

2010-2011

# RETAIL YEAR in Review



PA Wine & Spirits Stores

FINE WINE & GOOD SPIRITS

# TRANSFORMATION

*in Motion*



Pictured on cover: employees Shomari Bey and Velda Swindell  
Cover photos: Trudy Mancuso

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# A MESSAGE from the Board



Patrick J. Stapleton III, Chairman

We are pleased to present the 2010-2011 Marketing Year in Review. In our continued effort to be a resource to our consumers and legislators, we provide this annual report detailing our sales and marketing efforts in the previous retail year (RY). As you will see, despite a very challenging economic climate, the 2010-11 RY set records at the agency. For the first time ever, sales topped \$1.9 billion, a nearly four percent increase over last year. We believe our focus on customer service, selection and value is making an impact on the millions of consumers who shop at our PA Wine & Spirits stores every year.

While spirits make up nearly 60 percent of our business, wine continues to increase its market share across the state. One of the highlights of that growth was our Chairman's Selection™ wine program, which reached more than \$50 million in sales. The program features premium wines at tremendous savings, some more than 50 percent off. In this challenging time, we know our consumers are more cost-conscious than ever. To illustrate that point, value wines, wines costing up to \$8.99, made up more than 50 percent of all wine sold.

As mentioned, spirits outperform wine in Pennsylvania, with vodka remaining the top-selling spirit statewide and bourbon and rum coming in a distant second and third respectively. Flavored vodkas showed the most significant growth in the market, and we expect to see impressive growth in other varieties of flavored spirits in 2011-12.

This report contains a lot of additional interesting data that we hope you find useful. The PLCB is in the midst of a transformation, and we look forward to continuing our focus on providing consumers with not only excellent selection and value, but also the best customer service in the industry in the years ahead.



Thomas F. Goldsmith, Board Member

Sincerely,

A handwritten signature in black ink, appearing to read "P.J.S." followed by a stylized surname.

Patrick J. Stapleton III



Robert S. Marcus, Board Member

A handwritten signature in black ink, appearing to read "T.F.G." followed by a stylized surname.

Thomas F. Goldsmith

A handwritten signature in black ink, appearing to read "R.S.M." followed by a stylized surname.

Robert S. Marcus

# RESEARCH

## Notes

This second annual Retail Year in Review seeks to provide insights on the retail business of the PA Wine & Spirits Stores. In doing so, the report highlights key findings in an accessible manner. Once again this publication has been shaped by the review of reports from other control states, industry reports and experts. Data for this report was extracted from the data warehouse which collects information from the point of sales system in the PA Wine & Spirits Stores. Review of best practices, data extraction and analysis as well as project coordination were handled by the Bureau of Market and Store Analytics.

Dollar sales amounts included in this report are strictly reported from the point of sales system and do not include sales tax. In Pennsylvania this would be 6% statewide. Philadelphia and Allegheny counties implemented a 1% local sales tax effective October 1, 1991 and July 1, 1994, respectively. Moreover, Philadelphia county local sales tax increased to 2% effective October 8, 2009.

Throughout the report there are a number of filters used. The most common is the retail year end date of June 26, 2011. Where reporting is done on a monthly basis, the Gregorian calendar was used to eliminate anomalies caused by "four-five-four" week retail months. Reports using the Gregorian calendar are noted. All reports include retail and licensee sales, unless otherwise noted. Similar to last year, Special Liquor Orders (SLO) were not included unless otherwise noted.

When comparing reports please pay attention to all footnotes as they can indicate that different types of extractions were used to answer different questions.

Please note the data in this report are unaudited and may vary from financial statements. Additional variations exist due to calendar date alignments, sorting techniques, filter criteria or data normalization, so these data may vary from other professional organizations' reporting on the beverage alcohol industry.

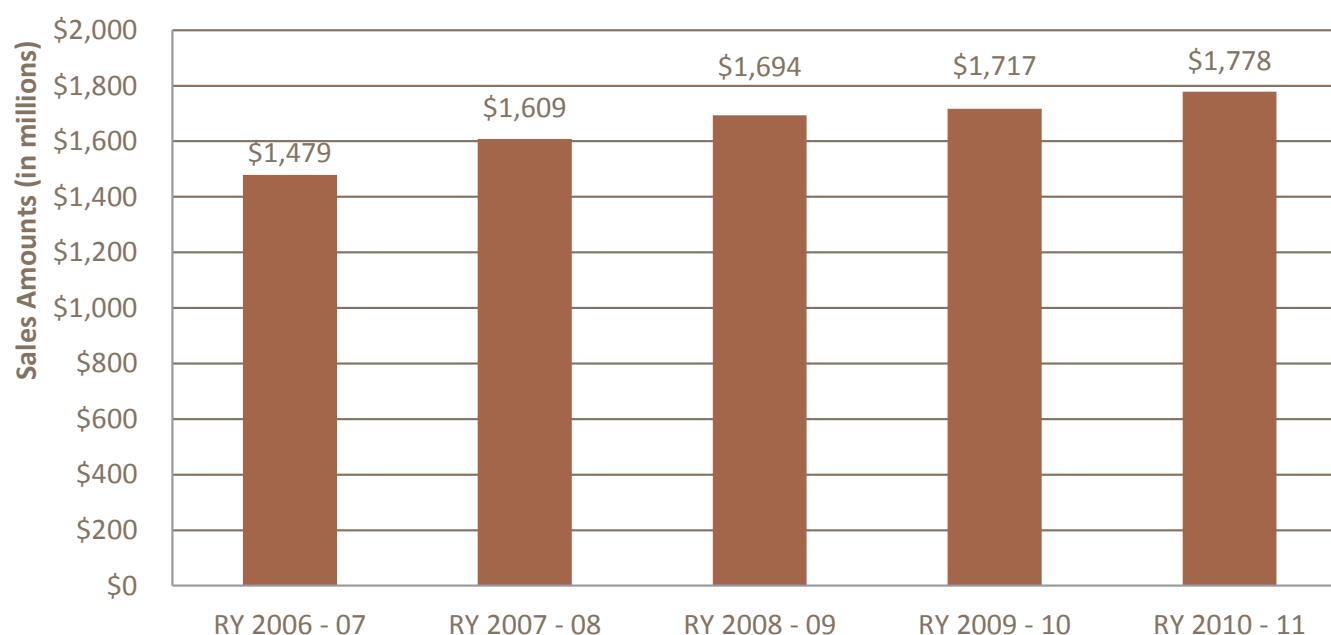


# RETAIL YEAR

## Sales and Shares

The broad view of the retail business can be provided by looking at sales by year. Figure 1 displays the amounts for the past five retail years. During the Retail Year (RY) 2010 - 2011 the total dollar sales amount was \$1,777,934,444. Please note; sales figures for this report includes retail and licensee sales only, does not include sales tax, Special Liquor Orders (SLO) and can vary from financial reporting.

**Figure 1: End of Retail Year Dollar Sales Amounts (RY 2006-07 - RY 2010-11)\***



Within the retail business, wine made up 41.22% of the dollar sales and has increased each year since RY 2006 - 07. Spirits (58.78%) still holds the largest share despite the gains made by wine in the past five years. Table 1 provides an overview of the past five years.

**Table 1: Wine v. Spirits by Dollar Sales Amount, RY 2006 - 07 through RY 2010 - 11**

Retail Year	Wine	Spirits	Wine % Share	Spirits % Share
2006 - 07	\$580,484,088	\$899,013,633	39.24%	60.76%
2007 - 08	\$643,873,832	\$965,033,623	40.02%	59.98%
2008 - 09	\$686,814,199	\$1,007,038,925	40.55%	59.45%
2009 - 10	\$704,068,866	\$1,013,047,896	41.00%	59.00%
2010 - 11	\$732,910,632	\$1,045,023,812	41.22%	58.78%

In terms of units sold, spirits have composed the larger portion of retail sales for the past two years. For RY 2010 - 11, wine was 49.27% of units sold while spirits were 50.73% of units sold. Table 2 shows the results for the past five years.

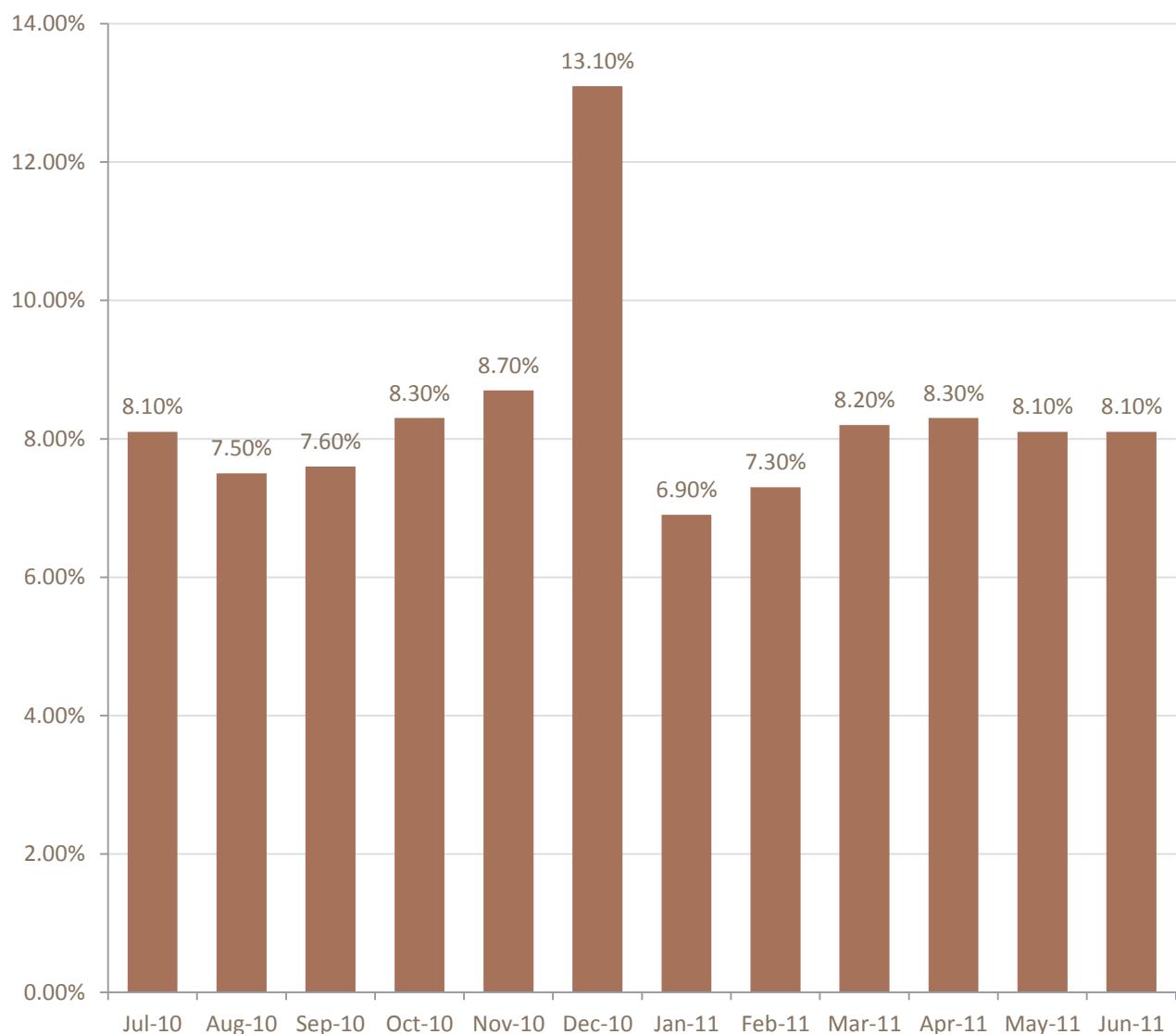
**Table 2: Wine v. Spirits by Units Sold, RY 2006 - 07 through RY 2010 - 11**

Retail Year	Wine	Spirits	Wine %	Spirits %
2006 - 07	52,068,813	58,948,870	46.90%	53.10%
2007 - 08	56,661,841	62,044,906	47.73%	52.27%
2008 - 09	59,649,230	64,091,262	48.21%	51.79%
2009 - 10	61,516,854	64,739,495	48.72%	51.28%
2010 - 11	64,352,255	66,262,104	49.27%	50.73%



Each month comprises a percentage of yearly sales. By using this measure the most active months for sales can be determined . Figure 2 shows the percent of sales by month. December (13.10%), November (8.70%), October (8.30%) and April (8.30%) were the highest. In contrast, January (6.90%) had the lowest sales percentage.

**Figure 2: Percent of Sales by Month,  
Based on Dollar Amount by Calendar Month, July 2010 - June 2011**



In terms of dollars, December 2010 was the highest amount and accounted for \$244,235,346 in sales. The lowest month was January 2011 with \$128,530,187 in sales. The difference between these two months was \$115,705,159.

<sup>1</sup> This report used the Gregorian Month from July 2010 to June 2011.

Table 3 lists the top 15 marketing categories based on dollar sales amounts . Vodka (\$241,334,619) was the highest category followed by Bourbon (\$95,493,311). The highest amounts of dollar growth, between RY 2009 - 10 and RY 2010 - 11 was in Italian White - Varietals (+\$3,427,569; 104.86%), Argentina - Red (+\$5,007,147; 94.93%), US White - Other (+\$6,333,188; 87.54%) and Argentina - White (+\$2,295,959; 81.40%).

**Table 3: Dollar Sales by Marketing Category, RY 2009 - 10 and RY 2010 - 11**

Rank	Marketing Category Detail	RY 2009 - 2010 Dollar Sales Amount	RY 2010 - 2011 Dollar Sales Amount
1	Vodka	\$236,993,458	\$241,334,619
2	Bourbon	\$86,962,627	\$95,493,311
3	Rum - Flavored	\$89,965,855	\$92,734,755
4	Vodka - Flavored	\$65,764,960	\$92,333,097
5	US Chardonnay	\$56,653,054	\$60,811,493
6	Rum - Unflavored	\$59,712,721	\$56,906,710
7	Canadian Whisky	\$56,125,943	\$55,613,357
8	Tequila	\$44,916,457	\$47,756,053
9	US Cabernet	\$43,130,198	\$47,504,311
10	Shooters - Liqueurs	\$48,181,775	\$46,913,618
11	5L Box Wine	\$41,294,543	\$45,765,315
12	Gin	\$47,013,635	\$45,324,200
13	Scotch - Blends	\$38,299,831	\$37,406,682
14	US Merlot	\$26,418,940	\$26,970,415
15	Beverage Wine	\$27,265,022	\$25,957,569



<sup>2</sup>Table 3 and Table 4 reports filtered out all categories that were not beverages such as Accessories - Licensee, Candles, Cocktail Garnishes, Corkscrews, Decanters, Gift Items (Wine), Glassware, Glassware - Licensee, Glassware - Multipack, Stoppers/Pourers and Uncategorized.

Table 4 shows the percentage of dollar share for each marketing category. Within the top marketing categories, Vodka (14.23%) had the largest dollar share of the business for RY 2010 - 11, followed by Bourbon (5.63%), Rum - Flavored (5.47%) and Vodka - Flavored (5.45%).

**Table 4: Dollar Share by Marketing Category, RY 2009 - 10 and RY 2010 - 11**

Rank	Marketing Category Detail	Dollar Share RY 09 - 10	Dollar Share RY 10 - 11
1	Vodka	14.67%	14.23%
2	Bourbon	5.38%	5.63%
3	Rum - Flavored	5.57%	5.47%
4	Vodka - Flavored	4.07%	5.45%
5	US Chardonnay	3.51%	3.59%
6	Rum - Unflavored	3.70%	3.36%
7	Canadian Whisky	3.47%	3.28%
8	Tequila	2.78%	2.82%
9	US Cabernet	2.67%	2.80%
10	Shooters - Liqueurs	2.98%	2.77%
11	5L Box Wine	2.56%	2.70%
12	Gin	2.91%	2.67%
13	Scotch - Blends	2.37%	2.21%
14	US Merlot	1.63%	1.59%
15	Beverage Wine	1.69%	1.53%



Figure 3 shows the transaction count by month for the past year. The increases in the number of transactions corresponded to the increases in dollar sales. December 2010 (6,963,535), November 2010 (5,095,383) and April 2011 (4,983,063) had the most transactions. Together they generated 28.88% of the year's transactions. There were 58,816,470 transactions for the retail year. There were 59,017,791 transactions when reporting using Gregorian months.

**Figure 3: Transaction Count by Month, June 2010 - July 2011**

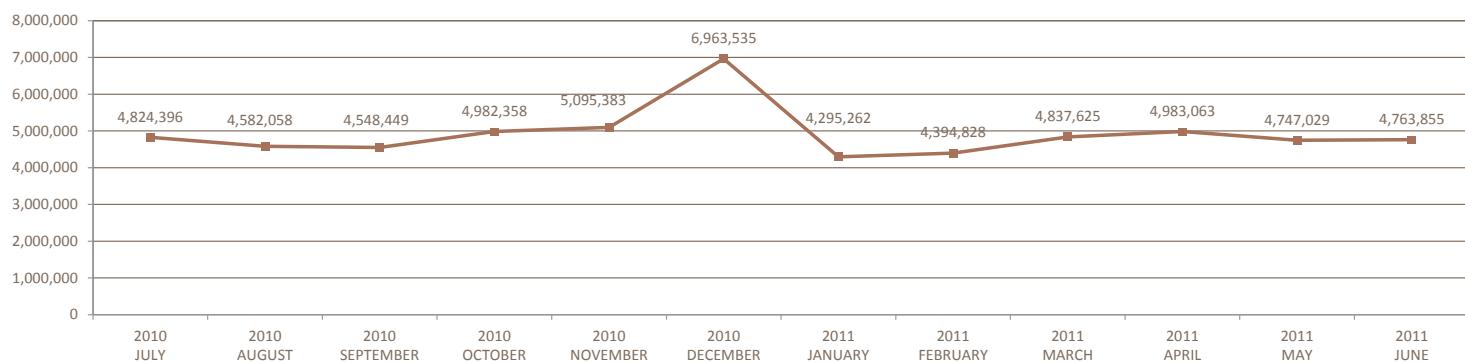
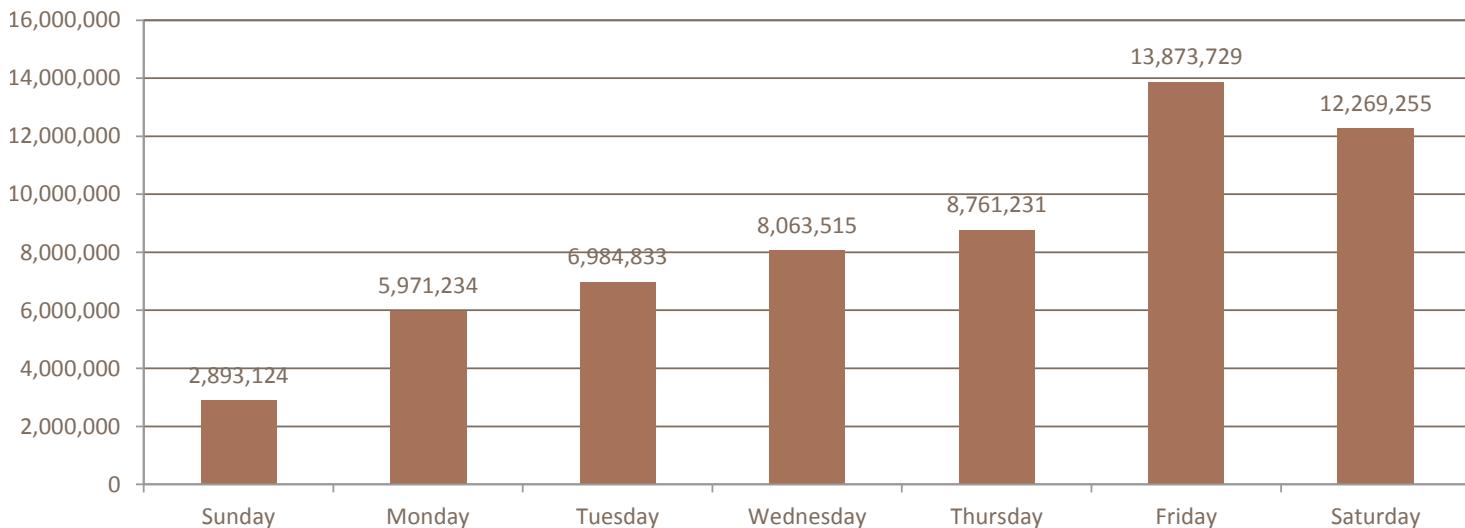


Figure 4 displays the transaction counts by day of the week for RY 2010 - 11. Friday (13,873,729), Saturday (12,269,255) and Thursday (8,761,231) had the most transactions. Please note Sunday sales are dramatically lower, as not all stores are open and those open have limited hours. There were 59,017,791 transactions when reporting using Gregorian months.

**Figure 4: Transaction Count by Day of the Week, RY 2010 - 11**



<sup>3</sup> Figure 3 is reported using the Gregorian month.



