 2451 Bedford St	88,249	\$31.77	\$2,803,720.43
286	6302	Canonsburg	43 E Pike St	93,900	\$29.78	\$2,796,641.49
287	3921	Allentown	Airport Plaza Shopping Ctr 1247 Airport Rd	81,219	\$34.40	\$2,794,022.92
288	4810	Bethlehem	Bethlehem Square Shopping Ctr, Ste 11 3926 Nazareth Pike	102,711	\$27.18	\$2,791,596.74
289	1520	Glenmoore	Ludwigs Village Shopping Ctr 2910 Conestoga Rd	74,185	\$37.52	\$2,783,530.74
290	933	Holicong	Buckingham Green 4950 Old York Rd	64,194	\$43.33	\$2,781,322.26
291	209	Pittsburgh	4104 Butler St	84,666	\$32.81	\$2,778,108.47
292	2511	Erie	737 E 38th St	103,918	\$26.70	\$2,774,405.58
293	917	Southampton	500 S Second Street Pike	85,565	\$32.39	\$2,771,485.50
294	3803	Palmyra	Palmyra Shopping Ctr 901 E Main St, Ste 12	98,611	\$28.05	\$2,766,114.48
295	2201	Harrisburg	Kline Village Shopping Ctr 29 Kline Vlg	125,803	\$21.78	\$2,740,335.80
296	5152	Philadelphia	Erie Plz 3772 L St	116,478	\$23.51	\$2,738,878.82
297	3504	Childs	529 Main St	83,646	\$32.69	\$2,733,966.17

* Licensee or fulfillment center

** Rebranded store

^ Online store

† Premium Collection

APPENDIX: TABLE 7

Table 7: Stores Ranked by Total Dollar Sales, RY 2014–15 (continued)

Rank	Store	City	Address	Transaction Count	Avg. Value of Transaction	Dollar Sales
298	4035 **	Mountaintop	Weis Markets Shopping Ctr 223 S Mountain Blvd, Ste 2	87,151	\$31.32	\$2,729,816.25
299	280	Pittsburgh	2800 Robinson Blvd	128,619	\$21.19	\$2,725,918.68
300	1521	Downingtown	Brandywine Village Shopping Ctr 1239 Horseshoe Pike Rte 322	89,929	\$30.28	\$2,722,627.28
301	2217	Harrisburg	Swatara Sq 6301 Grayson Rd, Ste A118	104,023	\$26.17	\$2,722,565.61
302	288	Pittsburgh	530A Caste Village Shopping Ctr	86,237	\$31.55	\$2,720,811.41
303	285	Allison Park	Hampton Plz 4706 William Flynn Hwy, Ste 8	81,418	\$33.21	\$2,704,168.91
304	1518	West Chester	The Marketplace Shopping Ctr 1502 W Chester Pike	99,428	\$27.13	\$2,697,636.70
305	3510	Peckville	Plaza 1500 1531 Main St	88,307	\$30.44	\$2,688,296.94
306	9108	Philadelphia	Pennypack Circle Shopping Ctr 8204 E Roosevelt Blvd	108,541	\$24.74	\$2,685,407.76
307	282 **	White Oak	Oak Park Mall 2001 Lincoln Way	95,483	\$28.09	\$2,682,450.98
308	4805	Northampton	1910 Center St	100,138	\$26.69	\$2,672,782.71
309	3610	Denver	Muddy Creek Shoppes 2350 N Reading Rd, Store 11	82,879	\$32.24	\$2,671,775.72
310	2518	Edinboro	Washington Towne Ctr 140 Washington Towne Blvd	90,158	\$29.57	\$2,665,926.39
311	2206	Middletown	Midtown Plz 430 E Main St	100,962	\$26.28	\$2,653,099.18
312	218 **	Pittsburgh	2947 W Liberty Ave	88,562	\$29.68	\$2,628,599.76
313	1002	Harmony	9 Northgate Plz, Unit 5	89,360	\$29.33	\$2,621,178.17
314	2309	Brookhaven	4117 Edgmont Ave	116,767	\$22.36	\$2,610,515.21
315	264	Pittsburgh	Shaler Plz, Ste 7 880 Butler St	88,106	\$29.61	\$2,608,507.96
316	5189	Philadelphia	2807 S Front St	86,976	\$29.81	\$2,592,874.64
317	5145	Philadelphia	5235 Frankford Ave	175,693	\$14.75	\$2,592,149.34
318	9206	Mckees Rocks	Kenmawr Plz 510 Pine Hollow Rd	92,444	\$27.99	\$2,587,472.98
319	6601	Tunkhannock	2 Village Ctr	84,322	\$30.68	\$2,587,247.71
320	1901	Berwick	35 Briar Creek Rd	84,731	\$30.32	\$2,568,969.73
321	9213	Pittsburgh	2356 Golden Mile Hwy	94,165	\$27.18	\$2,558,938.69
322	5401	Pottsville	530 Pottsville Park Plz Rte 61 N	90,224	\$28.27	\$2,550,305.81
323	2317	Ridley Park	12 E Hinckley Ave	104,049	\$24.39	\$2,537,314.38
324	1005	Butler	Bon Aire Plz 110 N Main St	87,306	\$29.04	\$2,535,739.32
325	4031 **	Hazleton	Hazleton Shopping Ctr 534 W Broad St	82,296	\$30.60	\$2,518,017.39
326	3609	Mount Joy	Mount Joy Sq 921 E Main St	91,279	\$27.56	\$2,515,932.46
327	6708 **	New Cumberland	Fairview Ctr 128 Old York Rd	98,897	\$25.39	\$2,511,382.68
328	230	Pittsburgh	529 Liberty Ave	137,939	\$18.18	\$2,507,876.99
329	2208	Harrisburg	Uptown Plz 2943 N 7th St	124,494	\$20.10	\$2,502,227.93
330	308 **	Kittanning	Franklin Village Shopping Ctr 13 Franklin Village Mall	83,986	\$29.79	\$2,501,740.95
331	916	Bristol	Bristol Park 238 Commerce Cir	109,306	\$22.76	\$2,487,662.24