# COUNTY AND Store Reports

Moving onto the county level, a more detailed view of the retail year can be provided. Sales by county and category are illustrated in Table 5. Allegheny and Philadelphia, as well as their surrounding areas were the leaders when looking at the data this way.

Examination of dollar sales among categories revealed Allegheny (\$81,915,668) and Montgomery (\$78,991,851) had the highest for table wine. Vodka was highest in Philadelphia (\$45,847,243), Allegheny (\$42,208,502), Montgomery (\$29,464,726), Bucks (\$21,237,365) and Chester (\$17,942,736).

Whiskey and rum sales looked similar to these other categories. Whiskey had the most dollar sales in Allegheny (\$29,517,701), Philadelphia (\$20,247,673) and Montgomery (\$18,378,178). Philadelphia (\$17,876,696), Allegheny (\$16,979,349) and Montgomery (\$9,061,038) were the three highest in dollar sales amounts for rum.



<sup>4</sup> A map of Pennsylvania, including PA Wine and Spirits Stores and their region can be found in Appendix A.

<sup>5</sup> Please note this table only includes boutiques, self-service and conventional stores. See the Research Notes section for further details.



Analysis can be enhanced by examining the percentage of sales each category has in a county. This measure can display which counties favor certain categories. Figure 5 is a graphical display of these percentages based on the data from Table 5.

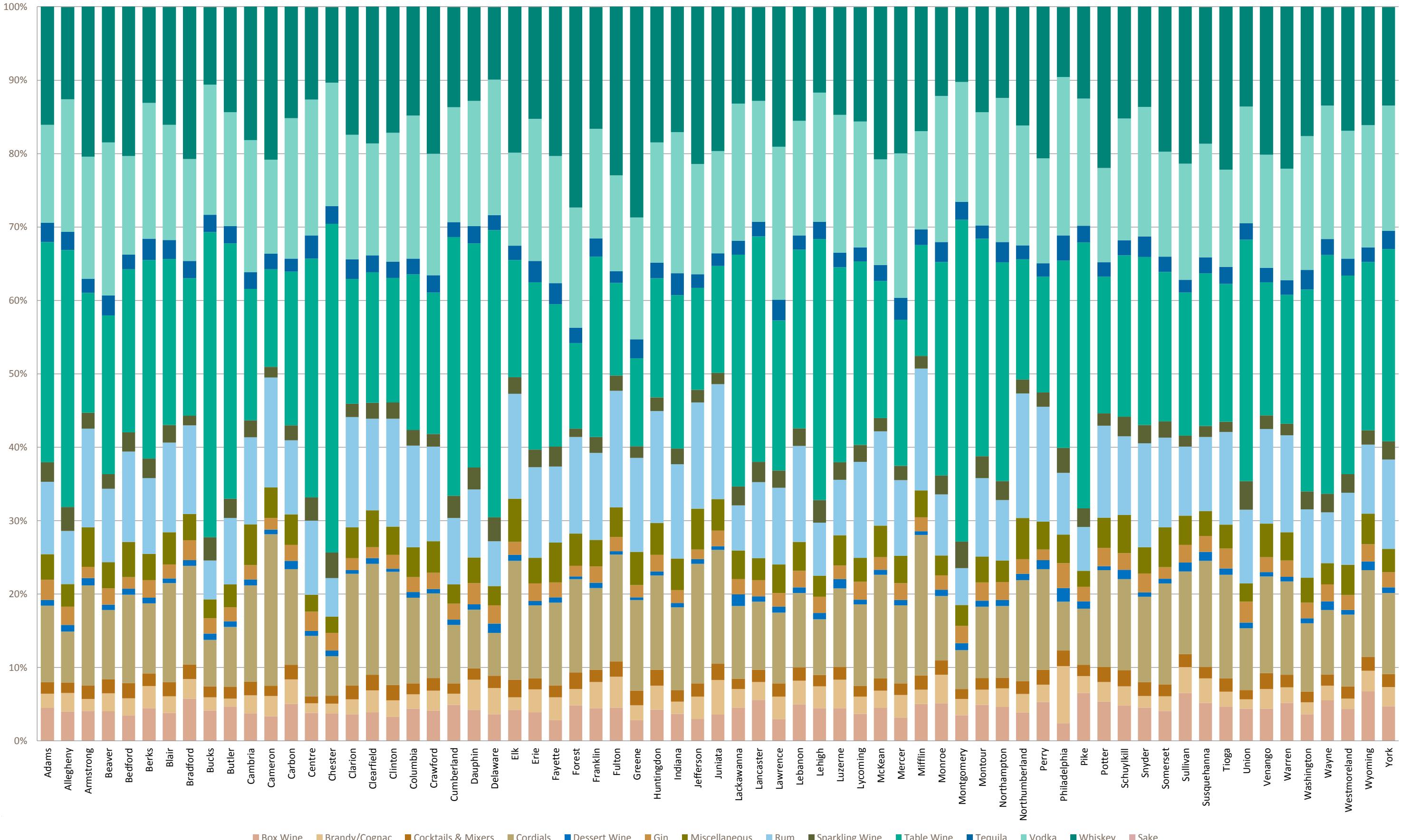
Table wine proportionately sold highest in Chester (44.80%), Montgomery (43.90%) and Bucks (41.60%) counties. Vodka sold proportionately highest in Philadelphia (21.60%), Beaver (20.90%), Lawrence (20.80%) and Monroe (19.90%).

Whiskey sales tended to concentrate in the western portion of the state. Greene (28.70%), Forest (27.30%) and Fulton (23.00%) had the highest percentages. Meanwhile, counties towards the center of the state had higher proportions of rum: Northumberland (16.90%), Mifflin (16.60%) and Fulton (15.90%) were the top three counties.





**Figure 5: RY 2010-11 Percentage of Sales by Category in County, Based on Dollar Sales Amount**





**Table 5: RY 2010 - 11 Sales by County and Category, in Dollars**

County	Box Wine	Brandy/ Cognac	Cocktails & Mixers	Dessert Wine	Gin	Misc.	Rum	Sparkling Wine	Table Wine	Tequila	Vodka	Whiskey	Sake	County Totals	
Adams	\$232,874	\$102,581	\$80,932	\$541,969	\$40,176	\$144,874	\$180,974	\$513,779	\$138,250	\$1,564,776	\$134,465	\$697,462	\$836,946	\$5,210,058	
Allegheny	\$9,369,987	\$5,896,377	\$3,282,376	\$16,310,757	\$2,075,910	\$5,872,443	\$7,170,450	\$16,979,349	\$7,598,214	\$81,915,668	\$5,851,638	\$42,208,502	\$29,517,701	\$31,670	\$234,081,042
Armstrong	\$142,827	\$56,532	\$65,154	\$476,751	\$34,470	\$53,991	\$187,642	\$470,776	\$76,384	\$570,743	\$67,184	\$581,003	\$715,519		\$3,498,976
Beaver	\$672,059	\$411,717	\$319,010	\$1,583,194	\$118,710	\$372,877	\$599,229	\$1,678,230	\$332,747	\$3,618,896	\$457,675	\$3,493,659	\$3,094,063		\$16,752,066
Bedford	\$98,378	\$67,562	\$59,995	\$345,472	\$23,010	\$46,083	\$137,036	\$353,542	\$75,622	\$636,594	\$57,949	\$384,545	\$584,003		\$2,869,791
Berks	\$2,032,663	\$1,403,952	\$793,848	\$4,377,694	\$361,285	\$1,110,233	\$1,631,326	\$4,740,308	\$1,236,262	\$12,452,263	\$1,320,157	\$8,509,941	\$6,028,750	\$2,969	\$46,001,651
Blair	\$485,562	\$287,379	\$246,207	\$1,714,579	\$83,446	\$239,337	\$557,045	\$1,558,345	\$300,745	\$2,882,416	\$326,193	\$1,994,842	\$2,049,433	\$230	\$12,725,759
Bradford	\$269,548	\$123,518	\$93,746	\$627,992	\$36,563	\$126,965	\$167,524	\$563,828	\$61,779	\$875,118	\$111,217	\$648,823	\$970,570		\$4,677,191
Bucks	\$4,940,887	\$2,155,203	\$1,773,948	\$7,566,467	\$1,006,893	\$2,512,846	\$3,080,749	\$6,311,068	\$3,804,375	\$49,716,111	\$2,774,644	\$21,237,365	\$12,651,842	\$9,418	\$119,541,816
Butler	\$1,371,023	\$326,210	\$473,805	\$2,407,271	\$215,767	\$559,086	\$929,549	\$2,657,640	\$771,810	\$10,257,927	\$691,367	\$4,569,639	\$4,220,605	\$8,045	\$29,459,744
Cambria	\$484,026	\$325,885	\$241,296	\$1,717,422	\$104,569	\$258,197	\$727,945	\$1,549,212	\$301,696	\$2,342,342	\$294,789	\$2,354,374	\$2,377,864		\$13,079,617
Cameron	\$13,738	\$11,390	\$5,774	\$85,059	\$2,552	\$6,565	\$17,049	\$61,730	\$6,018	\$54,740	\$8,684	\$52,836	\$85,819		\$411,954
Carbon	\$223,503	\$150,628	\$87,308	\$582,018	\$48,888	\$96,861	\$185,809	\$450,002	\$90,940	\$933,469	\$80,222	\$852,659	\$676,375		\$4,458,682
Centre	\$947,636	\$328,970	\$233,197	\$2,053,284	\$176,877	\$649,032	\$575,172	\$2,521,685	\$785,849	\$8,113,563	\$798,431	\$4,607,424	\$3,153,512	\$4,609	\$24,949,241
Chester	\$3,972,935	\$1,443,051	\$1,143,662	\$5,761,335	\$807,456	\$2,566,905	\$2,364,032	\$5,572,474	\$3,705,112	\$47,733,971	\$2,563,925	\$17,942,736	\$11,012,408	\$11,679	\$106,601,681
Clarion	\$125,963	\$69,881	\$65,985	\$528,349	\$17,529	\$56,651	\$145,917	\$521,264	\$64,003	\$590,256	\$92,174	\$590,328	\$605,359		\$3,473,659
Clearfield	\$257,464	\$196,034	\$141,427	\$999,115	\$51,070	\$100,638	\$331,903	\$825,713	\$142,746	\$1,173,909	\$153,808	\$1,007,532	\$1,232,183		\$6,613,542
Clinton	\$90,784	\$63,082	\$58,579	\$429,656	\$10,712	\$53,291	\$106,862	\$410,798	\$61,633	\$473,168	\$61,311	\$489,749	\$478,487		\$2,788,112
Columbia	\$302,839	\$135,319	\$101,001	\$804,329	\$52,886	\$143,115	\$278,949	\$954,762	\$146,421	\$1,465,313	\$146,526	\$1,343,288	\$1,022,289		\$6,897,037
Crawford	\$327,896	\$214,772	\$135,171	\$914,314	\$47,289	\$173,779	\$343,303	\$1,020,733	\$136,753	\$1,527,454	\$185,269	\$1,312,479	\$1,585,959		\$7,925,171
Cumberland	\$1,949,575	\$610,428	\$568,388	\$3,163,511	\$296,947	\$859,970	\$1,057,076	\$3,598,045	\$1,216,186	\$14,061,462	\$820,739	\$6,229,592	\$5,460,967	\$7,117	\$39,900,003
Dauphin	\$1,729,618	\$1,680,227	\$631,657	\$3,294,296	\$298,561	\$1,188,900	\$1,416,016	\$3,817,164	\$1,213,094	\$12,540,618	\$954,951	\$7,006,770	\$5,253,713	\$5,597	\$41,031,182
Delaware	\$2,472,352	\$2,437,689	\$1,117,580	\$3,987,577	\$861,757	\$1,694,957	\$1,789,288	\$4,136,613	\$2,242,321	\$26,634,547	\$1,386,933	\$12,551,171	\$6,758,976	\$4,368	\$68,076,129
Elk	\$94,494	\$38,731	\$53,129	\$363,674	\$17,973	\$40,178	\$131,199	\$320,373	\$50,802	\$357,860	\$43,830	\$283,912	\$446,292		\$2,242,447
Erie	\$1,558,488	\$1,249,807	\$609,159	\$3,990,308	\$242,732	\$960,800	\$1,399,505	\$4,959,684	\$970,088	\$9,152,870	\$1,154,153	\$7,772,059	\$6,140,358	\$321	\$40,160,332
Fayette	\$282,287	\$319,982	\$162,200	\$1,142,627	\$69,244	\$209,579	\$550,486	\$1,048,010	\$271,456	\$1,964,407	\$292,585	\$1,750,365	\$2,060,096		\$10,123,324
Forest	\$34,366	\$15,600	\$15,803	\$90,013	\$2,576	\$10,253	\$30,845	\$92,997	\$8,175	\$82,260	\$14,908	\$115,594	\$193,208		\$706,598
Franklin	\$462,944	\$373,754	\$177,108	\$1,160,125	\$76,824	\$230,393	\$381,745	\$1,239,485	\$227,275	\$2,564,321	\$259,528	\$1,563,441	\$1,736,078	\$959	\$10,453,980
Fulton	\$24,630	\$23,066	\$11,284	\$79,377	\$2,590	\$10,521	\$22,038	\$86,476	\$11,277	\$68,805	\$8,730	\$71,313	\$125,154		\$545,261
Greene	\$57,499	\$42,329	\$40,976	\$254,265	\$7,491	\$33,927	\$93,541	\$263,668	\$32,257	\$247,079	\$53,013	\$341,445	\$590,620		\$2,058,110
Huntingdon	\$110,190	\$83,046	\$56,304	\$331,915	\$13,965	\$57,766	\$112,588	\$393,318	\$47,683	\$418,490	\$54,739	\$422,413	\$476,972		\$2,579,389
Indiana	\$258,862	\$119,738	\$108,907	\$801,871	\$41,319	\$124,839	\$304,810	\$912,607	\$151,759	\$1,480,116	\$212,239	\$1,365,723	\$1,210,442		\$7,093,232
Jefferson	\$76,195	\$75,728	\$46,046	\$412,919	\$15,954	\$32,712	\$140,582	\$366,741	\$43,889	\$352,003	\$46,532	\$380,372	\$542,338		\$2,532,011
Juniata	\$25,459	\$33,527	\$15,886	\$110,428	\$3,369	\$15,142	\$30,673	\$111,493	\$10,950	\$103,561	\$12,308	\$99,002	\$140,002		\$711,800
Lackawanna	\$1,617,032	\$890,866	\$508,675	\$3,521,512	\$568,420	\$738,110	\$1,385,429	\$2,184,432	\$925,226	\$11,245,619	\$669,812	\$6,657,587	\$4,688,844	\$1,081	\$35,602,645
Lancaster	\$2,779,826	\$1,206,145	\$837,684	\$4,610,068	\$356,586	\$1,106,999	\$1,487,922	\$5,159,588	\$1,376,209	\$15,287,945	\$990,499	\$8,186,278	\$6,380,648	\$3,014	\$49,769,411
Lawrence	\$210,456	\$216,836	\$129,151	\$688,323	\$57,117	\$131,060	\$276,827	\$745,196	\$166,649	\$1,456,040	\$201,420	\$1,483,131	\$1,359,415		\$7,121,621
Lebanon	\$509,831	\$330,541	\$185,394	\$1,04											

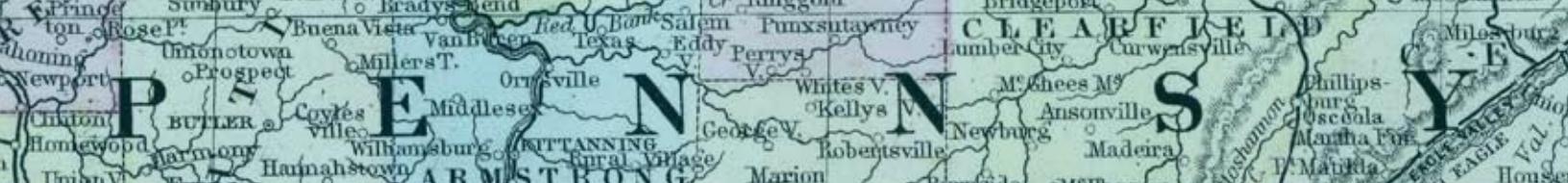


Table 6 displays each county and the share of the dollar sales amount they contribute to the overall PA Wine & Spirits Stores business . The top 10 counties in RY 2010 - 11 accounted for 63.50% of dollar sales.

**Table 6: RY 2010 - 2011 Share by County, Based on Dollar Sales Amount**

Rank	County	RY 2009 - 2010 Dollar Sales Amount	RY 2010 - 2011 Dollar Sales Amount	RY 2010 - 2011 County Share
1	Allegheny	\$225,896,502	\$233,797,228	13.20%
2	Philadelphia	\$206,593,210	\$211,970,557	12.00%
3	Montgomery	\$174,585,038	\$179,856,591	10.20%
4	Bucks	\$114,815,447	\$119,392,490	6.70%
5	Chester	\$103,429,333	\$106,488,983	6.00%
6	Delaware	\$65,780,496	\$67,987,183	3.80%
7	Lehigh	\$58,894,478	\$61,780,717	3.50%
8	Lancaster	\$48,152,074	\$49,701,327	2.80%
9	York	\$47,016,630	\$47,277,864	2.70%
10	Westmoreland	\$44,774,688	\$46,682,515	2.60%
11	Berks	\$44,515,186	\$45,933,166	2.60%
12	Northampton	\$42,217,384	\$43,915,223	2.50%
13	Luzerne	\$40,958,551	\$41,815,770	2.40%
14	Dauphin	\$40,176,446	\$40,897,780	2.30%
15	Erie	\$37,903,092	\$40,110,069	2.30%
16	Cumberland	\$38,713,283	\$39,821,284	2.20%
17	Lackawanna	\$34,556,208	\$35,563,253	2.00%
18	Monroe	\$29,003,127	\$29,693,633	1.70%
19	Butler	\$27,739,512	\$29,421,987	1.70%
20	Washington	\$26,274,326	\$25,976,920	1.50%
21	Centre	\$24,464,557	\$24,916,010	1.40%
22	Beaver	\$16,024,385	\$16,735,459	0.90%
23	Lycoming	\$13,803,783	\$14,770,478	0.80%
24	Cambria	\$12,523,233	\$13,066,570	0.70%
25	Blair	\$12,065,188	\$12,708,228	0.70%
26	Mercer	\$11,428,355	\$11,789,215	0.70%
27	Schuylkill	\$10,997,529	\$11,258,967	0.60%
28	Franklin	\$10,161,463	\$10,443,485	0.60%
29	Lebanon	\$9,935,393	\$10,252,552	0.60%
30	Fayette	\$9,586,827	\$10,112,022	0.60%
31	Wayne	\$9,636,878	\$10,037,069	0.60%
32	Crawford	\$7,709,308	\$7,912,581	0.40%
33	Lawrence	\$6,860,741	\$7,112,632	0.40%
34	Indiana	\$6,996,460	\$7,089,149	0.40%
35	Columbia	\$6,528,913	\$6,891,460	0.40%
36	Clearfield	\$6,351,080	\$6,604,375	0.40%
37	Pike	\$5,968,628	\$6,128,777	0.30%
38	Northumberland	\$5,954,255	\$6,080,144	0.30%
39	Adams	\$5,086,750	\$5,198,541	0.30%
40	Bradford	\$4,184,495	\$4,667,993	0.30%
41	Carbon	\$4,284,595	\$4,453,223	0.30%
42	Somerset	\$4,107,128	\$4,340,782	0.20%
43	Union	\$4,050,712	\$4,255,505	0.20%
44	Venango	\$3,616,722	\$3,830,406	0.20%

<sup>6</sup>Tables 5, 6 and 7 include boutiques, conventional stores and self-service stores. These reports are constructed to include regular, luxury and SLO items. Therefore these results will vary from Table 5.



**Table 6: RY 2010 - 2011 Share by County, Based on Dollar Sales Amount, Continued**

Rank	County	RY 2009 - 2010 Dollar Sales Amount	RY 2010 - 2011 Dollar Sales Amount	RY 2010 - 2011 County Share
45	McKean	\$3,516,299	\$3,705,332	0.20%
46	Armstrong	\$3,313,499	\$3,494,809	0.20%
47	Warren	\$3,355,702	\$3,486,809	0.20%
48	Tioga	\$3,183,485	\$3,475,662	0.20%
49	Clarion	\$3,355,914	\$3,469,276	0.20%
50	Bedford	\$2,735,143	\$2,866,001	0.20%
51	Mifflin	\$2,654,480	\$2,840,469	0.20%
52	Clinton	\$2,578,850	\$2,784,023	0.20%
53	Montour	\$2,665,214	\$2,754,912	0.20%
54	Susquehanna	\$2,679,074	\$2,674,584	0.20%
55	Huntingdon	\$2,527,673	\$2,576,365	0.10%
56	Jefferson	\$2,397,917	\$2,528,672	0.10%
57	Snyder	\$2,143,886	\$2,335,880	0.10%
58	Elk	\$2,123,604	\$2,238,567	0.10%
59	Wyoming	\$2,026,564	\$2,083,932	0.10%
60	Perry	\$1,997,148	\$2,062,095	0.10%
61	Greene	\$1,998,690	\$2,055,501	0.10%
62	Potter	\$1,117,958	\$1,196,171	0.10%
63	Sullivan	\$682,530	\$722,516	0.00%
64	Juniata	\$702,632	\$710,694	0.00%
65	Forest	\$690,458	\$705,314	0.00%
66	Fulton	\$584,704	\$544,640	0.00%
67	Cameron	\$378,418	\$411,210	0.00%
Total		\$1,713,732,233	\$1,770,463,600	100.00%



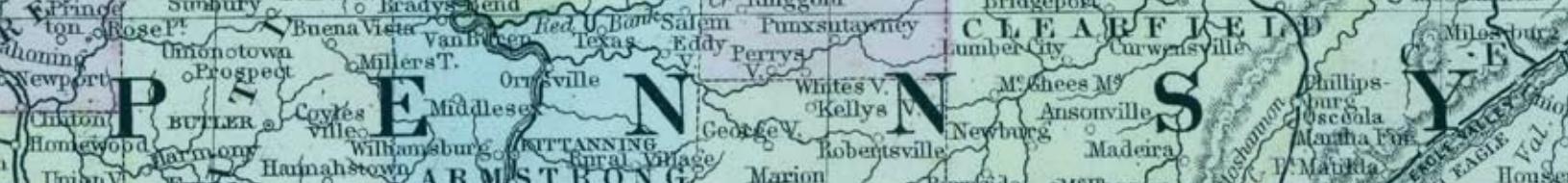


Table 7 shows the top 20 counties based on percentage change. Bradford (11.55%) experienced the highest percentage of growth between RY 2009 - 10 and RY 2010 - 11.

**Table 7: RY 2010 - 2011 Share by County, Percentage Change, Based on Dollar Sales**

Rank	County	RY 2009 - 2010		% Change
		Dollar Sales Amount	RY 2010 - 2011	
1	Bradford	\$4,184,495	\$4,667,993	11.55%
2	Tioga	\$3,183,485	\$3,475,662	9.18%
3	Snyder	\$2,143,886	\$2,335,880	8.96%
4	Cameron	\$378,418	\$411,210	8.67%
5	Clinton	\$2,578,850	\$2,784,023	7.96%
6	Mifflin	\$2,654,480	\$2,840,469	7.01%
7	Lycoming	\$13,803,783	\$14,770,478	7.00%
8	Potter	\$1,117,958	\$1,196,171	7.00%
9	Butler	\$27,739,512	\$29,421,987	6.07%
10	Venango	\$3,616,722	\$3,830,406	5.91%
11	Sullivan	\$682,530	\$722,516	5.86%
12	Erie	\$37,903,092	\$40,110,069	5.82%
13	Somerset	\$4,107,128	\$4,340,782	5.69%
14	Columbia	\$6,528,913	\$6,891,460	5.55%
15	Fayette	\$9,586,827	\$10,112,022	5.48%
16	Armstrong	\$3,313,499	\$3,494,809	5.47%
17	Jefferson	\$2,397,917	\$2,528,672	5.45%
18	Elk	\$2,123,604	\$2,238,567	5.41%
19	McKean	\$3,516,299	\$3,705,332	5.38%
20	Blair	\$12,065,188	\$12,708,228	5.33%

PA Wine & Spirits Stores, individually, can be assessed for performance. Table 8, located in Appendix B due to its size, presents dollar sales amounts by store, transaction counts and average dollar value of transaction RY 2010 – 11. This report includes all sales for boutiques, conventional stores, self-service stores, fulfillment and licensee centers. An asterisk after the store number indicates a licensee or fulfillment center.

# BRAND & ITEM Performance

Product performance is vital to retail success. Changes in item availability, through delist and innovation, may impact apparent product performance throughout the year. This section will provide summary analysis of how brands and items performed for the entire retail year.

Table 9 lists the top brands. The top five brands for this year were Jacquin's, Bacardi, Smirnoff, Captain Morgan and Sutter Home. In the top 10 Sutter Home (9.29%), Absolut (5.14%) and Franzia (4.68%) had the highest percentage increases. Overall, Cupcake (388.94%), Pinnacle (169.32%) and Cîroc (78.85%) had the largest gains when comparing this retail year to last retail year. Each of these brands was on sale for the entire RY 2009–10 and RY 2010–11 at PA Wine & Spirits Stores. Adding items to a brand would increase sales volume, and not all growth in these cases is attributed to shopper purchases of the same items from year to year.



**Table 9: Top 100 Brands, Based on Units Sold**

<b>Rank</b>	<b>Brand</b>	<b>RY 2009 - 2010</b>	<b>RY 2010 - 2011</b>	<b>% Change</b>
		<b>Units Sold</b>	<b>Units Sold</b>	
1	Jacquin's	4,244,996	4,208,411	-0.86%
2	Bacardi	3,345,305	3,276,784	-2.05%
3	Smirnoff	3,267,299	3,111,468	-4.77%
4	Captain Morgan	3,148,785	3,098,340	-1.60%
5	Sutter Home	2,807,435	3,068,154	9.29%
6	Yellow Tail	2,895,429	2,591,291	-10.50%
7	Woodbridge	2,196,620	2,259,692	2.87%
8	Nikolai	2,229,781	2,188,258	-1.86%
9	Absolut	2,055,263	2,160,952	5.14%
10	Franzia	2,016,836	2,111,210	4.68%
11	Barefoot	1,724,277	2,094,146	21.45%
12	Jack Daniel's	1,861,278	1,920,030	3.16%
13	Seagram's	2,035,752	1,896,456	-6.84%
14	Banker's Club	1,644,383	1,533,471	-6.74%
15	Pinnacle	557,235	1,500,734	169.32%
16	Arbor Mist	1,489,721	1,432,430	-3.85%
17	Beringer	1,430,292	1,375,926	-3.80%
18	Cavit	1,215,288	1,367,029	12.49%
19	Dekuyper	1,335,577	1,297,934	-2.82%
20	José Cuervo	1,209,583	1,185,926	-1.96%
21	Jim Beam	1,130,655	1,152,685	1.95%
22	Jägermeister	1,178,866	1,142,635	-3.07%
23	Grey Goose	1,139,277	1,131,945	-0.64%
24	Vladimir	1,169,276	1,098,699	-6.04%
25	Three Olives	1,069,993	1,092,601	2.11%
26	Riunite	1,015,091	1,045,511	3.00%
27	Southern Comfort	1,053,083	1,032,405	-1.96%
28	E & J	1,100,996	1,021,233	-7.24%
29	Carlo Rossi	1,005,872	1,018,728	1.28%
30	Concha y Toro	901,591	989,591	9.76%
31	Taylor	1,030,362	979,648	-4.92%
32	Gallo	927,682	936,923	1.00%
33	Fish Eye	635,155	926,829	45.92%
34	Stolichnaya	975,094	905,279	-7.16%
35	Kendall - Jackson	814,523	864,784	6.17%
36	Crown Royal	818,913	842,958	2.94%
37	Windsor	788,443	760,674	-3.52%
38	Robert Mondavi	771,661	757,608	-1.82%
39	Martini & Rossi	769,681	734,130	-4.62%
40	Black Velvet	713,034	715,099	0.29%
41	Burnett's	556,939	714,204	28.24%
42	Hennessy	703,889	701,102	-0.40%
43	Rex Goliath	400,166	670,716	67.61%
44	Almaden	738,182	652,714	-11.58%
45	Ketel One	615,828	639,562	3.85%
46	Skyy	623,213	626,088	0.46%
47	Calico Jack	543,248	623,565	14.78%
48	Jacob's Creek	616,632	598,897	-2.88%
49	Crown Russe	511,800	583,318	13.97%
50	Christian Brothers	577,552	576,314	-0.21%

**Table 9: Top 100 Brands, Based on Units Sold, Continued**

Rank	Brand	RY 2009 - 2010	RY 2010 - 2011	% Change
		Units Sold	Units Sold	
51	Baileys	579,176	575,602	-0.62%
52	Svedka	497,826	568,510	14.20%
53	Gordon's	610,973	566,476	-7.28%
54	Kahlua	592,167	549,744	-7.16%
55	Malibu	463,368	544,049	17.41%
56	Chateau Ste. Michelle	475,663	529,174	11.25%
57	Corbett Canyon	537,472	525,695	-2.19%
58	Bolla	487,818	523,569	7.33%
59	Tanqueray	548,031	520,852	-4.96%
60	Jameson	440,201	520,341	18.21%
61	Peter Vella	448,122	477,501	6.56%
62	Ménage à Trois	404,691	476,937	17.85%
63	Foxhorn	392,160	468,933	19.58%
64	Francis Coppola	424,271	468,395	10.40%
65	Admiral Nelson's	318,383	463,157	45.47%
66	Elmo Pio	296,903	458,008	54.26%
67	Korbel	426,442	448,566	5.19%
68	Rumple Minze	403,359	425,960	5.60%
69	M D 20/20	407,066	423,997	4.16%
70	Turning Leaf	464,703	417,470	-10.16%
71	Clos Du Bois	456,950	415,652	-9.04%
72	Wild Turkey	333,886	396,177	18.66%
73	Dewar's	395,617	395,770	0.04%
74	Fetzer	442,810	388,257	-12.32%
75	Daily's	417,682	387,846	-7.14%
76	Castillo	398,167	382,339	-3.98%
77	André	367,701	377,001	2.53%
78	Cupcake	76,119	372,178	388.94%
79	Richards Wild Irish Rose	391,378	361,808	-7.56%
80	Patrón	317,783	359,276	13.06%
81	Yukon Jack	355,168	357,742	0.72%
82	Montezuma	349,767	356,378	1.89%
83	Bella Sera	328,645	347,728	5.81%
84	Funky Llama	281,319	343,626	22.15%
85	Columbia Crest	341,139	339,143	-0.59%
86	Canadian Club	316,765	337,814	6.64%
87	Cîroc	187,084	334,591	78.85%
88	Stone Cellars	351,120	331,987	-5.45%
89	Johnnie Walker	318,729	328,372	3.03%
90	Sterling	309,018	322,499	4.36%
91	Hazlitt	253,266	313,985	23.97%
92	Paul Masson	404,511	313,973	-22.38%
93	Glen Ellen	302,735	311,325	2.84%
94	C. K. Mondavi	285,496	309,986	8.58%
95	Smoking Loon	298,067	304,966	2.31%
96	J. Rogét	320,196	298,745	-6.70%
97	Tortilla	298,595	298,576	-0.01%
98	Vendange	367,126	290,217	-20.95%
99	Lindeman's	364,046	282,009	-22.53%
100	Goldschlager	265,704	274,532	3.32%

Tables 10, 11 and 12 identify the top 10 brands by each region . A brand's sales would include all of the items, sizes and categories in their product lines. There is consistency across regions in terms of brand performance. Bacardi, Captain Morgan, Jacquin's, Smirnoff, Sutter Home, Woodbridge and Yellow Tail appeared on the top 10 lists for each region. Franzia (Region 2 and 3), Jack Daniel's (Region 2 and 3) and Nikolai (Region 2 and 3) appeared on the top 10 lists for two of the three regions. Absolut (Region 1) and Cavit (Region 1) were only on one list.

Barefoot, in Region 1, saw the greatest increase in unit sales (18.18%). Sutter Home (12.20%) followed with the next highest increase in Region 1.

**Table 10: Top 10 Brands in Region 1**

Rank	Brand	Units Sold RY 2009 - 10	Units Sold RY 2010 - 11	% Change
1	Jacquin's	1,580,628	1,565,260	-0.97%
2	Bacardi	1,371,308	1,331,883	-2.87%
3	Smirnoff	1,386,240	1,308,381	-5.62%
4	Sutter Home	1,058,797	1,187,957	12.20%
5	Yellow Tail	1,237,998	1,086,214	-12.26%
6	Absolut	888,403	931,558	4.86%
7	Barefoot	775,703	916,711	18.18%
8	Woodbridge	891,846	906,861	1.68%
9	Captain Morgan	741,978	722,751	-2.59%
10	Cavit	637,159	700,498	9.94%

**Table 11: Top 10 Brands in Region 2**

Rank	Brand	Units Sold RY 2009 - 10	Units Sold RY 2010 - 11	% Change
1	Jacquin's	1,252,017	1,248,051	-0.32%
2	Captain Morgan	1,193,669	1,167,919	-2.16%
3	Bacardi	1,047,476	1,027,535	-1.90%
4	Sutter Home	923,317	981,839	6.34%
5	Smirnoff	1,022,210	971,373	-4.97%
6	Yellow Tail	871,452	801,272	-8.05%
7	Franzia	763,613	801,193	4.92%
8	Woodbridge	666,903	694,435	4.13%
9	Nikolai	679,325	679,538	0.03%
10	Jack Daniel's	659,810	676,905	2.59%

<sup>7</sup> A map of Pennsylvania, including PA Wine & Spirits Stores and their regions can be found in Appendix A.

**Table 12: Top 10 Brands in Region 3**

Rank	Brand	Units Sold RY 2009 - 10	Units Sold RY 2010 - 11	% Change
1	Jacquin's	1,412,351	1,395,100	-1.22%
2	Captain Morgan	1,213,138	1,207,670	-0.45%
3	Bacardi	926,521	917,366	-0.99%
4	Sutter Home	825,321	898,358	8.85%
5	Nikolai	900,808	893,663	-0.79%
6	Smirnoff	858,849	831,714	-3.16%
7	Yellow Tail	785,979	703,805	-10.45%
8	Franzia	662,155	683,624	3.24%
9	Jack Daniel's	649,530	668,892	2.98%
10	Woodbridge	637,871	658,396	3.22%





The top 100 items by units sold for RY 2010 - 11 are listed in Table 13. Captain Morgan 750 mL (969,991), Jack Daniel's 750 mL (891,067) and Jägermeister 750 mL (744,177) were the top three items. Sutter Home White Zinfandel 1.5 L (713,042) was the highest-ranking wine. Jacquin's Vodka Royale 375 mL (7.33%) was the only item in the top 10 to increase between retail years.

Two items showed dramatic increases. Pinnacle Whipped Vodka increased from 928 units the previous retail year to 502,268 units for the current retail year. Elmo Pio Moscato Italy 1.5 L increased by 136.76% in the past year. Other strong increases were Crown Russe Vodka 1 L (51.10%) and Captain Morgan 1.75 L (45.00%). Plastic bottle versions (PET) showed positive increases. For example, Captain Morgan 750 mL (18.48%) and Burnett's Vodka 1.75 L (16.87%) improved from last retail year.

**Table 13: Top 100 Items by Units Sold**

Rank	Product Detail	Size	Avg. Price RY 210-11	RY 08-09 Units Sold	RY 09-10 Units Sold	RY 10-11 Units Sold	% Change
1	Captain Morgan P. R. Spiced Rum	750 mL	\$15.60	1,079,211	977,659	969,991	-0.78%
2	Jack Daniel's Old No 7 Blk Lbl Wky	750 mL	\$20.35	984,835	923,970	891,067	-3.56%
3	Jägermeister Imp. Herb Liqueur	750 mL	\$18.80	839,159	786,218	744,177	-5.35%
4	Vladimir Vodka	1.75 L	\$11.53	684,519	747,444	731,667	-2.11%
5	Jacquin's Vodka Royale - 80 Proof	375 mL	\$4.09	610,173	672,174	721,477	7.33%
6	Sutter Home Cal. White Zinfandel	1.5 L	\$9.14	725,559	722,682	713,042	-1.33%
7	Nikolai Vodka - 80 Proof	375 mL	\$4.09	733,581	727,195	689,230	-5.22%
8	Bacardi Superior P. R. Rum	750 mL	\$13.78	941,185	784,543	639,889	-18.44%
9	Grey Goose Imp. French Vodka	750 mL	\$27.53	656,585	610,030	578,508	-5.17%
10	Nikolai Vodka - 80 Proof	1 L	\$7.71	561,759	561,328	554,162	-1.28%
11	Absolut Imp. Vodka - 80 Proof	750 mL	\$18.61	755,025	600,843	545,770	-9.17%
12	Jacquin's Vodka Royale - 80 Proof	1 L	\$8.14	596,051	577,364	543,416	-5.88%
13	Captain Morgan P. R. Spiced Rum	1.75 L	\$27.52	476,936	367,564	532,966	45.00%
14	Cavit Pinot Grigio	1.5 L	\$12.27	473,991	482,442	526,825	9.20%
15	Pinnacle Whipped Vodka	750 mL	\$12.39	0	928	502,268	54023.71%
16	Kendall-Jackson Vintner's Reserve CA Chard	750 mL	\$13.18	473,250	440,762	471,360	6.94%
17	Banker's Club Vodka	1 L	\$7.23	591,303	536,701	469,592	-12.50%
18	Jacquin's Vodka Royale - 80 Proof	1.75 L	\$13.82	482,210	469,859	464,995	-1.04%
19	Southern Comfort - 70 Proof	750 mL	\$15.32	546,724	468,679	449,205	-4.16%
20	Crown Royal Canadian Whiskey	750 mL	\$23.96	479,743	449,235	446,726	-0.56%
21	Woodbridge By Robert Mondavi CA Chard	1.5 L	\$11.79	359,221	414,790	432,712	4.32%
22	Smirnoff Vodka - 80 Proof	750 mL	\$12.62	417,511	423,147	427,392	1.00%
23	José Cuervo Tequila Especial Reposado	750 mL	\$18.63	478,209	436,781	419,271	-4.01%
24	Crown Russe Vodka - PET Bot.	1.75 L	\$11.41	363,180	392,912	403,680	2.74%
25	Nikolai Vodka - 80 Proof	1.75 L	\$13.63	397,641	401,865	402,763	0.22%
26	Castillo Silver P. R. Rum	1 L	\$8.88	413,208	398,167	382,339	-3.98%
27	Vladimir Vodka	1 L	\$7.22	427,939	421,832	367,032	-12.99%
28	Jim Beam Straight Bourbon	750 mL	\$15.62	448,968	381,602	352,198	-7.71%
29	Banker's Club Vodka	1.75 L	\$12.08	393,681	365,880	351,160	-4.02%
30	Bacardi Superior P. R. Rum	1.75 L	\$22.68	441,758	480,072	346,213	-27.88%
31	Riunite Emilia Lambrusco	1.5 L	\$9.27	342,289	319,629	340,674	6.58%
32	Franzia Sunset Blush Winetap	5 L	\$12.39	291,032	314,829	326,166	3.60%
33	Ménage à Trois Red	750 mL	\$11.54	230,408	269,708	314,502	16.61%
34	Smirnoff Vodka - 80 Proof W/Handle	1.75 L	\$23.07	294,362	282,242	304,542	7.90%
35	Smirnoff Vodka - 80 Proof	375 mL	\$6.99	296,872	294,773	304,499	3.30%
36	Burnett's Vodka - PET	1.75 L	\$14.27	275,660	257,386	300,814	16.87%
37	Jack Daniel's Old No 7 Blk Lbl Wky	1.75 L	\$39.61	263,436	282,097	300,163	6.40%
38	Bacardi Superior PET	1.75 L	\$19.68	0	0	298,265	0.00%
39	Sutter Home Cal. White Zinfandel	750 mL	\$5.91	273,504	268,162	296,548	10.59%
40	Yellow Tail Chard	1.5 L	\$13.65	325,753	325,321	290,513	-10.70%
41	Jameson Irish Whiskey	750 mL	\$23.09	233,231	256,818	285,431	11.14%
42	Baileys Original Irish Cream Liqueur	750 mL	\$21.62	283,206	293,821	279,388	-4.91%
43	Ketel One Dutch Vodka	750 mL	\$23.47	277,744	276,126	276,741	0.22%
44	Absolut Imp. Vodka - 80 Proof	1.75 L	\$31.20	234,447	220,253	272,071	23.53%
45	Martini & Rossi Asti Spumante	750 mL	\$13.11	295,137	292,893	270,535	-7.63%
46	Beringer Cal. White Zinfandel	1.5 L	\$12.83	310,725	299,225	261,220	-12.70%
47	Stolichnaya Imp. Vodka - 80 Proof	750 mL	\$18.62	304,591	279,789	258,794	-7.50%
48	Chateau Ste. Michelle Wash. Riesling	750 mL	\$10.46	208,139	231,761	252,137	8.79%
49	Malibu Imp. Rum Liqueur	750 mL	\$13.58	267,877	249,751	250,455	0.28%
50	Windsor Canadian Whiskey Supreme	750 mL	\$8.98	290,448	263,888	247,002	-6.40%