* Licensee or fulfillment center

** Rebranded store

^ Online store

† Premium Collection

Table 7: Stores Ranked by Total Dollar Sales, RY 2014–15 (continued)

Rank	Store	City	Address	Transaction Count	Avg. Value of Transaction	Dollar Sales
332	3101	Huntingdon	7657 Lake Raystown Shopping Ctr	85,619	\$29.05	\$2,487,425.25
333	6512	Delmont	Salem 22 Plz 6518 Route 22, Ste 444	84,182	\$29.53	\$2,485,797.49
334	6703	Hanover	Grandview Plaza Complex 1446 Baltimore St, Unit G	84,898	\$29.24	\$2,482,150.97
335	2601	Uniontown	111 W Fayette St	77,512	\$31.97	\$2,477,714.99
336	5180	Philadelphia	3521 Cottman Ave	110,585	\$22.32	\$2,468,294.60
337	2006	Meadville	19017 Park Avenue Plz	71,636	\$34.45	\$2,468,188.16
338	234	Pittsburgh	West View Shopping Ctr 1012 West View Park Dr	98,075	\$24.96	\$2,448,060.77
339	1515	Exton	Marchwood Shopping Ctr 23 Marchwood Rd	79,390	\$30.68	\$2,435,638.95
340	3902	Schnecksville	5041 Rte 873	88,013	\$27.65	\$2,433,265.92
341	3603	Columbia	Columbia Shopping Ctr 36 S 18th St	97,031	\$25.07	\$2,432,305.19
342	4903	Sunbury	Sunbury Plz 1135 N 4th St	80,528	\$30.13	\$2,426,187.38
343	921	Yardley	Yardley Shopping Ctr 25 S Main St	63,104	\$38.14	\$2,406,800.60
344	3618	Morgantown	Clock Tower Plz II, Ste 1 2846 Main St	84,049	\$28.56	\$2,400,819.62
345	1407 **	Bellefonte	Weis Market Shopping Ctr 178 Buckaroo Ln	77,313	\$30.94	\$2,392,075.22
346	5108 **	Philadelphia	3250 N Broad St	134,890	\$17.62	\$2,376,563.68
347	3621 **	Lancaster	The Shoppes At Landis Valley 2347 Oregon Pike, Ste 105	75,207	\$31.45	\$2,365,617.58
348	4818 **^	Bethlehem	3030 Emrick Blvd	22,830	\$103.46	\$2,361,921.36
349	4644	Horsham	900 Village Mall 200 Blair Mill Rd	105,283	\$22.29	\$2,346,661.85
350	1526	Phoenixville	785 Starr St	90,792	\$25.84	\$2,346,119.46
351	220	Oakmont	624 Allegheny River Blvd	54,539	\$42.86	\$2,337,449.78
352	4104	Muncy	1274 E Penn St	73,480	\$31.66	\$2,326,476.56
353	3520	Scranton	Green Ridge Plz 1600 Nay Aug Ave	92,617	\$25.11	\$2,326,046.66
354	9212	Imperial	Penn Lincoln Ctr 440 Penn Lincoln Dr	77,161	\$29.99	\$2,314,028.12
355	3602	Lancaster	252 N Queen St, 1st Fl	119,117	\$19.43	\$2,313,992.94
356	216	Carnegie	102 E Main St	91,773	\$25.16	\$2,309,322.33
357	2304	Newtown Square	Edgemont Square Shopping Ctr 4839 West Chester Pike	64,813	\$35.61	\$2,308,121.60
358	4013 **	Wilkes-Barre	South Main Plz 379 S Main St	109,920	\$20.98	\$2,306,078.50
359	3503	Scranton	Price Chopper Shopping Ctr 1520 S Main Ave	91,045	\$25.13	\$2,287,847.88
360	4032	West Hazleton	12 Diana Ln	72,671	\$31.38	\$2,280,337.33
361	2606 **	Uniontown	140 Walnut Hill Rd	78,110	\$29.19	\$2,279,693.98
362	801	Sayre	2323 N Elmira St	71,458	\$31.89	\$2,278,987.94
363	5120	Philadelphia	Academy Plz 3246 Red Lion Rd	103,242	\$22.07	\$2,278,430.09
364	1519	Malvern	The Shops At Great Valley 20 Liberty Blvd	68,176	\$33.42	\$2,278,407.39
365	918	Treose	Treose Shopping Plz 560 Andrews Rd	88,376	\$25.78	\$2,278,391.38