**Table 13: Top 100 Items by Units Sold, Continued**

Rank	Product Detail	Size	Avg. Price RY 210-11	RY 08-09 Units Sold	RY 09-10 Units Sold	RY 10-11 Units Sold	% Change
51	Dekuyper Peachtree 30 Proof	750 mL	\$10.01	266,438	253,269	242,030	-4.44%
52	Kahlua Imp. Coffee Liqueur	750 mL	\$18.00	252,906	252,843	239,222	-5.39%
53	Seagram's 7 Crown American Blended Wky	1.75 L	\$18.57	222,094	234,573	237,100	1.08%
54	Tanqueray Imp. Dry Gin	750 mL	\$23.79	262,777	265,304	236,765	-10.76%
55	Riunite Emilia Lambrusco	3 L	\$14.89	256,429	246,274	235,674	-4.30%
56	Smirnoff Vodka PET	1.75 L	\$20.90	189,989	268,120	235,073	-12.33%
57	Windsor Canadian Whisky Supreme	1.75 L	\$18.05	290,801	283,199	234,583	-17.17%
58	Beringer Cal. White Zinfandel	750 mL	\$7.35	252,395	227,026	232,184	2.27%
59	Montezuma Triple Sec	1 L	\$4.63	218,062	222,654	231,279	3.87%
60	Jacquin's Vodka Royale - 80 Proof	200 mL	\$2.99	206,904	217,413	229,332	5.48%
61	Captain Morgan P. R. Spiced Rum - PET	750 mL	\$16.14	245,355	192,677	228,279	18.48%
62	Woodbridge By Robert Mondavi CA Cab Sauv Vi	1.5 L	\$11.35	169,361	207,443	228,228	10.02%
63	Yellow Tail Chard	750 mL	\$7.15	271,563	275,426	224,301	-18.56%
64	Seagram's 7 Crown Amer Blend Wky	750 mL	\$10.26	260,549	236,404	219,869	-6.99%
65	E & J Cal. Brandy	750 mL	\$11.61	279,973	244,678	216,997	-11.31%
66	Barefoot Cellars CA Chard	1.5 L	\$11.54	195,721	214,035	216,492	1.15%
67	Rumple Minze Imp. Peppermint Schnapps	50 mL	\$1.99	189,280	203,099	216,321	6.51%
68	Sutter Home CA White Merlot	1.5 L	\$9.61	199,477	220,888	212,934	-3.60%
69	Skyy Vodka	1.75 L	\$26.05	217,472	214,534	212,063	-1.15%
70	Bacardi Superior P. R. Rum	375 mL	\$6.99	216,374	215,379	210,941	-2.06%
71	Kamchatka Vodka - PET	1.75 L	\$11.82	189,706	189,743	209,704	10.52%
72	Korbel Brut Champagne	750 mL	\$13.42	203,497	207,246	209,666	1.17%
73	Nikolai Vodka - 80 Proof	200 mL	\$2.99	214,079	216,733	209,351	-3.41%
74	Jacquin's White Rum	1.75 L	\$15.32	229,762	226,214	209,249	-7.50%
75	Smirnoff Vodka - 80 Proof	50 mL	\$1.79	177,779	186,045	208,846	12.26%
76	Smirnoff Vodka - 80 Proof - PET	750 mL	\$13.85	289,837	226,038	208,726	-7.66%
77	Cavit Pinot Grigio	750 mL	\$8.10	209,214	193,059	206,145	6.78%
78	Jacquin's White Rum	750 mL	\$8.71	248,640	235,233	205,940	-12.45%
79	Franzia Chillable Red Winetap	5 L	\$12.44	186,772	199,070	204,254	2.60%
80	Arbor Mist Exotic Fruits Wh Zin	1.5 L	\$9.47	227,937	225,085	203,520	-9.58%
81	Banker's Club Dry Gin	1 L	\$7.48	214,572	207,321	202,699	-2.23%
82	Bella Sera Pinot Grigio	1.5 L	\$11.72	169,934	188,464	201,384	6.86%
83	Carlo Rossi Paisano California	4 L	\$13.91	216,043	205,084	199,035	-2.95%
84	Hennessy V. S. Cognac	750 mL	\$29.06	210,183	216,641	197,569	-8.80%
85	Barefoot Cellars Pinot Grigio California	1.5 L	\$11.84	133,145	171,074	197,111	15.22%
86	Franzia Wh Zin Winetap	5 L	\$15.60	193,427	191,148	194,507	1.76%
87	Arbor Mist Blkbry Merlot	1.5 L	\$9.43	182,443	200,107	192,658	-3.72%
88	Elmo Pio Moscato Italy	1.5 L	\$13.07	35,337	81,196	192,238	136.76%
89	Captain Morgan P.R. Spiced Rum PET 70 Proof	1.75 L	\$24.22	242,079	452,240	191,439	-57.67%
90	Taylor Port New York	1.5 L	\$9.87	203,318	201,624	187,806	-6.85%
91	Calico Jack V. I. Spiced Rum	750 mL	\$8.54	171,819	199,594	186,295	-6.66%
92	The Christian Bros. CA Brandy	750 mL	\$9.75	207,180	186,788	184,765	-1.08%
93	Ecco Domani P Grigio	750 mL	\$10.77	186,227	185,458	181,619	-2.07%
94	Yellow Tail Shiraz	750 mL	\$7.06	270,263	237,655	180,625	-24.00%
95	Crown Russe Vodka 80 Proof	1 L	\$6.86	99,981	118,888	179,638	51.10%
96	Maker's Mark Str Brbn	750 mL	\$23.79	148,328	166,791	179,028	7.34%
97	Woodbridge By Robert Mondavi CA Merlot	1.5 L	\$11.29	140,973	158,607	178,726	12.68%
98	Black Velvet Canadian Whiskey	750 mL	\$8.72	228,145	184,554	178,392	-3.34%
99	Yellow Tail Shiraz	1.5 L	\$13.50	233,784	213,952	178,386	-16.62%
100	Captain Morgan Spiced Rum Puerto Rico	1 L	\$18.14	284,969	165,362	178,034	7.66%

The top 100 items by dollar sales are displayed in Table 14. Jack Daniel's 750 mL (\$18,132,200), Grey Goose 750 mL (\$15,924,682), Captain Morgan 750 mL (\$15,134,262) and Captain Morgan 1.75 L (\$14,665,234) were the top four items in dollar sales for RY 2010 - 11.

A dramatic increase was noted with Pinnacle Whipped Vodka increasing by \$6,209,782 from the previous retail year. Captain Morgan 1.75 L gained 48.07%, in dollar comparisons between this year and last year. Wild Turkey American Honey Liqueur 750 mL (43.12%) and Admiral Nelson Spice Rum 1.75 L (23.08%) had the next highest dollar comparisons. Seven items in the 750 mL size appeared in the top ten. The other three were 1.75 L size items.



**Table 14: Top 100 Items by Dollar Sales**

Rank	Product Detail	Size	RY 10-11 Avg. Price	RY 08-09 Dollar Sales	RY 09-10 Dollar Sales	RY 10-11 Dollar Sales	% Change
1	Jack Daniel's Old No 7 Blk Lbl Wky	750 mL	\$20.35	\$20,373,573	\$18,829,135	\$18,132,200	-3.70%
2	Grey Goose Imp. French Vodka	750 mL	\$27.53	\$18,896,451	\$17,234,491	\$15,924,682	-7.60%
3	Captain Morgan P. R. Spiced Rum	750 mL	\$15.60	\$17,848,415	\$15,491,219	\$15,134,262	-2.30%
4	Captain Morgan P. R. Spiced Rum	1.75 L	\$27.52	\$13,447,482	\$9,904,444	\$14,665,234	48.07%
5	Jägermeister Imp. Herb Liqueur	750 mL	\$18.80	\$16,434,454	\$14,755,122	\$13,987,080	-5.21%
6	Jack Daniel's Old No 7 Blk Lbl Wky	1.75 L	\$39.61	\$10,471,543	\$11,052,521	\$11,890,121	7.58%
7	Crown Royal Canadian Whisky	750 mL	\$23.96	\$11,585,714	\$10,405,585	\$10,705,567	2.88%
8	Absolut Imp. Vodka - 80 Proof	750 mL	\$18.61	\$15,452,463	\$12,048,344	\$10,158,217	-15.69%
9	Bacardi Superior P. R. Rum	750 mL	\$13.78	\$12,825,748	\$10,831,743	\$8,820,490	-18.57%
10	Absolut Imp. Vodka - 80 Proof	1.75 L	\$31.20	\$8,260,371	\$7,330,360	\$8,487,393	15.78%
11	Vladimir Vodka	1.75 L	\$11.53	\$7,863,158	\$8,623,610	\$8,436,833	-2.17%
12	Bacardi Superior P. R. Rum	1.75 L	\$22.68	\$10,881,034	\$11,232,386	\$7,853,619	-30.08%
13	José Cuervo Tequila Especial Reposado	750 mL	\$18.63	\$9,335,950	\$8,224,558	\$7,809,586	-5.05%
14	Patrón Tequila Silver	750 mL	\$44.57	\$6,316,765	\$6,553,040	\$7,330,217	11.86%
15	Smirnoff Vodka - 80 Proof W/Handle	1.75 L	\$23.07	\$7,144,262	\$6,504,791	\$7,024,975	8.00%
16	Southern Comfort - 70 Proof	750 mL	\$15.32	\$8,406,553	\$7,274,362	\$6,882,885	-5.38%
17	Jameson Irish Whiskey	750 mL	\$23.09	\$5,494,798	\$5,953,522	\$6,589,879	10.69%
18	Sutter Home Cal. White Zinfandel	1.5 L	\$9.14	\$6,519,761	\$6,610,234	\$6,519,362	-1.37%
19	Ketel One Dutch Vodka	750 mL	\$23.47	\$6,741,276	\$6,561,269	\$6,494,284	-1.02%
20	Cavit Pinot Grigio	1.5 L	\$12.27	\$6,115,007	\$5,928,061	\$6,464,206	9.04%
21	Jacquin's Vodka Royale - 80 Proof	1.75 L	\$13.82	\$6,720,276	\$6,497,535	\$6,427,597	-1.08%
22	Pinnacle Whipped Vodka	750 mL	\$12.39	\$0	\$12,787	\$6,222,569	48562.29%
23	Kendall-Jackson Vintner's Reserve CA Chard	750 mL	\$13.18	\$6,550,922	\$5,997,075	\$6,211,631	3.58%
24	Baileys Original Irish Cream Liqueur	750 mL	\$21.62	\$6,145,503	\$6,094,276	\$6,040,364	-0.88%
25	Bacardi Superior PET	1.75 L	\$19.68	\$0	\$0	\$5,868,670	0.00%
26	Hennessy V. S. Cognac	750 mL	\$29.06	\$6,235,563	\$6,279,550	\$5,742,274	-8.56%
27	Tanqueray Imp. Dry Gin	750 mL	\$23.79	\$6,371,157	\$6,012,741	\$5,631,716	-6.34%
28	Skyy Vodka	1.75 L	\$26.05	\$5,762,785	\$5,675,451	\$5,524,592	-2.66%
29	Jim Beam Straight Bourbon	750 mL	\$15.62	\$6,592,433	\$5,729,680	\$5,500,544	-4.00%
30	Nikolai Vodka - 80 Proof	1.75 L	\$13.63	\$5,401,740	\$5,469,720	\$5,491,023	0.39%
31	Jägermeister Imp. Herb Liqueur	1.75 L	\$39.03	\$5,545,419	\$5,327,429	\$5,441,916	2.15%
32	Smirnoff Vodka - 80 Proof	750 mL	\$12.62	\$5,621,944	\$5,441,347	\$5,394,451	-0.86%
33	Grey Goose Imp. French Vodka	1.75 L	\$53.93	\$4,587,457	\$4,711,618	\$5,281,454	12.09%
34	Woodbridge By Robert Mondavi CA Chard	1.5 L	\$11.79	\$4,559,580	\$4,873,303	\$5,101,869	4.69%
35	Smirnoff Vodka PET	1.75 L	\$20.90	\$3,883,091	\$5,609,185	\$4,914,014	-12.39%
36	Jim Beam Str Brbn	1.75 L	\$30.53	\$6,178,439	\$5,307,653	\$4,900,782	-7.67%
37	Grey Goose Vodka French	1 L	\$29.98	\$4,235,961	\$4,307,349	\$4,875,183	13.18%
38	Stolichnaya Imp. Vodka - 80 Proof	750 mL	\$18.62	\$6,137,051	\$5,293,066	\$4,818,932	-8.96%
39	Captain Morgan P.R. Spiced Rum PET 70 Proof	1.75 L	\$24.22	\$5,478,474	\$10,654,006	\$4,637,069	-56.48%
40	Ketel One Dutch Vodka	1.75 L	\$41.23	\$4,524,906	\$4,633,847	\$4,620,824	-0.28%
41	Crown Russe Vodka - PET Bot.	1.75 L	\$11.41	\$4,080,595	\$4,476,931	\$4,603,973	2.84%
42	Stolichnaya Imp. Vodka - 80 Proof	1.75 L	\$32.29	\$3,968,552	\$3,943,441	\$4,535,958	15.03%
43	Dewar's Scotch White Label	1.75 L	\$35.52	\$3,743,012	\$3,849,683	\$4,515,481	17.29%
44	Jacquin's Vodka Royale - 80 Proof	1 L	\$8.14	\$4,926,843	\$4,699,253	\$4,425,790	-5.82%
45	Seagram's 7 Crown American Blended Wky	1.75 L	\$18.57	\$4,238,525	\$4,291,084	\$4,403,533	2.62%
46	Kahlua Imp. Coffee Liqueur	750 mL	\$18.00	\$4,741,566	\$4,508,695	\$4,305,123	-4.52%
47	Burnett's Vodka - PET	1.75 L	\$14.27	\$4,119,158	\$3,884,159	\$4,292,744	10.52%
48	Nikolai Vodka - 80 Proof	1 L	\$7.71	\$4,434,498	\$4,323,729	\$4,270,175	-1.24%
49	Maker's Mark Str Brbn	750 mL	\$23.79	\$3,525,344	\$3,870,293	\$4,259,930	10.07%
50	Banker's Club Vodka	1.75 L	\$12.08	\$4,772,528	\$4,428,290	\$4,241,592	-4.22%

**Table 14: Top 100 Items by Dollar Sales, Continued**

Rank	Product Detail	Size	RY 10-11 Avg. Price	RY 08-09 Dollar Sales	RY 09-10 Dollar Sales	RY 10-11 Dollar Sales	% Change
51	Windsor Canadian Whiskey Supreme	1.75 L	\$18.05	\$5,205,048	\$5,058,199	\$4,233,532	-16.30%
52	Crown Royal Canadian Whiskey	1.75 L	\$50.87	\$3,249,697	\$3,392,437	\$4,169,299	22.90%
53	Franzia Sunset Blush Winetap	5 L	\$12.39	\$3,568,425	\$3,951,034	\$4,040,072	2.25%
54	Yellow Tail Chard	1.5 L	\$13.65	\$4,505,339	\$4,473,378	\$3,964,592	-11.37%
55	Southern Comfort - 70 Proof	1.75 L	\$27.77	\$3,913,282	\$3,920,480	\$3,887,708	-0.84%
56	José Cuervo Tequila Especial Reposado	1.75 L	\$36.21	\$3,933,653	\$3,886,832	\$3,740,651	-3.76%
57	Svedka Vodka 80 Pf	1.75 L	\$22.94	\$3,026,606	\$3,675,181	\$3,714,737	1.08%
58	Captain Morgan P. R. Spiced Rum - PET	750 mL	\$16.14	\$3,951,021	\$3,218,646	\$3,685,447	14.50%
59	Ménage à Trois Red	750 mL	\$11.54	\$2,610,804	\$3,176,330	\$3,630,847	14.31%
60	Dewar's Scotch White Label	750 mL	\$22.24	\$4,674,674	\$4,138,570	\$3,593,142	-13.18%
61	Jack Daniel's Whiskey Old No7 Black Label	1 L	\$21.85	\$3,007,396	\$3,074,931	\$3,555,253	15.62%
62	Martini & Rossi Asti Spumante	750 mL	\$13.11	\$3,823,261	\$3,795,328	\$3,547,178	-6.54%
63	Riunite Emilia Lambrusco	3 L	\$14.89	\$3,858,292	\$3,662,843	\$3,510,023	-4.17%
64	Johnnie Walker Scotch Black Label 12 Year	750 mL	\$34.30	\$3,403,368	\$3,439,353	\$3,502,462	1.83%
65	Malibu Imp. Rum Liqueur	750 mL	\$13.58	\$3,873,638	\$3,553,408	\$3,400,255	-4.31%
66	Castillo Silver P. R. Rum	1 L	\$8.88	\$3,840,205	\$3,542,567	\$3,396,075	-4.14%
67	Banker's Club Vodka	1 L	\$7.23	\$4,463,517	\$3,885,553	\$3,395,995	-12.60%
68	Beringer Cal. White Zinfandel	1.5 L	\$12.83	\$3,811,037	\$3,627,689	\$3,351,001	-7.63%
69	Seagram's Canadian Whiskey VO PET	1.75 L	\$25.23	\$3,414,942	\$3,452,362	\$3,331,472	-3.50%
70	Grand Marnier Cordon Rouge Imp. Liqueur	750 mL	\$32.84	\$3,355,795	\$3,117,014	\$3,239,770	3.94%
71	Captain Morgan Spiced Rum Puerto Rico	1 L	\$18.14	\$5,181,663	\$2,996,306	\$3,229,073	7.77%
72	Jacquin's White Rum	1.75 L	\$15.32	\$3,464,341	\$3,443,455	\$3,205,511	-6.91%
73	Tanqueray Imp. Dry Gin	1.75 L	\$41.74	\$3,156,389	\$3,236,325	\$3,188,327	-1.48%
74	Riunite Emilia Lambrusco	1.5 L	\$9.27	\$3,384,779	\$3,123,832	\$3,157,039	1.06%
75	Santa Margherita Pinot Grigio Alto Adige	750 mL	\$22.25	\$3,284,920	\$3,266,063	\$3,144,401	-3.73%
76	Admiral Nelson's Spiced Rum	1.75 L	\$17.97	\$2,197,668	\$2,467,510	\$3,036,992	23.08%
77	Franzia Wh Zin Winetap	5 L	\$15.60	\$3,044,318	\$3,088,222	\$3,034,219	-1.75%
78	Wild Turkey American Honey Liqueur	750 mL	\$18.53	\$1,317,774	\$2,103,303	\$3,010,144	43.12%
79	Rumple Minze Imp. Peppermint Schnapps	750 mL	\$18.67	\$2,925,882	\$2,877,772	\$2,978,964	3.52%
80	Jacquin's Vodka Royale - 80 Proof	375 mL	\$4.09	\$2,495,601	\$2,749,133	\$2,950,712	7.33%
81	Ketel One Vodka Dutch	1 L	\$26.14	\$2,319,414	\$2,418,893	\$2,920,334	20.73%
82	Smirnoff Vodka - 80 Proof - PET	750 mL	\$13.85	\$3,845,681	\$3,133,307	\$2,890,499	-7.75%
83	Taylor Port	3 L	\$16.63	\$2,401,466	\$2,577,277	\$2,825,122	9.62%
84	Nikolai Vodka - 80 Proof	375 mL	\$4.09	\$2,978,288	\$2,974,212	\$2,818,943	-5.22%
85	Korbel Brut Champagne	750 mL	\$13.42	\$2,823,119	\$2,861,163	\$2,813,589	-1.66%
86	Franzia Chardonnay	5 L	\$16.44	\$2,245,592	\$2,627,067	\$2,803,575	6.72%
87	Black Velvet Canadian Whisky PET	1.75 L	\$17.70	\$2,928,215	\$2,982,960	\$2,796,899	-6.24%
88	Veuve Clicquot Yellow Label Champagne	750 mL	\$42.97	\$2,503,337	\$2,378,516	\$2,793,896	17.46%
89	Absolut Vodka 2-1.00 L Pack	2 L	\$34.71	\$0	\$4,412,161	\$2,784,521	-36.89%
90	Carlo Rossi Paisano California	4 L	\$13.91	\$2,782,195	\$2,821,073	\$2,767,910	-1.88%
91	Calico Jack V. I. Spiced Rum	1.75 L	\$18.51	\$2,784,330	\$2,693,940	\$2,720,500	0.99%
92	Skyy Vodka	750 mL	\$15.64	\$3,343,614	\$3,278,560	\$2,680,790	-18.23%
93	Absolut Vodka Proof 80	1 L	\$21.84	\$3,144,298	\$2,221,712	\$2,660,116	19.73%
94	Vladimir Vodka	1 L	\$7.22	\$3,111,765	\$3,042,846	\$2,650,071	-12.91%
95	Chateau Ste. Michelle Wash. Riesling	750 mL	\$10.46	\$2,251,972	\$2,436,274	\$2,638,167	8.29%
96	Gordon's Dry Gin	1.75 L	\$18.05	\$2,737,925	\$2,692,022	\$2,609,459	-3.07%
97	Woodbridge By Robert Mondavi CA Cab Sauv Vi	1.5 L	\$11.35	\$2,119,785	\$2,358,134	\$2,590,112	9.84%
98	Di Saronno Amaretto Imp. Liqueur	750 mL	\$22.79	\$2,435,734	\$2,438,612	\$2,581,878	5.87%
99	Hennessy V. S. Cognac	1.75 L	\$64.02	\$2,600,441	\$2,613,022	\$2,563,291	-1.90%
100	Franzia Chillable Red Winetap	5 L	\$12.44	\$2,277,881	\$2,502,587	\$2,540,303	1.51%



Tables 15, 16 and 17 display the top items sold in each region by units. Jack Daniels 750 mL, Nikolai Vodka 375 mL and Sutter Home White Zinfandel 1.5 L appeared on the lists for all three regions.

**Table 15: Top 10 Items in Region 1, by Units Sold**

Rank	Item	Size	Units Sold	Units Sold	Units Sold	Comp
			RY 2008-09	RY 2009-10	RY 2010 - 11	RY 09-10 vs. RY 10-11
1	Jacquin's Vodka Royale - 80 Proof	375 mL	327,094	350,013	372,623	6.46%
2	Cavit Pinot Grigio	1.5 L	268,846	274,325	291,015	6.08%
3	Sutter Home Cal. White Zinfandel	1.5 L	255,066	252,347	250,607	-0.69%
4	Jack Daniel's Old No 7 Blk Lbl Wky	750 mL	251,499	239,332	234,402	-2.06%
5	Jacquin's Vodka Royale - 80 Proof	1 L	241,004	234,631	224,460	-4.33%
6	Kendall-Jackson Vintner's Reserve CA Chard	750 mL	233,654	212,415	221,925	4.48%
7	Grey Goose Imp. French Vodka	750 mL	244,779	227,015	217,122	-4.36%
8	Nikolai Vodka - 80 Proof	375 mL	261,213	248,747	215,319	-13.44%
9	Absolut Imp. Vodka - 80 Proof	750 mL	287,922	228,211	206,503	-9.51%
10	Woodbridge By Robert Mondavi CA Chard	1.5 L	173,453	190,573	194,124	1.86%

**Table 16: Top 10 Items in Region 2, by Units Sold**

Rank	Item	Size	Units Sold	Units Sold	Units Sold	Comp
			RY 2008-09	RY 2009-10	RY 2010 - 11	RY 09-10 vs. RY 10-11
1	Captain Morgan P. R. Spiced Rum	750 mL	424,634	391,764	380,688	-2.83%
2	Jack Daniel's Old No 7 Blk Lbl Wky	750 mL	358,217	338,102	319,777	-5.42%
3	Jägermeister Imp. Herb Liqueur	750 mL	335,016	319,257	301,428	-5.58%
4	Vladimir Vodka	1.75 L	241,955	265,866	263,916	-0.73%
5	Sutter Home Cal. White Zinfandel	1.5 L	243,086	244,752	239,566	-2.12%
6	Bacardi Superior P. R. Rum	750 mL	324,722	274,882	226,904	-17.45%
7	Captain Morgan P. R. Spiced Rum	1.75 L	187,229	162,384	215,500	32.71%
8	Nikolai Vodka - 80 Proof	375 mL	191,948	203,045	202,700	-0.17%
9	Pinnacle Whipped Vodka	750 mL	0	466	199,154	42636.91%
10	Nikolai Vodka - 80 Proof	1 L	180,764	179,083	177,971	-0.62%

**Table 17: Top Top Items in Region 3, by Units Sold**

Rank	Item	Size	Units Sold	Units Sold	Units Sold	Comp
			RY 2008-09	RY 2009-10	RY 2010 - 11	RY 09-10 vs. RY 10-11
1	Captain Morgan P. R. Spiced Rum	750 mL	454,065	400,587	406,988	1.60%
2	Jack Daniel's Old No 7 Blk Lbl Wky	750 mL	375,119	346,536	336,888	-2.78%
3	Jägermeister Imp. Herb Liqueur	750 mL	308,839	287,521	276,998	-3.66%
4	Vladimir Vodka	1.75 L	261,412	281,640	275,374	-2.22%
5	Nikolai Vodka - 80 Proof	375 mL	280,420	275,403	271,211	-1.52%
6	Nikolai Vodka - 80 Proof	1 L	240,372	236,426	232,944	-1.47%
7	Crown Royal Canadian Whisky	750 mL	240,016	221,142	229,743	3.89%
8	Captain Morgan P. R. Spiced Rum	1.75 L	203,273	140,029	227,243	62.28%
9	Bacardi Superior P. R. Rum	750 mL	327,359	271,958	224,150	-17.58%
10	Sutter Home Cal. White Zinfandel	1.5 L	227,407	225,583	222,869	-1.20%

Pinnacle Whipped Vodka 750 mL with 199,154 units sold made impressive gains at No. 9 in Region 2. Among items with a more established sales history, Captain Morgan 1.75 L in Region 3 and Region 2 (62.28%, 32.71%) showed the most dramatic gains in units sold. Captain Morgan 750 mL in Region 3 sold the most of any item within a region at 406,988 units.

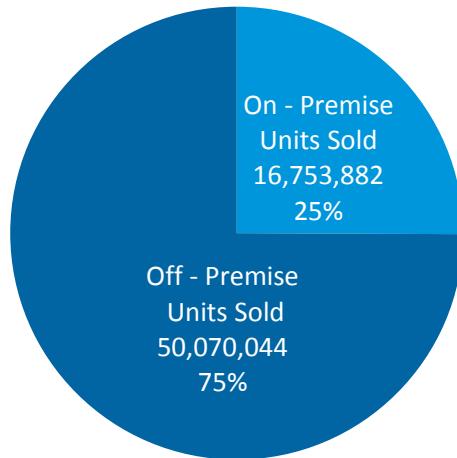


# SPIRITS

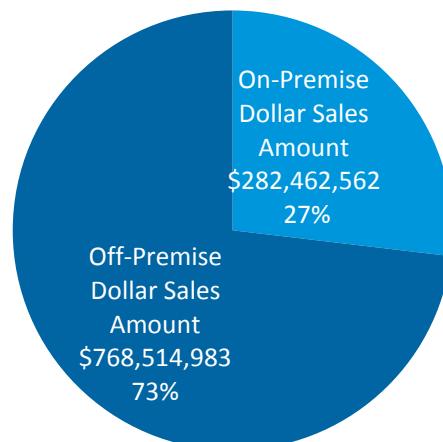
## Details

This section will take a closer look at spirits. Figure 6 illustrates the units sold for on-premise and off-premise. The spirits category was divided into 75% of unit sales being off-premise, sold to retail customers and 25% of sales being on-premise, sold to licensees. Figure 7 displays on-premise and off-premise dollar sales visually. Dollar sales for spirits divide similarly as 73% off-premise and 27% on-premise.

**Figure 6: On-Premise and Off-Premise Units Sold - Spirits Category, RY 2010-11**



**Figure 7: On-Premise and Off-Premise Dollar Sales - Spirits Category, RY 2010-11**



<sup>8</sup> Figures 6 and 7 are calculated based on sales designated as on-premise or off-premise for regular, promotion and clearance items. These reports include SLO merchandise.



Figure 8 shows the number and percentage of spirits units sold by price segment. Standard had the highest number of units sold (21,318,024). Value followed with the second highest number of units sold (21,282,956).

**Figure 8: Spirits Units Sold by Price Segment, RY 2010 - 11**

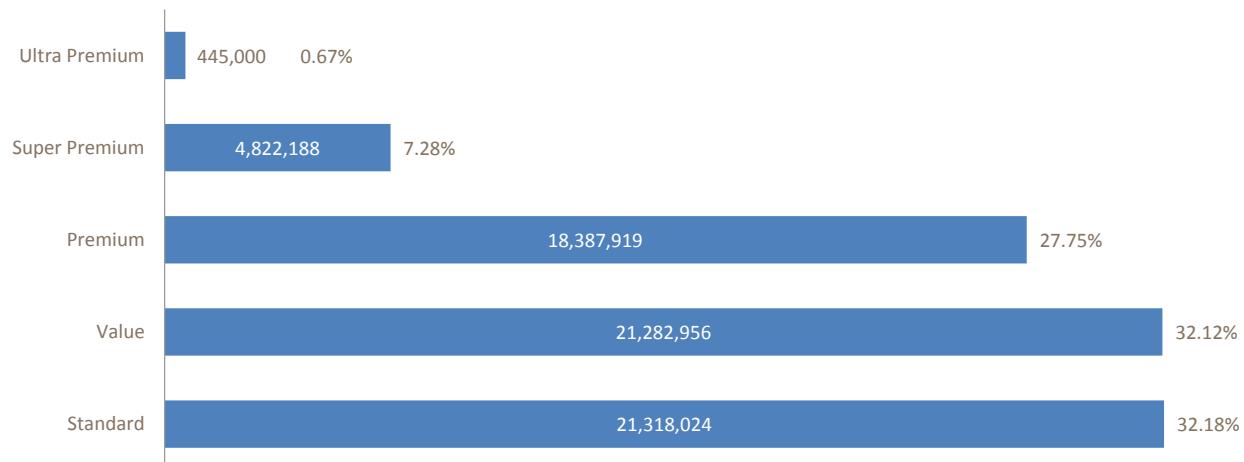
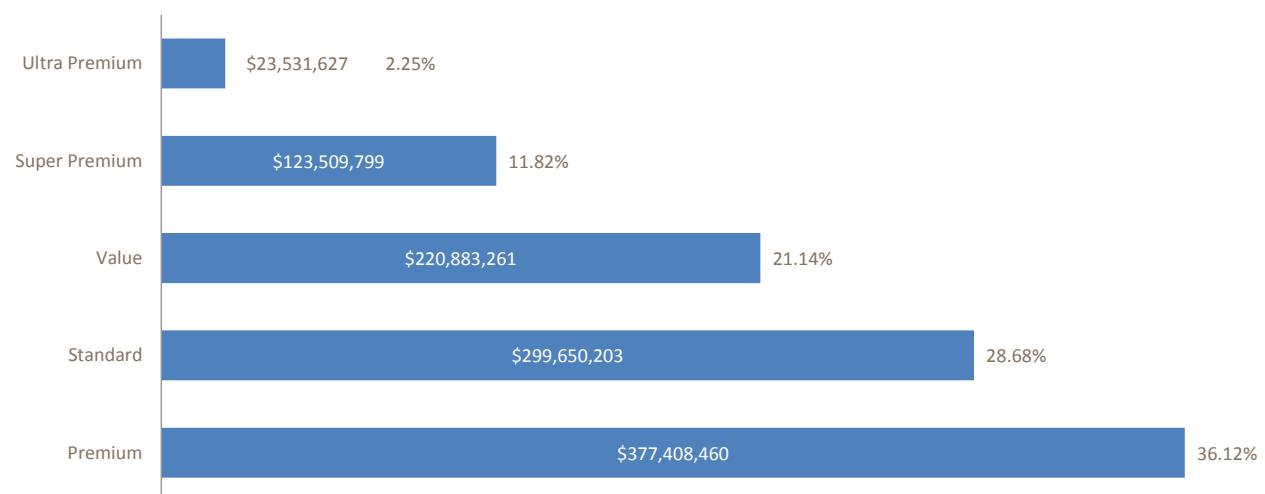


Figure 9 displays the dollar sales for spirits by price segment. Premium had the highest dollar sales amount (\$377,408,460) for RY 2010 - 11. This segment composed 36.12% of dollar sales for spirits.

**Figure 9: Spirits Dollar Sales by Price Segment, RY 2010 - 11**



A more detailed view of spirits can be provided by examining marketing categories. Tables 18 – 20 list the top 10 items in the top three spirits marketing categories. Each list is ranked and sorted by dollar sales amount.

**Table 18: Top Items in Marketing Category, Vodka**

Rank	Item	Size	Units Sold RY 2010-11	Dollar Sales Amount RY 2010-11
1	Grey Goose Imp. French Vodka	750 mL	578,508	\$77,598,686
2	Absolut Imp. Vodka - 80 Proof	750 mL	545,770	\$60,455,588
3	Absolut Imp. Vodka - 80 Proof	1.75 L	272,071	\$35,459,387
4	Vladimir Vodka	1.75 L	731,667	\$34,927,250
5	Smirnoff Vodka - 80 Proof w/Handle	1.75 L	304,542	\$33,236,181
6	Ketel One Dutch Vodka	750 mL	276,741	\$29,646,277
7	Jacquin's Vodka Royale - 80 Proof	1.75 L	464,995	\$29,041,417
8	Stolichnaya Imp. Vodka - 80 Proof	750 mL	258,794	\$25,546,921
9	Skyy Vodka	1.75 L	212,063	\$24,996,217
10	Smirnoff Vodka - 80 Proof	750 mL	427,392	\$24,559,945

**Table 19: Top Items in Marketing Category, Bourbon**

Rank	Item	Size	Units Sold RY 2010-11	Dollar Sales Amount RY 2010-11
1	Jack Daniel's Old No 7 Blk Lbl Wky	750 mL	891,067	\$85,492,355
2	Jack Daniel's Old No 7 Blk Lbl Wky	1.75 L	300,163	\$46,607,999
3	Jim Beam Str Brbn	750 mL	352,198	\$26,893,035
4	Jim Beam Str Brbn	1.75 L	160,515	\$25,024,893
5	Maker's Mark Str Brbn	750 mL	179,028	\$16,039,837
6	Jack Daniel's Whiskey Old No 7 Blk Lbl Wky	1 L	162,744	\$13,625,325
7	Evan Williams Blk Lbl Brbn	1.75 L	92,598	\$8,219,421
8	Jack Daniel's Old No 7 Blk Lbl Wky	375 mL	139,146	\$8,054,981
9	Jim Beam Str Brbn - PET	750 mL	89,234	\$6,748,917
10	Gentleman Jack Str Wky	750 mL	61,311	\$6,659,490

**Table 20: Top Items in Marketing Category, Flavored Rum**

Rank	Item	Size	Units Sold RY 2010-11	Dollar Sales Amount RY 2010-11
1	Captain Morgan P. R. Spiced Rum	750 mL	969,991	\$77,747,615
2	Captain Morgan P. R. Spiced Rum	1.75 L	532,966	\$60,176,142
3	Captain Morgan P.R. Spiced Rum - PET - 70 Proof	1.75 L	191,439	\$20,769,524
4	Captain Morgan P. R. Spiced Rum - PET	750 mL	228,279	\$16,604,441
5	Malibu Imp. Rum Liqueur	750 mL	250,455	\$16,346,329
6	Captain Morgan Spiced Rum Puerto Rico	1 L	178,034	\$15,699,898
7	Calico Jack V. I. Spiced Rum	1.75 L	146,963	\$11,870,592
8	Bacardi Limon P. R. Rum	750 mL	130,933	\$11,259,936
9	Admiral Nelson's Spiced Rum	1.75 L	169,038	\$9,970,735
10	Captain Morgan Parrot Bay P. R. Rum	750 mL	114,319	\$8,144,991

# WINE Details

This final section will complement the previous section and detail the wine portion of the retail business. Figure 10<sup>9</sup> shows that 83% of units sold for wine were considered off-premise and the remaining 17% were on-premise.

**Figure 10: On-Premise and Off-Premise Units Sold - Wine Category, RY 2010 - 11**

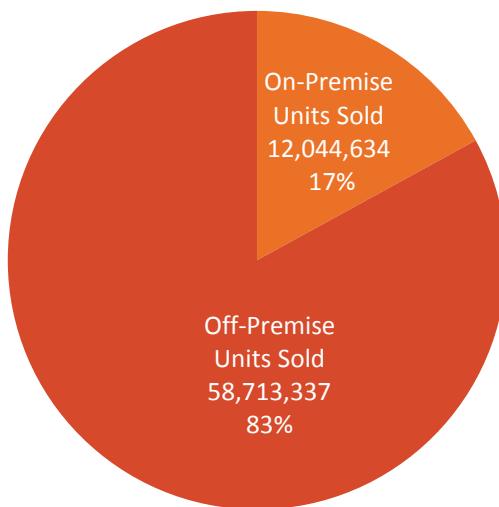
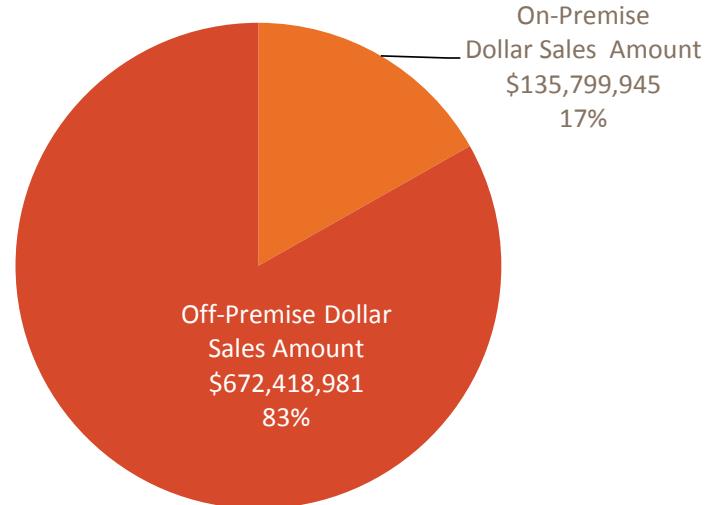


Figure 11 shows the same proportions for dollar sales of wine, with 83% off-premise and 17% on-premise.

**Figure 11: On-Premise and Off-Premise Dollar Sales - Wine Category, RY 2010 - 11**



<sup>9</sup> Figures 10 and 11 are calculated based on sales designated as on-premise and off-premise for regular, promotion and clearance items.

Imported and domestic wine sales for RY 2010 - 11 are displayed in Figure 12<sup>10</sup>. Domestic wines sold \$406,639,190 for this retail year. This was 50% of the dollar sales for wine. In comparison, imported wines sold \$270,093,260. This was 34% of the dollar sales for wine. Other varietals made up the remaining 16% of the dollar sales.

**Figure 12: Imported and Domestic Wine by Dollar Sales, RY 2010 - 11**

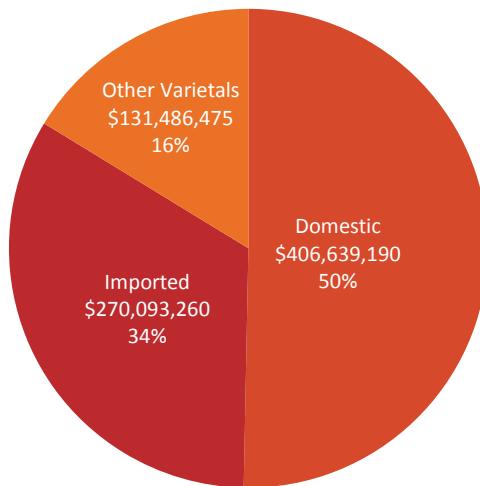
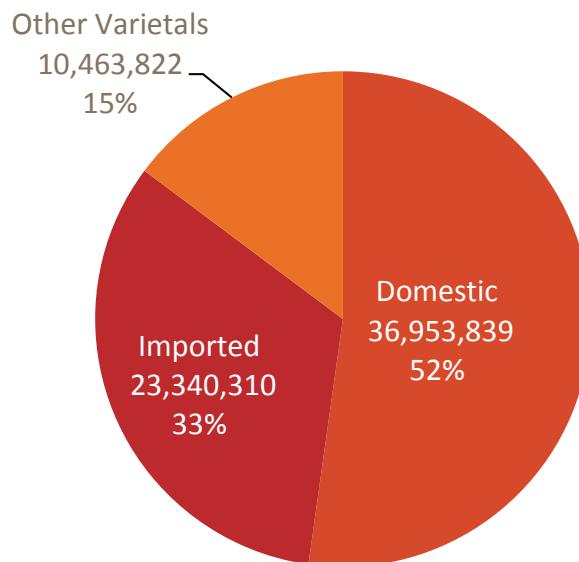


Figure 13 displays the proportion of units sold between imported and domestic wine. For RY 2010 - 11 domestic wines sold 36,953,839 units, or 52% of wine units. Imported wine sold 23,340,310 units, for 33% share of wine units sold. Other varietals made up the remaining 15% of units.

**Figure 13: Imported and Domestic Wine, by Units Sold, RY 2010 - 11**



<sup>10</sup> Please note for Figures 12 and 13 other varietals includes beverage wine, non-varietal, kosher, hi-proof, flavored wine, vermouth, aperitif, Asian and wine coolers. These reports include SLO merchandise.

Table 21 lists the growth in wine varietals. Over the past year, the top unit increases were Moscato (144.80%), Malbec (30.62%) and Other Red Varietals (16.62%). These three were also the highest in dollar growth. For all varietals, the average amount of units sold was 700,000 for RY 2010 - 11. This was done to exclude varietals without a consistent sales trend. This insures there is enough magnitude in each category to create a significant measure.