* Licensee or fulfillment center

** Rebranded store

^ Online store

† Premium Collection

APPENDIX: TABLE 7

Table 7: Stores Ranked by Total Dollar Sales, RY 2014–15 (continued)

Rank	Store	City	Address	Transaction Count	Avg. Value of Transaction	Dollar Sales
366	931 **	Perkasie	341 Dublin Pike	74,023	\$30.73	\$2,274,951.64
367	3601	New Holland	New Holland Shopping Ctr 681 W Main St	79,056	\$28.73	\$2,271,656.66
368	904	Perkasie	Perkasie Sq 511 Constitution Ave	86,716	\$26.14	\$2,267,165.23
369	935	Jamison	Warwick Square Shopping Ctr 2395 Old York Rd	69,592	\$32.47	\$2,259,845.31
370	3502	Dickson City	1512 Scranton-Carbondale Hwy	72,292	\$31.18	\$2,253,992.88
371	4308	Grove City	33 Pine Grove Square Dr	79,846	\$28.20	\$2,251,467.21
372	2603	Connellsville	808 Vanderbilt Rd	71,620	\$31.33	\$2,243,877.10
373	6501	Greensburg	105 Harrison Ave	65,181	\$34.34	\$2,238,423.27
374	1009	Sarver	240 Buffalo Plz	70,521	\$31.73	\$2,237,427.84
375	4007 **	Nanticoke	13 Weis Plz	84,680	\$26.31	\$2,227,665.97
376	4801	Walnutport	Walnutport Shopping Ctr 200C S Best Ave	77,473	\$28.62	\$2,217,283.71
377	1513 †	Berwyn	552 Lancaster Ave	65,177	\$33.92	\$2,210,699.60
378	2805	Chambersburg	Lincoln Way Shopping Ctr 1670 Lincoln Way E	92,510	\$23.89	\$2,210,126.38
379	6314	Washington	980 Jefferson Ave	98,892	\$22.32	\$2,207,661.07
380	603	Sinking Spring	Sinking Spring Plz 4880 Penn Ave	69,897	\$31.31	\$2,188,515.44
381	4034	Wyoming	1008 Wyoming Ave	76,343	\$28.50	\$2,176,126.46
382	275	Pittsburgh	826 Hazelwood Ave	80,760	\$26.69	\$2,155,298.00
383	1006	Butler	340 Greater Butler Mart	67,992	\$31.54	\$2,144,768.07
384	3505	Old Forge	305 S Main St	67,471	\$31.58	\$2,130,593.51
385	294	McKeesport	Olympia Shopping Ctr 4313 Walnut St	69,337	\$30.61	\$2,122,424.24
386	295	North Versailles	Great Valley Mart 355 Lincoln Hwy	103,573	\$20.45	\$2,117,596.40
387	705	Altoona	Chestnut Plz 220 E Chestnut Ave	85,911	\$24.65	\$2,117,544.06
388	255	Cheswick	Cheswick Plz 1302 Pittsburgh St	69,679	\$30.32	\$2,112,760.55
389	4303	Greenville	Greenville Plz, Ste 7 100 Hadley Rd	63,646	\$33.12	\$2,107,722.24
390	1102	Johnstown	East Hills Plz 1513 Scalp Ave	75,339	\$27.96	\$2,106,682.73
391	210	South Park	The Bavarian Vlg 2550 Brownsville Rd	69,158	\$30.41	\$2,103,268.75
392	6509	Mt Pleasant	208 Countryside Plz	76,720	\$27.28	\$2,093,170.36
393	2218	Hershey	731 Cherry Dr	79,218	\$26.38	\$2,089,548.85
394	3521	Covington Township	921 Drinker Tpke, Ste 23	72,538	\$28.76	\$2,085,898.09
395	930	Warrington	Doylestown Point Plz 1661 Easton Rd	67,656	\$30.76	\$2,080,896.15
396	3518	Scranton	Keyser Oak Plz, Store 11 1762 Keyser Oak Ave	77,460	\$26.65	\$2,064,538.87
397	1008 **	Slippery Rock	Slippery Rock Plz, Ste 2 223 Grove City Rd	79,174	\$25.95	\$2,054,497.75
398	3606	Lancaster	Centerville Sq 586 Centerville Rd	74,814	\$27.41	\$2,050,644.92
399	3202	Indiana	575 Philadelphia St	68,447	\$29.80	\$2,039,879.82

* Licensee or fulfillment center

** Rebranded store

^ Online store

† Premium Collection

Table 7: Stores Ranked by Total Dollar Sales, RY 2014–15 (continued)