**Table 21: Growth by Varietal**

Rank	Wine Varietal	Dollar Sales Amount	Units Sold	Dollar Comparisons	Unit Comparisons
1	Moscato	\$13,173,870	1,314,229	139.70%	144.80%
2	Malbec	\$10,481,933	968,180	33.56%	30.62%
3	Other Red Varietals	\$17,380,768	1,448,899	14.11%	16.62%
4	Sauvignon Blanc	\$24,073,151	2,145,282	13.30%	13.68%
5	Riesling	\$19,799,405	1,843,106	13.03%	12.55%
6	Sangiovese	\$10,534,505	759,370	12.27%	9.63%
7	Pinot Noir	\$36,569,817	2,975,333	10.76%	13.50%
8	Pinot Grigio	\$49,445,598	4,567,839	9.44%	12.09%
9	Zinfandel	\$13,617,416	1,116,350	5.16%	5.46%
10	Proprietary Red Blend	\$44,979,925	3,711,696	4.66%	3.87%





Figure 14 shows the number and percentage of wine units sold by price segment. Value had the highest number of units sold (35,850,432). Standard followed with the second highest number of units sold (12,772,442).

**Figure 14: Wine Units Sold by Price Segment, RY 2010 - 11**

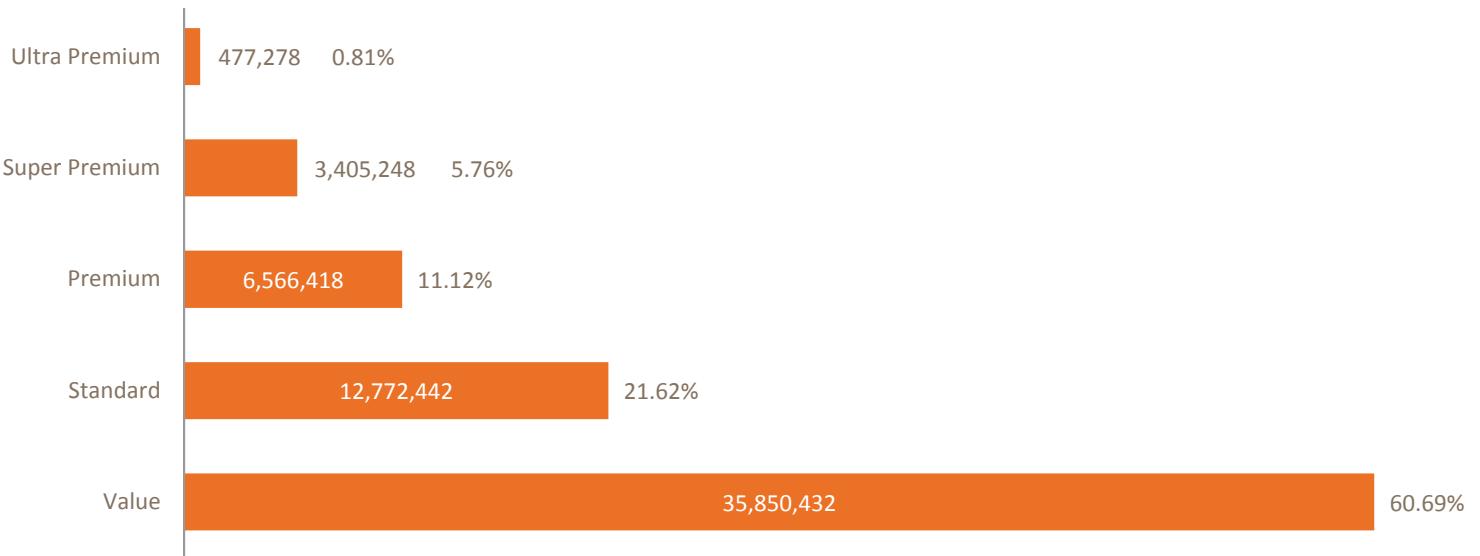
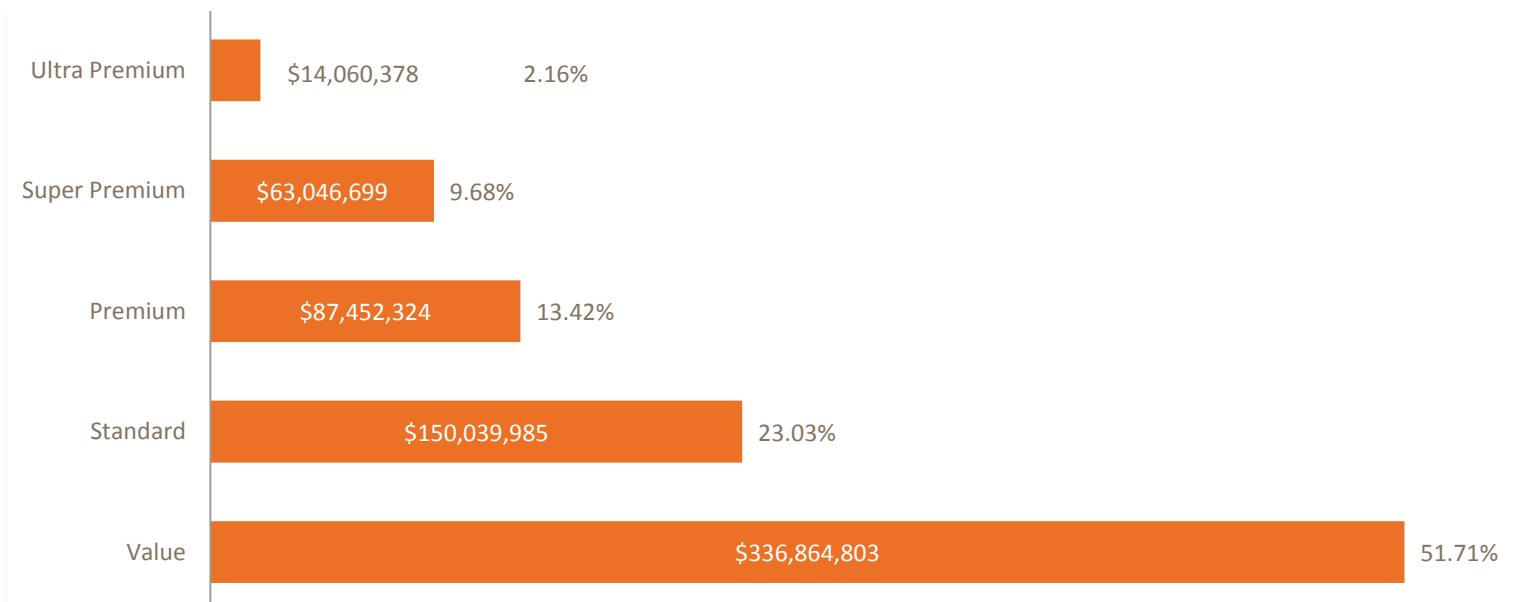


Figure 15 displays the dollar and percentage of sales for wine by price segment. Value had the highest dollar sales amount (\$336,864,803) for RY 2010 - 11. This segment composed 51.71% of dollar sales for wine.

**Figure 15: Wine Dollar Sales by Price Segment, RY 2010 - 11**



When broken down into marketing category, another view of wine can be provided. Tables 22 – 24 list the top 10 items in the top three marketing categories. Each list is sorted by highest dollar sales amount. Luxury wine – not specified had the lowest dollar sales amounts for its top items. This is due to the number of different items sold, at a higher price point, than the other categories.

**Table 22: Top Items in Marketing Category, US Chardonnay**

Rank	Wine Varietal	Size	RY 2010 - 11	RY 2010 - 11
			Units Sold	Dollar Sales Amount
1	Kendall-Jackson Vintner's Reserve CA Chard	750 mL	471,360	\$6,211,631
2	Woodbridge By Robert Mondavi CA Card Vi	1.5 L	432,712	\$5,101,869
3	Barefoot Cellars CA Chard	1.5 L	216,492	\$2,498,333
4	Clos du Bois North Coast CA Chard Vi	750 mL	127,240	\$1,585,980
5	Sutter Home CA Chard Vi	1.5 L	150,816	\$1,555,257
6	Foxhorn Vineyards CA Chard	1.5 L	170,683	\$1,263,714
7	Clos du Bois North Coast Chard Vi	1.5 L	53,499	\$1,207,407
8	Fetzer Chard	1.5 L	79,019	\$1,195,929
9	Beringer Founders Estate CA Chard Vi	1.5 L	63,045	\$1,173,145
10	Robert Mondavi Private Sel CA Chard Vi	750 mL	103,507	\$1,093,663

**Table 23: Top Items in Marketing Category, US Cabernet**

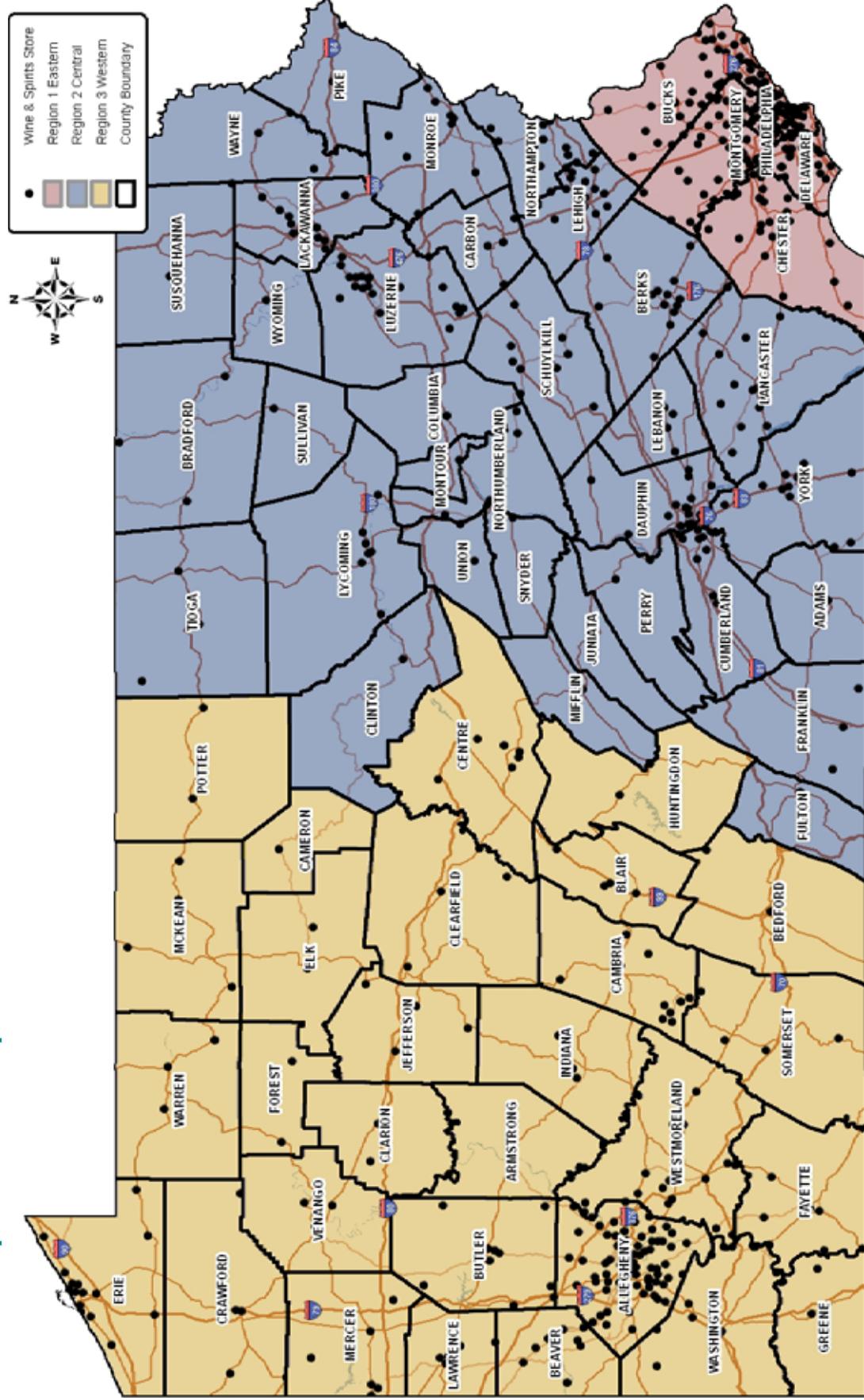
Rank	Wine Varietal	Size	RY 2010 - 11	RY 2010 - 11
			Units Sold	Dollar Sales Amount
1	Woodbridge By Robert Mondavi CA. Cab Sauv Vi	1.5 L	228,228	\$2,590,112
2	Barefoot Cellars Cab Sauvignon CA	1.5 L	125,187	\$1,417,853
3	Robert Mondavi Private Sel CA Cab Sauv Vi	750 mL	131,629	\$1,386,671
4	Francis Coppola Diamond Claret	750 mL	68,058	\$1,210,319
5	J. Lohr Estates Paso Robles CA Cab Sauv Vi	750 mL	78,583	\$1,144,137
6	Kendall-Jackson Vintner's Res Cab Sauv Sonoma Napa	750 mL	53,660	\$976,845
7	Sutter Home CA Cab Sauv Vi	1.5 L	93,562	\$953,642
8	Robert Mondavi Private Sel CA Cab Sauv Vi	1.5 L	46,518	\$951,185
9	Beringer Founders Estate Cab Sauv	1.5 L	48,534	\$897,359
10	Beringer Founders Estate Cab Sauv	750 mL	85,941	\$890,984

**Table 24: Top Items in Marketing Category, 5L Box Wine**

Rank	Wine Varietal	Size	RY 2010 - 11	RY 2010 - 11
			Units Sold	Dollar Sales Amount
1	Franzia Sunset Blush Winetap	5L	326,166	\$4,040,072
2	Franzia Wh Zin Winetap	5L	194,507	\$3,034,219
3	Franzia Chardonnay	5L	170,576	\$2,803,575
4	Franzia Chillable Red Winetap	5L	204,254	\$2,540,303
5	Almaden Chard	5L	125,116	\$2,193,082
6	Franzia Fruity Red Sangria Winetap	5L	170,274	\$2,115,156
7	Franzia Crisp White Winetap	5L	142,586	\$1,761,077
8	Franzia Chablis Winetap	5L	127,337	\$1,690,448
9	Franzia Cal. Merlot Winetap	5L	101,262	\$1,662,191
10	Peter Vella Chard	5L	94,561	\$1,561,569

# APPENDIX A

Map

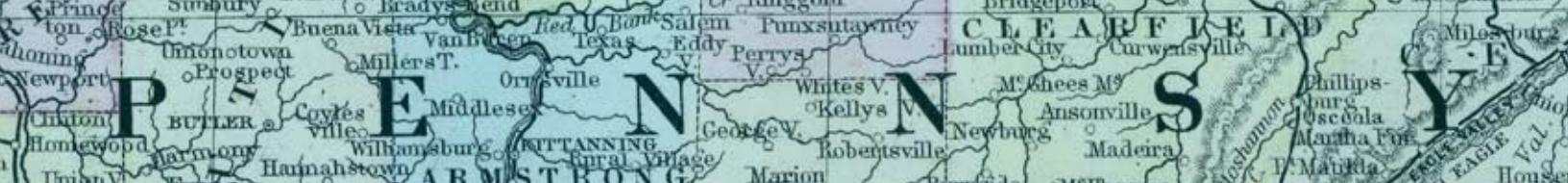


# APPENDIX B

## Table 8

**Table 8: Stores Ranked By Total Dollar Sales Amounts, RY 2010-11**

Rank	Store	City	Address	Transaction Count	Avg. Value of Transaction	Dollar Sales Amount
1	5103*	Philadelphia	2238 Washington Ave	18,897	\$1,972.79	\$37,279,813
2	5133	Philadelphia	401 Franklin Mills Cir	301,166	\$76.11	\$22,922,462
3	1516	West Chester	933 Paoli Pike	289,733	\$77.01	\$22,313,581
4	0215*	Pittsburgh	1601 Liberty Ave	10,745	\$1,637.21	\$17,591,815
5	4814	Easton	Northampton Crossings	266,077	\$65.30	\$17,374,305
6	0247	Pittsburgh	3718 Easton-Nazareth Hwy	342,499	\$49.59	\$16,984,126
7	4602	Ardmore	5956 Penn Circle South Suite 201	228,601	\$56.18	\$12,841,940
8	0214	Pittsburgh	Ardmore Plaza Shop Ctr			
			56 Greenfield Ave	258,372	\$49.33	\$12,745,867
9	5144	Philadelphia	The Water Works			
10	0621	Wyomissing	974 Freeport Road	336,425	\$37.62	\$12,654,816
			1218 Chestnut St	274,716	\$43.57	\$11,969,496
			Berkshire Mall West			
11	9211	Bethel Park	1101 Woodland Rd			
			Village Square Mall 5000 Oxford Dr Suite 100	257,877	\$44.84	\$11,562,102
			West Shore Plaza Shop Ctr			
12	2102	Lemoyne	1200 Market St	254,130	\$44.17	\$11,224,171
13	1007	Cranberry Twp	Cranberry Mall Room	231,352	\$46.51	\$10,759,369
			302A 20111 Route 19			
14	0926	Doylestown	132 Veterans Lane	257,250	\$41.55	\$10,688,273
15	4620	King of Prussia	143 S Gulph Road	142,209	\$71.78	\$10,207,528
16	1405	State College	1690 N Atherton St	265,216	\$38.41	\$10,187,155
17	3901	Allentown	Crest Plaza Shopping Ctr	234,096	\$42.93	\$10,050,559
			1516 N Cedar Crest Blvd			
18	4628	Conshohocken	Whitemarsh Shopping Center	273,945	\$36.26	\$9,932,456
			44 Ridge Pike			
19	0909	Newtown	10 W Centre Ave	229,655	\$43.13	\$9,905,077
20	6316	Washington	Washington Mall	188,929	\$52.35	\$9,890,525
			301 Oak Spring Rd			
21	3614	Lancaster	Hawthorne Centre Shop Ctr	273,264	\$34.74	\$9,493,033
			2076 Fruitville Pike			
22	2210	Harrisburg	Kmart Shopping Center	252,359	\$37.16	\$9,377,683
			5070 Jonestown Rd			
23	3516	Clarks Summit	222 Northern Blvd. Suite C	205,320	\$45.17	\$9,274,235
24	4623	Flourtown	1440 Bethlehem Pike	218,091	\$42.43	\$9,253,245
25	4631	Norristown	Swede Square Shopping Ctr	242,908	\$37.86	\$9,196,920
			2927 Swede Rd			
26	9113	Philadelphia	1913 Chestnut St	328,988	\$27.65	\$9,095,944
27	4613	Jenkintown	935 Old York Rd	242,507	\$37.45	\$9,081,489
28	6707	York	Eastern Boulevard Shop Ctr	255,629	\$33.78	\$8,634,447
			2414 Eastern Blvd			
29	2301*	Broomall	Lawrence Park Ind Ctr	5,682	\$1,495.38	\$8,496,735
			629 Park Way			
30	2211	Hummelstown	Hershey Square Shop Ctr	155,539	\$53.92	\$8,386,132
			1158 Mae Street			
31	4633	Lansdale	Allen Forge Shopping Ctr	248,132	\$33.45	\$8,299,683
			850 S Valley Forge Rd			
32	4606	Maple Glen	Maple Glen Shopping Center	181,668	\$45.47	\$8,259,707
			1973 Norristown Rd			
33	0260	Pittsburgh	1955 Wharton St	250,310	\$32.88	\$8,229,814
34	0231	Pittsburgh	Robinson Town Centre	205,538	\$39.97	\$8,215,309
			1850 Park Manor Blvd			
35	3913	Whitehall	2503 Mickley Avenue	244,201	\$32.45	\$7,923,826
36	2310	Springfield	149 Baltimore Pike	286,281	\$27.52	\$7,877,951
37	1501	Exton	275 Main St	173,426	\$43.75	\$7,587,825
38	0920	Quakertown	Quakertown Shopping Center	250,887	\$29.93	\$7,508,683
			1465 W Broad St Suite 19			
39	4614	Bala Cynwyd	119 West City Ave	230,451	\$32.04	\$7,384,077
40	1404	State College	Hamilton Square Shop Ctr	149,984	\$48.77	\$7,314,325
			230 W Hamilton Ave			
41	0277	Pittsburgh	8090 McIntyre Square Drive	206,090	\$34.76	\$7,164,022



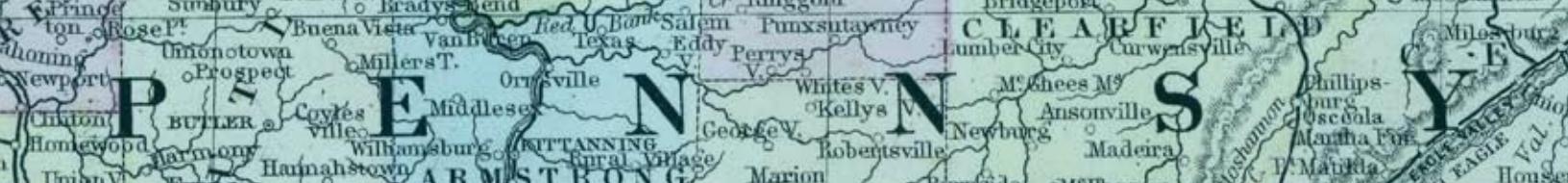
**Table 8: Stores Ranked By Total Dollar Sales Amounts, RY 2010-11, Continued**