Rank	Store	City	Address	Transaction Count	Avg. Value of Transaction	Dollar Sales
400	9210	Verona	Community Plz 1103 Milltown Rd	76,748	\$26.55	\$2,037,791.36
401	4803	Pen Argyl	1375 Blue Valley Dr	78,965	\$25.72	\$2,030,745.11
402	283	Natrona Heights	Heights Plz 1632 Pacific Ave	77,274	\$26.08	\$2,014,917.95
403	4902	Coal Township	The Plaza At Coal Township 9345 State Rte 61	65,467	\$30.73	\$2,012,122.91
404	5408	Pottsville	888 Gordon Nagle Trl	67,015	\$29.99	\$2,009,544.63
405	252	Pittsburgh	4643 Centre Ave	83,943	\$23.91	\$2,006,876.59
406	2325	Aston	Village Green Shopping Ctr 3486 Concord Rd, Store 11	83,530	\$23.99	\$2,004,092.21
407	4107	Montoursville	803 N Loyalsock Ave	67,356	\$29.51	\$1,988,006.57
408	2517	Erie	3412 W Lake Rd	54,836	\$36.21	\$1,985,801.00
409	5202	Hawley	Village Center At Lords Valley Hc8 Box 8416, Rte 739	72,294	\$27.41	\$1,981,927.94
410	610	Kenhorst	300 Kenhorst Plz 1970 New Holland Rd	78,785	\$25.15	\$1,981,788.99
411	202	Verona	River Town Shops 90 Allegheny River Blvd	70,380	\$28.16	\$1,981,785.33
412	5403	Tamaqua	141 N Railroad St	70,904	\$27.87	\$1,975,940.15
413	4809	Bath	Bath Shopping Ctr 362 S Walnut St	67,220	\$29.38	\$1,975,094.41
414	6102	Franklin	541 Allegheny Blvd	64,361	\$30.66	\$1,973,071.03
415	3805	Cleona	Cleona Square Shopping Ctr 471 W Penn Ave	67,112	\$29.27	\$1,964,496.55
416	261	Pittsburgh	2629 Brownsville Rd	75,410	\$25.90	\$1,952,739.79
417	2111	Enola	East Penn Ctr 736 Wertzville Rd	69,084	\$28.23	\$1,950,463.60
418	707	Altoona	Valley View Shopping Ctr 613 Pleasant Valley Blvd	67,077	\$29.06	\$1,949,518.99
419	2402	St Marys	St Marys Plaza Shopping Ctr 832 S St Marys Rd	59,848	\$32.51	\$1,945,753.03
420	2108	Enola	Summerdale Plaza Shopping Ctr 443 N Enola Rd	66,580	\$29.21	\$1,944,697.17
421	273	Pittsburgh	3202 Brighton Rd	91,974	\$21.10	\$1,940,994.40
422	4028	Wilkes-Barre	850 Sans Souci Pkwy	71,887	\$26.90	\$1,933,502.02
423	6704 **	Manchester	East Manchester Village Ctr Glen Dr, Ste 185, 195	75,940	\$25.42	\$1,930,346.82
424	5198	Philadelphia	Freedom Square Shopping Ctr 5113 Germantown Ave	114,363	\$16.87	\$1,929,018.42
425	2513	Erie	East Erie Plaza Shopping Ctr 828 E 6th St	70,119	\$27.30	\$1,914,339.33
426	4106	Williamsport	2067 Lycoming Creek Rd	68,078	\$28.06	\$1,909,993.24
427	617	Womelsdorf	Tulpehocken Village Shopping Ctr 430 N 3rd St	64,172	\$29.71	\$1,906,345.02
428	923	Warminster	864 East Street Rd	63,003	\$30.03	\$1,891,854.67
429	3702	Ellwood City	729 Lawrence Ave	61,137	\$30.86	\$1,886,540.23
430	1304	Lehighton	143 South St	68,405	\$27.55	\$1,884,730.47
431	2520	Girard	Imperial Point Plz 9135 Ridge Rd	65,310	\$28.79	\$1,880,232.96
432	3605	Manheim	Manheim Shopping Ctr 97 Doe Run Rd	64,784	\$29.01	\$1,879,177.33

* Licensee or fulfillment center

** Rebranded store

^ Online store

† Premium Collection

APPENDIX: TABLE 7

Table 7: Stores Ranked by Total Dollar Sales, RY 2014–15 (continued)

Rank	Store	City	Address	Transaction Count	Avg. Value of Transaction	Dollar Sales
433	242 **	Monroeville	Haymaker Village Shops 4524 Broadway Blvd	70,928	\$26.26	\$1,862,727.84
434	408	New Brighton	816 3rd Ave	75,349	\$24.58	\$1,852,186.91
435	5127	Philadelphia	2511 W Girard Ave	103,808	\$17.83	\$1,851,169.38
436	236	Elizabeth	820 Mckeesport Rd	66,332	\$27.83	\$1,846,038.22
437	3802 **	Lebanon	1737 Quentin Rd	53,707	\$34.27	\$1,840,303.91
438	6715 **	Etters	Newberry Point Shopping Ctr 180 Newberry Pkwy	62,288	\$29.51	\$1,837,987.13
439	6701	York	Yorktowne Mall 131 N Duke St, Ste 4	71,863	\$25.55	\$1,836,156.66
440	6511	Belle Vernon	4627 Route 51, Ste 520	59,869	\$30.59	\$1,831,605.84
441	217	Coraopolis	1110 4th Ave	69,750	\$26.12	\$1,821,685.51
442	1705	Clearfield	Clearfield Mall 1824 Daisy St	63,035	\$28.73	\$1,811,184.02
443	281 **	Glenshaw	1706 Mount Royal Blvd	69,729	\$25.91	\$1,806,348.89
444	4023	W Pittston	801 Wyoming Ave	67,171	\$26.81	\$1,800,677.22
445	4025	Conyngham	Valley Plz, Store 3 653 State Rte 93	61,614	\$29.10	\$1,792,892.98
446	4816 **	Wind Gap	Wind Gap Shopping Ctr 813 Male Rd	69,358	\$25.73	\$1,784,750.23
447	6720 **	Dillsburg	406 N Us Rte 15	55,167	\$32.01	\$1,765,698.62
448	6506	Mount Pleasant	656 Main St	31,091	\$56.57	\$1,758,799.68
449	4634	Norristown	2014 Old Arch Rd, Store 4	77,268	\$22.73	\$1,756,160.60
450	297	West Mifflin	Village Shopping Ctr 1874 Homeville Rd	58,414	\$29.90	\$1,746,689.50
451	5802	Montrose	Price Chopper Plz 16750 State Rte 706, Ste 6	51,686	\$33.77	\$1,745,340.60
452	1302	Jim Thorpe	1215 North St	49,346	\$35.16	\$1,734,907.10
453	802	Towanda	Colonial Plz 85 Reuter Blvd	58,336	\$29.71	\$1,733,213.85
454	206	Mckees Rocks	136 Mckees Rocks Plz 409 Chartiers Ave	84,008	\$20.63	\$1,732,888.43
455	5903	Wellsboro	16 Crafton St	54,164	\$31.96	\$1,731,066.08
456	936	New Britain	Town Center Shopping Ctr 300 Town Ctr	67,911	\$25.49	\$1,731,059.41
457	4802	Easton	111 Northampton St	73,541	\$23.46	\$1,725,554.88
458	908	Penndel	Us 1 Plz 315 W Lincoln Hwy	71,365	\$24.05	\$1,716,059.31
459	6514	Vandergrift	147 Columbia Ave	54,883	\$31.19	\$1,711,850.50
460	4806	Nazareth	34 S Broad St	63,798	\$26.82	\$1,711,220.06
461	5183	Philadelphia	2913 N 22nd St	105,497	\$16.04	\$1,692,345.34
462	3923 **	Fogelsville	7801 Glenlivet West Dr, Ste E	47,766	\$35.29	\$1,685,860.50
463	4904	Milton	Weis Market Shopping Ctr 551 Mahoning St	61,238	\$27.46	\$1,681,668.81
464	204	Homestead	139 E 8th Ave	69,088	\$24.15	\$1,668,311.62
465	2504	North East	10720 W Main St	55,720	\$29.91	\$1,666,386.35
466	219	West Mifflin	Kennywood Shops 1326 Hoffman Blvd	77,435	\$21.13	\$1,635,955.62
467	3523	Eynon	Hillside Plz 771 Scranton Carbondale Hwy	54,532	\$30.00	\$1,635,851.16
468	6522	New Stanton	111 Westmore Ave	54,781	\$29.79	\$1,632,167.75
469	1603	Clarion	78 Clarion Plz	52,792	\$30.83	\$1,627,611.96

* Licensee or fulfillment center

** Rebranded store

^ Online store

† Premium Collection

Table 7: Stores Ranked by Total Dollar Sales, RY 2014–15 (continued)