Rank	Store	City	Address	Transaction Count	Avg. Value of Transaction	Dollar Sales Amount
42	3918	CenterValley	The Promenade Shops at Saucon Valley 3060 CenterValley Parkway Suite 835	136,371	\$51.70	\$7,049,831
43	2514	Erie	Yorktown Centre 2501 W 12th St	174,669	\$40.10	\$7,004,264
44	2305	Media	315 W Baltimore Avenue	207,914	\$33.17	\$6,895,918
45	3616*	Lancaster	1190 Dillerville Rd	6,687	\$1,012.08	\$6,767,753
46	9209	Monroeville	Monroeville Mall 326-328 Mall Blvd	172,230	\$38.41	\$6,616,129
47	1514	Wayne	161 E Swedesford Rd	187,552	\$35.17	\$6,596,336
48	6517	Greensburg	Westmoreland Crossing 5280 Route 30, Suite 4	160,664	\$40.87	\$6,566,390
49	2516	Erie	Liberty Plaza Shop Ctr 3702 Liberty St	211,799	\$30.68	\$6,498,208
50	6315	McMurray	Donaldsons Crossroads SC 3929 Washington Rd	176,865	\$35.96	\$6,360,943
51	4610	Collegeville	Market Place Shopping Ctr 201 2Nd Ave Suite 107	173,966	\$36.40	\$6,332,514
52	6714	Shrewsbury	Shrewsbury Commons Shp Ct 802 Shrewsbury Commons Ave	135,435	\$46.31	\$6,271,359
53	0932	Warrington	1115 Main Street	178,886	\$35.03	\$6,267,069
54	2306	Wayne	209 W Lancaster Ave	150,760	\$41.34	\$6,231,905
55	0289	Pittsburgh	Perry Shops 7920 Perry Hwy	144,095	\$42.91	\$6,183,290
56	9205	Pittsburgh	1602 Cochran Rd	189,575	\$32.13	\$6,090,695
57	5104	Philadelphia	Columbus Commons North Shopping Ctr 1940 S. Christopher Columbus Blvd.	142,831	\$42.43	\$6,060,145
58	4502	Mt Pocono	Pocono Village Mall 87 Sr 940	213,287	\$28.38	\$6,054,054
59	0912	New Hope	Logan Square Shopping Center 6542-J Lower York Road	113,602	\$52.24	\$5,934,450
60	4645	Limerick	Limerick Village 200 West Ridge Pike	163,881	\$36.17	\$5,927,458
61	5191	Philadelphia	2401 Vare Ave	262,088	\$22.38	\$5,865,242
62	6711	Hanover	Hanover Crossing Shop Ctr 431 Eisenhower Drive	167,502	\$34.99	\$5,861,597
63	0911	Fairless Hills	510 S Oxford Valley Rd Building 8	240,006	\$23.89	\$5,733,231
64	1506	Downington	Ashbridge Shopping Ctr 861 E Lancaster Ave	176,396	\$32.29	\$5,695,590
65	0709	Altoona	Pleasant Valley Shop Ctr 3415 Pleasant Valley Blvd, Suite 7	167,942	\$33.47	\$5,621,228
66	2801	Chambersburg	Wayne Plaza 987 Wayne Ave	163,023	\$34.08	\$5,555,421
67	5140	Philadelphia	2401 E Venango St	235,334	\$23.56	\$5,545,600
68	4306	Hermitage	Hermitage Towne Plaza 2321 E State St	149,820	\$36.92	\$5,531,716
69	0619	Reading	Penn Plaza 3045 N 5th Street Hwy, Ste 2	194,924	\$28.27	\$5,510,734
70	2324	Holmes	Macdade Shopping Ctr 2143 Macdade Blvd	208,125	\$26.46	\$5,506,127
71	6712	York	Commerce Center 2143 White St, Ste 3	203,285	\$26.98	\$5,485,171
72	4003	Dallas	Pa Route 309 55 Memorial Highway	152,304	\$35.78	\$5,449,336
73	1523	West Chester	Shoppes Dilworthtown Ste B 1363 Dilworthtown Crossing	139,082	\$39.14	\$5,443,317
74	0222*	Bridgeville	United Indust Park Bldg D 98 Vanadium Rd	4,313	\$1,255.51	\$5,415,016
75	2215	Harrisburg	The Point Shopping Ctr 4227 Union Deposit Rd	208,984	\$25.79	\$5,390,681
76	0284	Pittsburgh	Bill Green Shopping Ctr 10 Old Clairton Rd	167,500	\$32.09	\$5,375,784
77	5149	Philadelphia	4049 Market St	260,410	\$20.57	\$5,357,914
78	4501	East Stroudsburg	Pocono Plaza 322 E Lincoln Ave	213,457	\$24.94	\$5,324,462
79	0910	Souderton	Hilltown Plaza Sc 766 Rt 113 Store 4	178,132	\$29.78	\$5,304,865



**Table 8: Stores Ranked By Total Dollar Sales Amounts, RY 2010-11, Continued**

Rank	Store	City	Address	Transaction Count	Avg. Value of Transaction	Dollar Sales Amount
80	4636	Narberth	1 Station Cir	141,353	\$37.38	\$5,284,201
81	2101	Carlisle	Carlisle Marketplace 281 S Spring Garden St	193,250	\$27.06	\$5,229,253
82	0101	Gettysburg	1275 York Road Lot 11	140,077	\$37.26	\$5,219,257
83	5132	Philadelphia	4229 N Broad St	292,542	\$17.74	\$5,190,444
84	5190	Philadelphia	7161 Ogontz Ave	248,733	\$20.86	\$5,189,533
85	5160	Philadelphia	Hendrix Center 11685 Bustleton Ave	219,043	\$23.61	\$5,172,181
86	2320	Havertown	1305 West Chester Pike Suite 44B	186,726	\$27.40	\$5,116,452
87	4804	Bethlehem	Stefko Shopping Center 1844-A Stefko Blvd	197,036	\$25.88	\$5,099,913
88	4632	North Wales	Gwynedd Crossing Sc 1200 Bethlehem Pike Ste 7	141,580	\$35.80	\$5,068,582
89	1010	Seven Fields	206 Seven Fields Blvd	146,330	\$34.19	\$5,003,665
90	4110	Williamsport	Loyal Plaza Shop Center 1903 E 3rd St	144,767	\$34.54	\$5,000,944
91	3522	Scranton	210 Meadow Ave	164,795	\$30.28	\$4,989,550
92	1525	Exton	Lionville Shopping Ctr. 162 Eagleview Blvd.	153,667	\$32.17	\$4,942,931
93	3615	Lancaster	Bridgeport Shopping Center 1 622 Lincoln Highway East	192,623	\$25.49	\$4,910,690
94	1507	Kennett Square	New Garden Town Sq Sc 350 Scarlett Rd Ste 1-3-5	121,613	\$40.24	\$4,893,976
95	1517	Wayne	Devon Village Shoppes 821 W Lancaster Av Ste 110	89,493	\$54.57	\$4,883,657
96	4608	Bryn Mawr	922 W Lancaster Ave	115,636	\$42.22	\$4,882,089
97	5155	Philadelphia	Society Hill Shopping Ctr 326 S 5th St	148,492	\$32.76	\$4,864,571
98	5121	Philadelphia	Top OfThe Hill Shop Ctr 8705 Germantown Ave	133,652	\$36.20	\$4,838,333
99	5173	Philadelphia	Woodland Village Shop Ctr 6036 Woodland Ave	276,682	\$17.37	\$4,804,809
100	0915	Bristol	3920 New Falls Rd	203,527	\$23.56	\$4,794,213
101	0211	Gibsonia	354 Northtowne Square 5600 Route 8	147,051	\$32.18	\$4,732,245
102	1502	Phoenixville	550 Kimberton Road	147,084	\$32.08	\$4,718,909
103	5169	Philadelphia	1935 Fairmount Ave	182,145	\$25.66	\$4,673,611
104	1902	Bloomsburg	1231 Columbia Blvd	148,050	\$31.44	\$4,654,958
105	4621	Blue Bell	Ctr Square Plaza Ste 100 1301 Skippack Pike	115,824	\$40.07	\$4,641,390
106	0929	Chalfont	4275 County Line Rd	149,440	\$31.01	\$4,634,000
107	6401	Hawley	74 Welwood Avenue Suite 103	114,762	\$40.19	\$4,612,529
108	4001	Wilkes-Barre	2136 Wilkes-Barre Twp	152,018	\$30.18	\$4,587,499
109	2106	Mechanicsburg	6560 Carlisle Pike Suite 350	149,084	\$30.44	\$4,537,567
110	5142	Philadelphia	Plaza Americana 2717 N American St	202,890	\$22.19	\$4,502,170
111	6705	York	Queensgate Shopping Center 2075 Springwood Road, Unit #30	156,262	\$28.72	\$4,487,529
112	3607	Lititz	Shoppes at Kissel Village 1020 Lititz Pike	149,390	\$30.00	\$4,481,778
113	0266	Sewickley	521 Beaver St	91,991	\$48.55	\$4,465,852
114	4635	Willow Grove	Regency Square Shop Plaza 1029 N Easton Rd	141,377	\$31.53	\$4,456,977
115	5201	Milford	106 W Harford St	141,206	\$31.16	\$4,399,801
116	1504	West Chester	Bradford Plaza Sc 680 Downingtown Pike	153,747	\$28.51	\$4,383,285
117	5134	Philadelphia	32 S Second St	94,116	\$46.55	\$4,381,373
118	4626	Norristown	2501 West Ridge Pike	164,696	\$26.08	\$4,295,769
119	5157	Philadelphia	1237 S 11th St	159,530	\$26.80	\$4,275,233
120	3915	Bethlehem	Westgate Mall 2289 Schoenersville Rd	161,346	\$26.39	\$4,257,131
121	6518	North Huntingdon	Norwin Hills Shopping Ctr 8775 Norwin Ave	147,885	\$28.76	\$4,253,313
122	0928	Langhorne	Shoppes at Flowers Mill 118 N Flowers Mill Rd	134,861	\$31.37	\$4,231,204
123	3606	Lancaster	Centerville Square 586 Centerville Rd	156,426	\$27.04	\$4,230,196



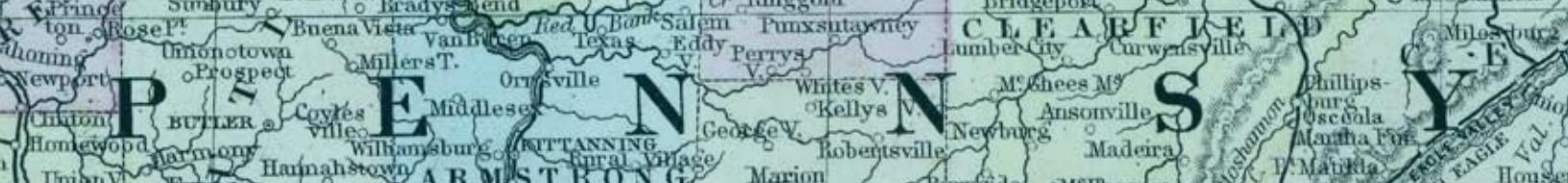
**Table 8: Stores Ranked By Total Dollar Sales Amounts, RY 2010-11, Continued**

Rank	Store	City	Address	Transaction Count	Avg. Value of Transaction	Dollar Sales Amount
124	2207*	Harrisburg	1303 North 7th St	3,661	\$1,145.84	\$4,194,934
125	0226	Pittsburgh	132 Ben Avon Heights Rd	153,743	\$27.25	\$4,190,001
126	3903	Allentown	1918 Allen St	151,098	\$27.51	\$4,156,802
127	5182	Philadelphia	232 W Girard Ave	166,637	\$24.47	\$4,076,789
128	3801	Lebanon	102 N 8th Avenue	147,772	\$27.33	\$4,038,466
129	1505	Paoli	Depot Shoppes 21 Plank Ave, Ste 140	113,349	\$35.39	\$4,011,458
130	4015*	Wilkes-Barre	112 Stevens Rd	3,625	\$1,100.64	\$3,989,820
131	2314	Newtown Square	Newtown Sq Shopping Ctr 42 Alpha Dr	124,470	\$31.99	\$3,981,455
132	3916	Trexertown	Trexler Mall Unit 2-A 6900 Hamilton Blvd	148,867	\$26.70	\$3,975,266
133	0914	Feasterville	Southampton Village Sc 162 E Street Road	117,179	\$33.86	\$3,967,666
134	4639	Gilbertsville	Gilbertsville Shopping Ctr 1050 E Philadelphia Ave	124,822	\$31.70	\$3,957,332
135	2501	Erie	Summit Towne Centre 7200 Peach St	104,353	\$37.60	\$3,924,076
136	6709	York	The Crossroads Shopp Ctr 351 Loucks Rd	150,052	\$26.13	\$3,921,157
137	1510	Coatesville	Barley Station SC 2715 E Lincoln Highway	161,533	\$24.26	\$3,919,549
138	2105	Mechanicsburg	Mechanicsburg Plaza 5301 Simpson Ferry Rd	148,594	\$26.13	\$3,883,312
139	2331	Drexel Hill	5035 Township Line Road	134,152	\$28.93	\$3,881,349
140	0925	Richboro	Crossroads Shopping Center 800 Bustleton Ave	132,938	\$29.08	\$3,866,371
141	0299	Pittsburgh	Penn Hills Shopping Center 11685 Penn Hills Drive	170,917	\$22.60	\$3,863,066
142	5135	Philadelphia	5101 Lancaster Ave	184,906	\$20.73	\$3,832,527
143	5122	Philadelphia	8 Penn Center Plaza	197,017	\$19.43	\$3,827,970
144	5141	Philadelphia	1628 John F Kennedy Blvd	193,993	\$19.71	\$3,823,923
145	2332	Broomall	4906-4908 Baltimore Ave Lawrence Park Shop Center	143,757	\$26.29	\$3,779,291
146	0267	Coraopolis	1991 Sproul Rd Space 37 Moon Plaza, Suite 24	122,878	\$30.59	\$3,758,597
147	0622	Reading	5990 University Blvd Promenade at Exeter	125,573	\$29.87	\$3,750,716
148	0207	Pittsburgh	3949 Perkiomen Ave One Oxford Centre	119,027	\$31.50	\$3,749,337
149	4611	Royersford	320 Smithfield St ParkTowne Plaza	142,111	\$26.05	\$3,702,058
150	4505	Brodheadsville	301 N Lewis Rd Suite #170 West End Plaza P.O. Box	157,149	\$23.52	\$3,696,764
151	0238	Pittsburgh	188 Weir Lake Rd., Route 209 Shady Hill Center	224,241	\$16.45	\$3,689,727
152	0228	Pittsburgh	6320 Shakespeare St Edgewood Towne Centre	150,539	\$24.33	\$3,662,415
153	9207	Wexford	1749 S Braddock Ave Wexford Plaza Shopping Ctr	95,441	\$38.15	\$3,641,396
154	5189	Philadelphia	10660 Perry Hwy 2807 S Front St	123,405	\$29.28	\$3,613,886
155	3608	Lancaster	Manor Shopping Center 1234 Millersville Pike	147,807	\$24.36	\$3,601,087
156	0906	Morrisville	Pennsbury Plaza Sc 229 Plaza Blvd #3133	154,272	\$23.34	\$3,600,881
157	5111	Philadelphia	3720 Main St	109,669	\$32.78	\$3,595,008
158	0298	Bridgeville	Chartiers Valley Shop Ctr 1025 Washington Pike	122,648	\$29.21	\$3,582,018
159	0615	Douglassville	Douglassville Shopping Ctr 180 Old Swede Road Suite #6	123,070	\$28.97	\$3,565,151
160	3909	Allentown	906 Club Ave	118,463	\$30.05	\$3,559,396
161	4607	Ambler	132 E Butler Ave	92,183	\$38.50	\$3,549,461
162	5165	Philadelphia	2118 Cottman Ave	168,476	\$20.89	\$3,519,231
163	0919	Bensalem	2223 Galloway Rd	117,859	\$29.81	\$3,513,270
164	9118	Philadelphia	Ivy Ridge Shopping Center 7146 Ridge Avenue	132,437	\$26.47	\$3,505,131



**Table 8: Stores Ranked By Total Dollar Sales Amounts, RY 2010-11, Continued**

Rank	Store	City	Address	Transaction Count	Avg. Value of Transaction	Dollar Sales Amount
165	4617	Harleysville	2710 Shelly Road	110,302	\$31.66	\$3,491,907
166	4627	Lansdale	Hillcrest Shopping Center 644 E Main Street	132,094	\$26.35	\$3,480,282
167	2107	Camp Hill	3760 Market St	110,198	\$31.20	\$3,438,319
168	4638	Glenside	123 S Easton Rd	130,875	\$26.10	\$3,415,617
169	4622	Rockledge	404 Huntingdon Pike	126,377	\$26.77	\$3,383,294
170	4509	Tannersville	Tannersville Plaza 2838 Route 61, Suite 206	129,469	\$26.07	\$3,374,763
171	2502	Erie	105 W 18th St	108,087	\$30.96	\$3,346,067
172	6521	Murrysville	4610 William Penn Hwy	99,791	\$33.49	\$3,342,124
173	1402	State College	Hills Plaza 2051 SAtherton St	92,163	\$36.03	\$3,320,392
174	0249	Pittsburgh	519 Towne Square Way	132,628	\$25.00	\$3,316,201
175	0620	Shillington	2207 Lancaster Pike	115,094	\$28.78	\$3,312,060
176	5116	Philadelphia	101 E Olney Ave	167,380	\$19.76	\$3,307,891
177	2110	Carlisle	Stonehedge Square Shp Ctr 950 Walnut Bottom Rd	99,297	\$33.26	\$3,302,758
178	6523	Latrobe	311 Latrobe Thirty Plaza	107,320	\$30.76	\$3,300,941
179	3508	Dunmore	70 Keystone Industrial Pk	121,941	\$27.04	\$3,296,835
180	0291	Monroeville	Miracle Mile Shop Ctr 4154B William Penn Hwy	111,169	\$29.61	\$3,291,171
181	4507	Blakeslee	Blakeslee Corner Shop Plz 248 Route 940, Ste 109	100,358	\$32.61	\$3,272,420
182	0290	Pittsburgh	Noble Manor Shopping Ctr 2350 Noblestown Rd	118,785	\$27.52	\$3,268,438
183	4630	Pottstown	North End Shopping Center 1300 N Charlotte St	130,010	\$25.04	\$3,255,854
184	4637	Audubon	Audubon Village Shop Ctr 2860 Audubon Vill Dr	109,472	\$29.62	\$3,243,054
185	6001	Lewisburg	334 Market St	95,383	\$33.97	\$3,240,447
186	1702	Dubois	5730 Shaffer Rd	104,152	\$30.76	\$3,203,374
187	4510	East Stroudsburg	Fox Run Plaza 15 Fox Run Ln	133,495	\$23.99	\$3,202,022
188	2001	Meadville	Downtown Mall 900 Water St	113,699	\$28.15	\$3,200,706
189	5105	Philadelphia	5 North 12th Street	169,889	\$18.77	\$3,188,733
190	0605	Kutztown	Village Square Plaza 45 Constitution Blvd	104,847	\$30.32	\$3,179,283
191	3617	Lancaster	Wheatland Shopping Center 1761A Columbia Ave	108,881	\$29.04	\$3,161,923
192	1003	Butler	608 Moraine Pointe Plaza	108,276	\$29.17	\$3,158,735
193	6515	Lower Burrell	Crossroads Plaza 2509 Leechburg Road	101,582	\$30.99	\$3,147,766
194	2329	Eddystone	Eddystone Shopping Center 1562 Chester Pike Unit D-6	143,645	\$21.62	\$3,105,424
195	3904	Allentown	3300 Lehigh St	105,373	\$29.23	\$3,079,591
196	0224	Pittsburgh	1824 Murray Ave	119,045	\$25.85	\$3,077,145
197	4033	Hazle Township	Church Hill Mall 1089 N. Church St.	108,598	\$28.25	\$3,067,701
198	5101	Philadelphia	135 W Chelten Ave	206,307	\$14.86	\$3,065,160
199	0938	Warminster	Center Point Plaza SC 748 West Street Road	109,363	\$27.61	\$3,019,628
200	9111	Philadelphia	Roosevelt Plaza 6577 Roosevelt Blvd	145,010	\$20.81	\$3,017,967
201	0274	Pittsburgh	Lebanon Shops 300 Mount Lebanon Blvd	111,595	\$27.02	\$3,014,970
202	3919	Allentown	Allentown Towne Center 4777 Tilghman St	100,851	\$29.80	\$3,005,834
203	6710	Red Lion	Windsor Commons Shop Ctr 3159 Cape Horn Rd	125,593	\$23.92	\$3,004,255
204	0292	Pittsburgh	N HillsVillage Rm 9 4801 McKnight Rd	97,890	\$30.64	\$2,999,829
205	2302	Upper Darby	128 S 69th St	165,649	\$18.09	\$2,996,867
206	0296	Bethel Park	5249 Library Rd	114,764	\$26.10	\$2,995,596
207	5107	Philadelphia	Grant Plaza Ii Shop Ctr 1619 Grant Ave - Str 38	118,760	\$25.05	\$2,974,760