Rank	Store	City	Address	Transaction Count	Avg. Value of Transaction	Dollar Sales
470	3001	Waynesburg	Widewaters Cmns 55 Sugar Run Rd, Ste 105	57,485	\$28.13	\$1,616,890.58
471	5002	Duncannon	53 Main St	50,695	\$31.63	\$1,603,470.87
472	223 **	Pittsburgh	126 Grant Ave	63,803	\$25.06	\$1,598,949.89
473	6510 **	Lower Burrell	249 Hillcrest Shopping Ctr 3220 Leechburg Rd	55,795	\$28.55	\$1,593,043.00
474	403	Ambridge	999 Merchant St	62,874	\$25.15	\$1,581,516.93
475	2515	Erie	Commodore Perry Plz 2208 Broad St	73,523	\$21.44	\$1,576,394.95
476	4002	Wilkes-Barre	7 George Ave	64,908	\$24.13	\$1,565,969.78
477	5905	Mansfield	Mansfield Plz 181 N Main St	50,756	\$30.80	\$1,563,256.19
478	279	Pittsburgh	722 Brookline Blvd	67,347	\$22.94	\$1,544,602.86
479	4017	Plains	Plains Plz 21 N River St	55,475	\$27.69	\$1,536,347.33
480	4625	King Of Prussia	Valley Forge Shopping Ctr 109 Town Center Rd	55,494	\$27.62	\$1,532,708.86
481	2002	Titusville	126 S Martin St	54,247	\$28.14	\$1,526,759.04
482	1503	West Grove	Shoppes At Jenners Vlg 831 W Baltimore Pike, Ste E	57,210	\$26.21	\$1,499,467.94
483	5412	Schuylkill Haven	515 Dock St	51,265	\$28.99	\$1,486,297.89
484	2803	Greencastle	Greencastle Market Place Shopping Ctr 512 N Antrim Way	50,394	\$29.48	\$1,485,729.19
485	6304	Charleroi	105 3rd St	46,774	\$31.53	\$1,474,903.93
486	1601	Clarion	800 Center 845 Main St	43,335	\$34.00	\$1,473,199.90
487	5402	Shenandoah	9 Gold Star Plz	56,501	\$26.04	\$1,471,329.65
488	412	Baden	Northern Lights Shoppers City 1603 State St W	58,911	\$24.92	\$1,468,313.36
489	402	Hopewell Township	Green Garden Shopping Ctr 3113 Green Garden Rd	56,641	\$25.91	\$1,467,325.36
490	3706	New Castle	4 Cascade Galleria 100 S Jefferson St	68,077	\$21.45	\$1,460,518.76
491	3612	Gap	Village At Gap Shopping Ctr 5360 Lincoln Hwy, Store 14	50,407	\$28.84	\$1,453,957.84
492	3302	Punxsutawney	567 W Mahoning St	48,143	\$30.00	\$1,444,314.30
493	9203	Leetsdale	3 Quaker Village Shopping Ctr	50,160	\$28.77	\$1,443,066.31
494	5409	Orwigsburg	Federal Sq 705 W Market St, Ste 3	39,639	\$36.38	\$1,441,877.17
495	2506	Corry	Corry Plz 350 W Columbus Ave	47,330	\$30.38	\$1,437,903.72
496	6516	Jeannette	Penn Crossing Shopping Ctr 2012 Penny Ln	49,852	\$28.79	\$1,435,339.84
497	1706	Philipsburg	4A Peebles Plz 1067 N Front St	55,660	\$25.77	\$1,434,159.48
498	2204	Steelton	325 N Front St	60,879	\$23.40	\$1,424,480.85
499	205	Mckeesport	149 5th Ave	81,597	\$17.15	\$1,399,005.86
500	6505	New Kensington	328 Central City Plz	63,975	\$21.85	\$1,398,165.66
501	6306	Monongahela	245 W Main St	53,504	\$25.92	\$1,386,935.01
502	4301	Sharon	Sharon Center City Shopping Ctr 120 S Water Ave	60,481	\$22.87	\$1,383,471.25
503	1524 **	Oxford	Oxford Square Shopping Ctr 449 N 3rd St	56,031	\$24.64	\$1,380,823.70

* Licensee or fulfillment center

** Rebranded store

^ Online store

† Premium Collection

APPENDIX: TABLE 7

Table 7: Stores Ranked by Total Dollar Sales, RY 2014–15 (continued)

Rank	Store	City	Address	Transaction Count	Avg. Value of Transaction	Dollar Sales
504	6101	Oil City	Seneca Street Plz 50 Seneca St	43,877	\$31.20	\$1,369,134.95
505	6311	California	327 3rd St	48,913	\$27.78	\$1,358,700.92
506	2213	Halifax	3775 Peters Mountain Rd	44,693	\$29.90	\$1,336,266.55
507	6504	Jeannette	114 S 5th St	45,879	\$27.67	\$1,269,260.15
508	1110	Ebensburg	607 W High St	42,070	\$30.08	\$1,265,534.69
509	3201	Blairsville	215 E Market St	42,138	\$29.81	\$1,255,938.28
510	244	Glassport	739 Monongahela Ave	52,025	\$24.11	\$1,254,394.49
511	4103	Jersey Shore	354 Allegheny St	44,698	\$28.06	\$1,254,027.34
512	1106	Ebensburg	College Plz 881 Hills Plaza Dr, Ste 10	41,168	\$30.00	\$1,235,196.07
513	3701	New Castle	Lawrence Village Plz 2656 Ellwood Rd	47,936	\$25.75	\$1,234,286.40
514	2316	Newtown Square	Newtown Square Shopping Ctr 3590 West Chester Pike	49,133	\$25.01	\$1,228,843.23
515	4604	Pottstown	212 E High St	71,438	\$17.15	\$1,225,064.24
516	271	Munhall	3408 Main St	51,448	\$23.73	\$1,221,068.72
517	6002 **	Mifflinburg	30 E Chestnut St	43,513	\$27.56	\$1,199,406.90
518	4503	Cresco	1152 Rte 390	41,365	\$28.95	\$1,197,678.98
519	601	Reading	537 Penn St	64,915	\$18.34	\$1,190,749.68
520	2315	Boothwyn	643 Conchester Hwy	35,391	\$33.48	\$1,184,769.38
521	4304	Mercer	535 Greenville Rd	39,608	\$29.89	\$1,183,976.81
522	6521	Murrysville	4610 William Penn Hwy	33,080	\$35.55	\$1,176,132.87
523	4646 ** †	Ardmore	Ardmore Plaza Shopping Ctr 62 Greenfield Ave	19,247	\$61.03	\$1,174,647.93
524	4616	Schwenksville	100 Main St	44,187	\$26.52	\$1,171,820.48
525	3401	Mifflin	Weis Shopping Ctr PO Box 350	44,210	\$26.32	\$1,163,760.07
526	6103	Cranberry	17 Kimberly Lane, Ste 4 PO Box 418	48,683	\$23.89	\$1,162,923.93
527	3707	New Castle	Westgate Shopping Ctr 2034 W State St	40,429	\$28.66	\$1,158,603.83
528	2219 **	Harrisburg	333 Market St	53,681	\$21.57	\$1,157,750.12
529	6305 **	Mcdonald	Mcdonald Shopping Plz 301 W Barr St	39,784	\$29.01	\$1,154,264.40
530	5603	Windber	1607 Jefferson Ave	35,034	\$32.57	\$1,141,159.12
531	704	Tyrone	1260 Pennsylvania Ave	45,298	\$24.76	\$1,121,576.17
532	4109	South Williamsport	510 W Southern Ave	45,045	\$24.69	\$1,112,360.07
533	902	Doylestown	19 W Court St	27,717	\$40.11	\$1,111,640.54
534	2214	Harrisburg	Village Of Oakhurst Shopping Ctr 4404 Oakhurst Blvd	39,789	\$27.80	\$1,106,162.75
535	212	Pittsburgh	959 Liberty Ave	55,311	\$19.76	\$1,092,923.53
536	1509 **	West Grove	Shoppes At Jenners Vlg 853 W Baltimore Pike	38,070	\$28.49	\$1,084,794.36
537	1101	Johnstown	426 Main St	48,492	\$22.00	\$1,066,949.26
538	4020	White Haven	White Haven Shopping Ctr 501 Main St	36,831	\$27.97	\$1,030,090.06
539	5129	Philadelphia	1446 Point Breeze Ave	71,588	\$14.13	\$1,011,851.05
540	1104	Cresson	101 Park Ave	38,351	\$25.57	\$980,761.83
541	5301	Coudersport	151 Route 6 W	32,709	\$29.89	\$977,581.78

* Licensee or fulfillment center

** Rebranded store

^ Online store

† Premium Collection

Table 7: Stores Ranked by Total Dollar Sales, RY 2014–15 (continued)

Rank	Store	City	Address	Transaction Count	Avg. Value of Transaction	Dollar Sales
542	3301	Brookville	160 Main St	33,072	\$29.49	\$975,264.71
543	1103	Northern Cambria	910 Philadelphia Ave, Ste 1	28,712	\$33.69	\$967,423.92
544	903	Ottsville	8794 Easton Rd, Ste 1	28,351	\$34.02	\$964,359.65
545	5413	Pine Grove	16 Tremont Rd	28,918	\$31.56	\$912,690.22
546	6502	Latrobe	313 Depot St	26,965	\$33.66	\$907,689.98
547	6702	Etters	150 Newberry Cmns	33,723	\$26.84	\$905,108.60
548	4619	Bridgeport	24 E 4th St	30,106	\$29.21	\$879,506.61
549	3002	Carmichaels	Brodak Cmns 554 South 88 Rd	32,664	\$26.71	\$872,320.02
550	2004	Linesville	211 E Erie St	23,402	\$34.27	\$801,917.93
551	5102	Philadelphia	4346 Frankford Ave	50,696	\$15.26	\$773,524.69
552	4618	Norristown	504 W Marshall St	40,191	\$19.00	\$763,552.98
553	5701	Dushore	121 W Main St	25,807	\$29.08	\$750,366.02
554	1303	Palmerton	221 Delaware Ave	26,801	\$27.78	\$744,522.00
555	270	Pittsburgh	3643 California Ave	32,608	\$21.89	\$713,793.92
556	4202	Kane	124 Fraley St	21,554	\$32.97	\$710,725.81
557	4504	Stroudsburg	761 Main St	17,906	\$39.19	\$701,659.72
558	2205	Lykens	529 S Market St	21,093	\$33.05	\$697,043.72
559	302	Kittanning	137 S Jefferson St	17,232	\$40.23	\$693,242.97
560	2401	Ridgway	305 N Broad St	20,001	\$33.99	\$679,825.67
561	804	Wyalusing	41871 Rte 6	21,817	\$30.43	\$663,953.04
562	2318	Chester	2709 W 9th St	34,955	\$18.75	\$655,256.78
563	6312	Fredericktown	524 Front St PO Box 874	16,660	\$38.55	\$642,165.13
564	6503	Monessen	925 Donner Ave	19,051	\$33.68	\$641,668.81
565	265	Russellton	Deer Lake Plz 908 Little Deer Creek Valley Rd PO Box 295	21,321	\$29.85	\$636,519.00
566	2901	Mcconnellsburg	Ayr Town Ctr 362 S 2nd St	22,437	\$28.17	\$632,077.34
567	303	Leechburg	163 3rd St	17,465	\$36.14	\$631,141.94
568	3619 **	Willow Street	2600 Willow Street Pike N, Ste 308	20,863	\$29.34	\$612,060.03
569	3501	Moosic	3364 Birney Plz	20,676	\$29.25	\$604,846.58
570	803	Troy	752 Canton St	17,022	\$35.40	\$602,534.00
571	4612	Hatboro	225 N York Rd	21,464	\$27.74	\$595,339.60
572	2512	Union City	66 N Main St	19,004	\$30.96	\$588,394.54
573	4901	Mount Carmel	136 S Oak St	19,853	\$29.58	\$587,195.87
574	1115	Johnstown	20th Ward Shopping Ctr 358 N Sheridan St	22,676	\$25.23	\$572,178.67
575	2202 **	Harrisburg	1200 N 3rd St	28,073	\$20.28	\$569,448.24
576	1111	Portage	3670 Portage St, Ste 3	17,670	\$32.12	\$567,530.67
577	5803	Susquehanna	The Shops 191 Erie Blvd, Ste A	16,786	\$33.45	\$561,408.20
578	3102	Mt Union	25 W Water St	21,139	\$26.18	\$553,469.78
579	6307	Burgettstown	Kwik Stop Plz 2038 Smith Twp Rd, Ste 2	18,616	\$29.55	\$550,178.83
580	1001	Butler	Pullman Square Shopping Ctr 180 Pullman Sq, Box 15	23,833	\$22.45	\$534,970.72
581	6508	Irwin	310 Main St	15,696	\$33.59	\$527,171.45
582	307	Apollo	206 N Warren Ave	18,950	\$27.70	\$524,916.03
583	4302	Farrell	837 Sharon New Castle Rd	22,895	\$22.24	\$509,190.67

* Licensee or fulfillment center

** Rebranded store

^ Online store

† Premium Collection

APPENDIX: TABLE 7

Table 7: Stores Ranked by Total Dollar Sales, RY 2014–15 (continued)

Rank	Store	City	Address	Transaction Count	Avg. Value of Transaction	Dollar Sales
584	405	Midland	508 Midland Ave	18,222	\$27.92	\$508,711.33
585	2604	Masontown	1890 Mcclellandtown Rd	17,648	\$27.72	\$489,114.35
586	1301	Lansford	46 W Ridge St	21,365	\$22.65	\$483,852.13
587	1004	Petrolia	102 Main St	10,215	\$44.61	\$455,730.61
588	1201	Emporium	54 E 4th St	13,707	\$32.74	\$448,754.51
589	4024	Pittston	140 Laurel Plz	16,299	\$26.91	\$438,556.77
590	5904	Westfield	126 W Main St	11,252	\$38.92	\$437,924.94
591	2804	Mercersburg	9 S Main St	9,096	\$45.70	\$415,659.31
592	2802	Waynesboro	Wayne Heights Mall 1507-1509 E Main St	12,839	\$31.81	\$408,438.11
593	5801	Forest City	605 Main St	13,883	\$29.23	\$405,849.90
594	1602	New Bethlehem	452 Broad St	12,318	\$32.60	\$401,589.81
595	4203	Smethport	433 W Main St	12,201	\$32.57	\$397,405.28
596	2702 **	Tionesta	644 Elm St	12,413	\$31.09	\$385,936.55
597	4204	Port Allegany	66 Mill St	12,639	\$30.47	\$385,120.32
598	2701	Marienville	121 Chestnut St	10,951	\$34.30	\$375,649.02
599	2608	Perryopolis	3532 Pittsburgh Rd, Ste A	13,876	\$26.70	\$370,466.26
600	5404	Ashland	630 Centre St	12,260	\$29.43	\$360,788.25
601	5302	Galeton	15 West St	10,751	\$30.96	\$332,862.25
602	1604	Knox	506 Main St	7,574	\$41.75	\$316,196.66
603	3303	Brockway	445 Main St	8,147	\$38.09	\$310,355.92
604	3203	Clymer	560 Franklin St	8,154	\$36.37	\$296,546.27
605	502	Saxton	600 Main St	9,572	\$30.71	\$293,949.95
606	1703	Houtzdale	821 Centennial St	9,764	\$29.83	\$291,303.57
607	5148	Philadelphia	1111 Locust St	7,733	\$36.00	\$278,367.17
608	1107	East Conemaugh	513 Chestnut St	6,905	\$40.29	\$278,196.14
609	5606	Boswell	212 Ohio St	7,353	\$34.59	\$254,353.90
610	6513	Avonmore	214 5th St PO Box 38	7,314	\$33.31	\$243,637.58
611	5406	Mahanoy City	7 S Main St	8,973	\$27.05	\$242,718.66
612	5601	Meyersdale	686 Market Sq	4,055	\$49.10	\$199,082.27
613	6202	Sheffield	212 S Main St PO Box 372	6,491	\$30.39	\$197,273.09
614	3305	Reynoldsville	410 Main St	6,263	\$30.16	\$188,919.24
615	1704	Curwensville	449 State St	6,680	\$28.12	\$187,817.56
616	1403	Snow Shoe	15 W Olive St	4,421	\$31.45	\$139,019.25
617	2605	Point Marion	213 Penn St	4,065	\$34.06	\$138,436.30
618	6203	Youngsville	107 E Main St	923	\$34.09	\$31,461.36
619	5405	Frackville	500 W Oak St	131	\$28.00	\$3,667.34

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