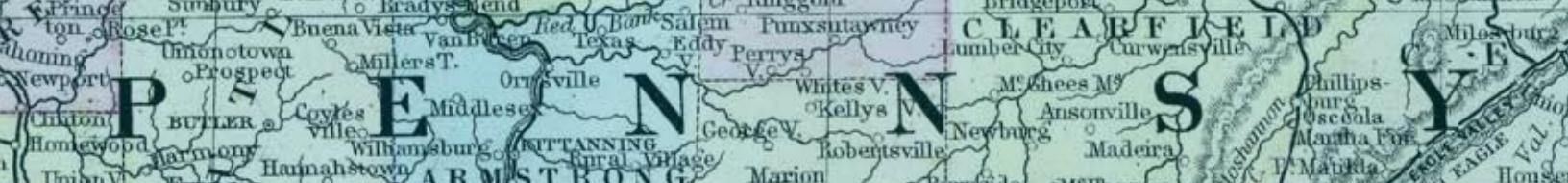
**Table 8: Stores Ranked By Total Dollar Sales Amounts, RY 2010-11, Continued**

Rank	Store	City	Address	Transaction Count	Avg. Value of Transaction	Dollar Sales Amount
208	3202	Indiana	575 Philadelphia St	94,117	\$31.38	\$2,952,983
209	5114	Philadelphia	8844 Frankford Ave	138,180	\$21.27	\$2,939,758
210	5602	Somerset	Somerset Commons Ste 110 1534 N Center Ave	86,415	\$33.61	\$2,904,503
211	0414	Monaca	1476 Brodhead Road	93,936	\$30.91	\$2,903,121
212	6201	Warren	44 Market Street Plaza	98,565	\$29.25	\$2,883,262
213	2103	Shippensburg	ShippenTowne Centre 109 S. Conestoga Drive	103,780	\$27.77	\$2,881,846
214	5119	Philadelphia	724 South St	107,594	\$26.68	\$2,871,071
215	9114	Philadelphia	Adams and Tabor Center 730 Adams Ave	103,469	\$27.71	\$2,866,891
216	0409	Beaver Falls	Chippewa Mall Rooms 5 & 6 2546 Constitution Blvd	95,881	\$29.90	\$2,866,496
217	4506	Stroudsburg	1060 N 9th St	111,640	\$25.60	\$2,858,395
218	1513	Berwyn	552 Lancaster Avenue	84,537	\$33.75	\$2,852,921
219	4401	Lewistown	129 S Main St Suite 400	101,667	\$28.01	\$2,848,171
220	0602	Reading	Rockland Plaza 1202 Rockland Street	102,892	\$27.61	\$2,840,830
221	4640	Wyncote	8156 Ogontz Ave	142,582	\$19.84	\$2,829,293
222	2333	Upper Darby	Barclay Square Shop Ctr 1500 Garrett Rd	111,128	\$25.44	\$2,827,371
223	2610	Uniontown	Fayette Plaza Shop Ctr 619 Pittsburgh Rd	68,572	\$40.97	\$2,809,446
224	3914	Allentown	Mountainville Shopping Ctr 1604 S Fourth St	122,111	\$22.96	\$2,803,660
225	3908	Macungie	199 W Main Street	88,649	\$31.58	\$2,799,551
226	1522	Pottstown	Suburbia SC 76 Glocker Way	86,598	\$32.30	\$2,796,766
227	4807	Hellertown	Creekside Market Place 1848 Leithsville Rd	101,565	\$27.39	\$2,782,291
228	0937	Yardley	Oxford Oaks Shopping Ctr 1601 Big Oak Road	97,266	\$28.55	\$2,776,889
229	4701	Danville	604 Continental Blvd	94,480	\$29.31	\$2,768,914
230	6524	Belle Vernon	321 Tri-County Lane	106,709	\$25.93	\$2,767,337
231	2214	Harrisburg	Vlge Of Oakhurst Shop Ctr 4404 Oakhurst Blvd	96,942	\$28.50	\$2,763,198
232	1508	Parkesburg	West Sadsbury Commons S C 324 Commons Drive Ste C-6	103,927	\$26.45	\$2,749,326
233	2327	Villanova	789 East Lancaster Ave	61,949	\$44.21	\$2,738,810
234	2509	Erie	Giant Eagle Plaza 4466 Buffalo Rd	106,020	\$25.82	\$2,737,663
235	6403	Hamlin	Hamlin Shopping Ctr Rt 590	96,578	\$28.33	\$2,736,339
236	6402	Honesdale	541 Main St	86,549	\$31.42	\$2,719,698
237	4642	Huntingdon Valley	Marketplace At Huntingdon 2082-84 County Line Road	109,429	\$24.78	\$2,711,740
238	0907	Yardley	Edgewood Village Shop Ctr 635 Heacock Rd	100,700	\$26.85	\$2,703,673
239	0272	Pittsburgh	233 Shiloh St	86,874	\$31.12	\$2,703,202
240	1512	Malvern	Lincoln Court Shopping Ctr 215 Lancaster Ave	91,472	\$29.47	\$2,695,305
241	5158	Philadelphia	McKeown Shopping Ctr 6824 Rising Sun Ave	126,149	\$21.34	\$2,692,402
242	0213	Pittsburgh	217 Atwood St	125,780	\$21.39	\$2,690,988
243	1520	Glenmoore	LudwigsVillage Shop Ctr 2910 Conestoga Rd	73,509	\$36.58	\$2,689,083
244	0703	Duncansville	202 Hollidaysburg Plaza	87,236	\$30.38	\$2,650,342
245	3611	Elizabethtown	1575 S Market St Suite 109	99,808	\$26.55	\$2,650,241
246	4625	King of Prussia	Valley Forge Shopping Ctr 109 Town Center Road	102,185	\$25.90	\$2,646,478
247	4102	Williamsport	Hepburn Center 449 Hepburn St	82,140	\$32.01	\$2,629,085
248	3907	Allentown	The Shops at Cedar Point 333 S Cedar Crest Blvd	82,579	\$31.83	\$2,628,503
249	0501	Bedford	409 E Pitt St	70,504	\$37.13	\$2,618,035
250	3804	Lebanon	Lebanon Plaza Mall 1080 W Crestview Dr	82,201	\$31.84	\$2,617,162



**Table 8: Stores Ranked By Total Dollar Sales Amounts, RY 2010-11, Continued**

Rank	Store	City	Address	Transaction Count	Avg. Value of Transaction	Dollar Sales Amount
251	4026	Edwardsville	26 Gateway Shopping Center Suite B	99,126	\$26.32	\$2,608,928
252	1801	Lock Haven	137 E Main St	78,929	\$32.82	\$2,590,333
253	5153	Philadelphia	2115 N 22nd St	145,758	\$17.73	\$2,583,977
254	2601	Uniontown	111 W Fayette St	76,580	\$33.74	\$2,583,878
255	2312	Lansdowne	920 Baltimore Ave	127,502	\$20.19	\$2,574,876
256	3920	Emmaus	East Penn Plaza 1325 Chestnut Street	86,252	\$29.81	\$2,571,469
257	2503	Erie	Asbury Square 2421 Asbury Rd	96,857	\$26.53	\$2,570,007
258	4629	Dresher	Fairway Shop Ctr Str A 1825 Limekiln Pike	98,328	\$26.12	\$2,568,300
259	4615	East Greenville	26 E Fourth St	88,063	\$29.14	\$2,566,381
260	5143	Philadelphia	2429 South St	93,327	\$27.47	\$2,563,721
261	0404	East Rochester	Rochester Plaza 730 Ohio River Blvd	84,056	\$30.40	\$2,555,561
262	0201	Bridgeville	3239 Washington Pike	100,772	\$25.34	\$2,553,670
263	4024	Pittston	140 Laurel Plaza	87,398	\$29.19	\$2,550,986
264	5195	Philadelphia	7702 City Ave	114,923	\$21.98	\$2,526,568
265	4201	Bradford	38 Davis St	82,987	\$30.41	\$2,523,912
266	1406	State College	Benner Pike Shops 323 Benner Pike	85,577	\$29.38	\$2,514,460
267	4006	Luzerne	Luzerne Shopping Center 468 Union St	94,844	\$26.47	\$2,510,559
268	0410	Aliquippa	Aliquippa Shopping Center 2719 Brodhead Rd Suite 13	93,589	\$26.73	\$2,501,350
269	6507	Ligonier	613 W Main St	56,325	\$44.28	\$2,494,269
270	0917	Southampton	500 S Second Street Pike	81,258	\$30.59	\$2,485,639
271	6708	New Cumberland	Fairview Center 128 Old York Rd	94,715	\$26.24	\$2,484,853
272	9108	Philadelphia	Pennypack Circle Shop Ctr 8204 E. Roosevelt Blvd.	100,244	\$24.71	\$2,477,443
273	0933	Holicong	Buckingham Green 4950 Old York Rd	59,457	\$41.55	\$2,470,258
274	3604	Ephrata	31 W Main St	94,237	\$26.11	\$2,460,274
275	5183	Philadelphia	2913 N 22nd Street	147,309	\$16.65	\$2,452,535
276	5138	Philadelphia	7204 Germantown Ave	115,264	\$21.20	\$2,443,702
277	4508*	Marshalls Creek	Jay Park Rt 209	1,600	\$1,523.07	\$2,436,910
278	1118	Johnstown	Geistown Shopping Center 2451 Bedford St	82,417	\$29.47	\$2,428,544
279	0916	Bristol	Bristol Park 238 Commerce Circle	105,442	\$22.96	\$2,420,912
280	4815	Easton	Forks Town Center 341 Town Center Blvd.	94,599	\$25.46	\$2,408,147
281	4813	Bethlehem	30 E 4th St	82,095	\$29.18	\$2,395,728
282	3510	Peckville	Plaza 1500 1531 Main St	82,906	\$28.88	\$2,394,507
283	0263	Pittsburgh	418 E Ohio St	138,967	\$17.20	\$2,390,603
284	5145	Philadelphia	5235 Frankford Ave	166,839	\$14.24	\$2,375,191
285	0901	Hatfield	Hilltown Crossings Shop Ct 1547 Bethlehem Pke	86,113	\$27.47	\$2,365,384
286	4605	Cheltenham	Melrose Shopping Center 103 W Cheltenham Ave	107,558	\$21.90	\$2,355,456
287	9206	McKees Rocks	Kenmawr Plaza 510 Pine Hollow Rd	85,151	\$27.66	\$2,355,005
288	5501	Selinsgrove	517 N Market St	80,557	\$29.10	\$2,344,573
289	1518	West Chester	The Marketplace Shop Ctr 1 502 W Chester Pike	94,435	\$24.74	\$2,336,191
290	0209	Pittsburgh	4104 Butler St	73,481	\$31.75	\$2,333,049
291	2006	Meadville	19017 Park Avenue Plaza	61,515	\$37.67	\$2,317,475
292	1515	Exton	Marchwood Shopping Center 23 Marchwood Rd	81,361	\$28.40	\$2,310,521
293	1119	Johnstown	1735 Lyter Dr	76,903	\$30.03	\$2,309,015
294	0288	Pittsburgh	530-A Caste Village SC	82,287	\$28.00	\$2,304,217
295	5180	Philadelphia	3521 Cottman Ave	104,113	\$22.00	\$2,290,644
296	4810	Bethlehem	Bethlehem Square SC 3926 Nazareth Pike, Unit 11	88,468	\$25.87	\$2,289,025



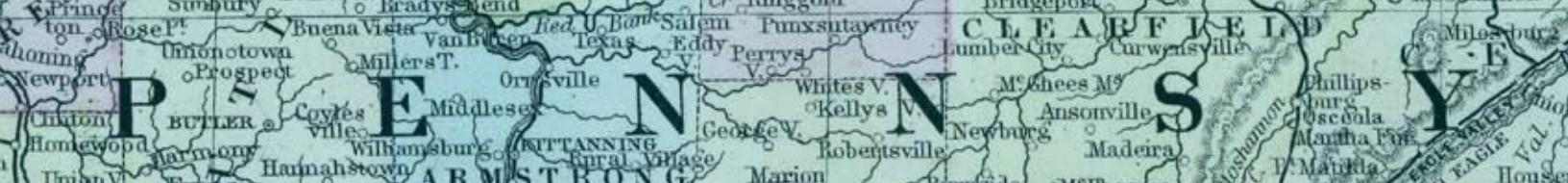
**Table 8: Stores Ranked By Total Dollar Sales Amounts, RY 2010-11, Continued**

Rank	Store	City	Address	Transaction Count	Avg. Value of Transaction	Dollar Sales Amount
297	5152	Philadelphia	Erie Plaza 3772 L St	105,681	\$21.64	\$2,286,465
298	6302	Canonsburg	43 E Pike St	79,016	\$28.87	\$2,281,110
299	0234	Pittsburgh	West View Sc	96,566	\$23.49	\$2,268,591
300	1901	Berwick	1012 West View Park Dr	76,689	\$29.53	\$2,264,753
301	3921	Allentown	35 Briar Creek Road Airport Plaza Shopping Ctr	72,799	\$31.00	\$2,256,919
302	6525	Greensburg	6041 Route 30, Suite 350	82,053	\$27.47	\$2,253,729
303	0921	Yardley	Yardley Shopping Center	61,669	\$36.47	\$2,249,319
304	4013	Wilkes-Barre	25 S Main St	103,945	\$21.62	\$2,246,867
305	0203	Pittsburgh	South Main Plaza Braddock Hills Shopping Ct	88,422	\$25.34	\$2,241,007
306	0285	Allison Park	230 Yost Blvd	71,776	\$30.79	\$2,210,306
307	0282	White Oak	4706 William Flynn Hwy Suite 8	82,686	\$26.73	\$2,209,904
308	0927	Pipersville	Oak Park Mall	80,198	\$27.55	\$2,209,430
309	3803	Palmyra	2001 Lincoln Way	83,639	\$26.38	\$2,206,392
310	3504	Childs	Plumstead Square Shop Ctr	74,748	\$29.46	\$2,202,301
311	4805	Northampton	5837 Easton Rd	85,500	\$25.73	\$2,199,564
312	3708	New Castle	Palmyra Shopping Center	82,848	\$26.48	\$2,193,613
313	0294	McKeesport	901 E Main St Suite 12	67,236	\$32.62	\$2,193,112
314	2511	Erie	529 Main St	92,369	\$23.72	\$2,190,645
315	4031	Hazleton	737 East 38th St	79,176	\$27.60	\$2,185,282
316	0280	Pittsburgh	Hazleton Shopping Center	108,878	\$20.03	\$2,180,647
317	5108	Philadelphia	534 W. Broad Street	127,643	\$17.04	\$2,174,800
318	1002	Harmony	2800 Robinson Blvd	77,545	\$27.78	\$2,154,130
319	1526	Phoenixville	3250 N Broad Street	90,079	\$23.89	\$2,152,326
320	0218	Pittsburgh	9 Northgate Plaza Unit 5	73,576	\$29.23	\$2,150,353
321	3603	Columbia	2410 Wilmington Rd	83,157	\$25.85	\$2,149,655
322	3602	Lancaster	Olympia Shopping Center	105,640	\$20.33	\$2,148,073
323	3610	Denver	4313 Walnut St	72,025	\$29.67	\$2,136,999
324	0264	Pittsburgh	252 N Queen St 1st Fl	69,647	\$30.59	\$2,130,452
325	6703	Hanover	Muddy Creek Shoppes	74,831	\$28.47	\$2,130,414
326	2518	Edinboro	2350 N Reading Rd Str 11	78,771	\$27.04	\$2,130,360
327	4903	Sunbury	Shaler Plaza Suite 7	71,564	\$29.67	\$2,123,190
328	2201	Harrisburg	880 Butler St	106,019	\$19.99	\$2,119,414
329	3204	Indiana	Grandview Plaza Complex	72,323	\$29.26	\$2,116,422
330	475 Ben Franklin South, Sts 30 & 32	Warminster	1446 Baltimore St, Unit G	69,490	\$30.41	\$2,112,894
331	0923	Jamison	Washington Towne Center	71,067	\$29.69	\$2,110,312
332	2217	Harrisburg	140 Washington Towne Blvd	80,920	\$26.04	\$2,106,998
333	6301 Grayson Rd Suite A118	Pittsburgh	Swatara Square	81,032	\$25.90	\$2,098,938
334	2356 Golden Mile Hwy	Downington	6301 Grayson Rd Suite A118	78,189	\$26.83	\$2,097,744
335	2395 Old York Rd	Tunkhannock	Brandywine Village Shp Ctr	75,217	\$27.80	\$2,091,100
336	2109	Camp Hill	1239 Horseshoe Pike Rt 322	77,850	\$26.76	\$2,083,648
337	3441 Simpson Ferry Rd	Middletown	2 Village Center	84,681	\$24.56	\$2,079,767
338	7657 Lake Raystown SC	Huntingdon	Harrisburg West SC	73,491	\$28.29	\$2,078,792
339	13 Weis Plaza	Nanticoke	430 E Main Street	81,006	\$25.60	\$2,073,448



**Table 8: Stores Ranked By Total Dollar Sales Amounts, RY 2010-11, Continued**

Rank	Store	City	Address	Transaction Count	Avg. Value of Transaction	Dollar Sales Amount
340	0608	Sinking Spring	Springtown Shopping Ctr 2671 Shillington Rd	77,963	\$26.09	\$2,033,871
341	5408	Pottsville	888 Gordon Nagle Trail	66,192	\$30.71	\$2,032,471
342	0606	Hamburg	500 Hawk Ridge Dr Suite #8	68,077	\$29.82	\$2,030,060
343	0220	Oakmont	624 Allegheny River Blvd	45,196	\$44.86	\$2,027,421
344	0308	Kittanning	Franklin Village Shpg Ctr 13 Franklin Village Mall	69,361	\$29.07	\$2,016,257
345	2208	Harrisburg	Uptown Plaza 2943 N 7th St	104,730	\$19.16	\$2,006,366
346	9105	Philadelphia	4600 Lancaster Ave	122,126	\$16.34	\$1,995,281
347	1005	Butler	Bon Aire Plaza 1101 N Main St	72,745	\$27.39	\$1,992,306
348	0275	Pittsburgh	826 Hazelwood Ave	73,752	\$27.01	\$1,991,680
349	5401	Pottsville	530 Pottsville Park Plaza Route 61 North	75,774	\$26.25	\$1,989,349
350	2309	Brookhaven	4117 Edgmont Ave	101,384	\$19.61	\$1,988,278
351	0801	Sayre	2323 N Elmira St	68,257	\$29.06	\$1,983,474
352	5198	Philadelphia	Freedom Square Shop Center 5113 Germantown Ave	107,863	\$18.33	\$1,977,664
353	1503	West Grove	Shoppes at Jenners Village 831 W Baltimore Pike Ste E	84,699	\$23.26	\$1,970,074
354	0255	Cheswick	Cheswick Plaza 1302 Pittsburgh St	61,221	\$32.18	\$1,969,915
355	4032	West Hazleton	12 Diana Lane	65,485	\$30.07	\$1,969,132
356	6702	Etters	150 Newberry Commons	68,360	\$28.77	\$1,966,798
357	4644	Horsham	900 Village Mall	93,032	\$21.09	\$1,961,949
358	3902	Schnecksville	5041 Rt 873	75,833	\$25.83	\$1,958,705
359	0918	Trevose	Trevose Shopping Plaza 560 Andrews Rd	79,016	\$24.78	\$1,957,907
360	3618	Morgantown	Clock Tower Plaza li,Ste 1 2846 Main St	71,852	\$27.19	\$1,953,992
361	0930	Warrington	Doylestown Point Plaza 1661 Easton Rd	64,635	\$30.09	\$1,945,139
362	3520	Scranton	Green Ridge Plaza 1600 Nay Aug Ave	84,255	\$23.07	\$1,943,479
363	4002	Wilkes-Barre	7 George Avenue	86,564	\$22.43	\$1,941,788
364	3502	Dickson City	1512 Scranton Carbondale H	60,729	\$31.87	\$1,935,727
365	2603	Connellsville	808 Vanderbilt Road	63,308	\$30.50	\$1,930,628
366	4034	Wyoming	1008 Wyoming Ave	69,790	\$27.64	\$1,929,163
367	2513	Erie	East Erie Plaza Shop Ctr 828 E. Sixth St	71,464	\$26.87	\$1,920,367
368	6501	Greensburg	105 Harrison Ave	59,150	\$32.43	\$1,918,471
369	5127	Philadelphia	2511 W Girard Ave	102,268	\$18.62	\$1,904,507
370	4104	Muncy	1274 East Penn St	63,085	\$30.12	\$1,900,216
371	0603	Sinking Spring	Sinking Spring Plaza 4880 Penn Ave	64,010	\$29.49	\$1,887,615
372	5120	Philadelphia	Academy Plaza 3246 Red Lion Rd	93,522	\$20.18	\$1,887,483
373	2517	Erie	3412 W Lake Rd	51,442	\$36.61	\$1,883,250
374	3518	Scranton	Keyser Oak Plaza Str 11 1762 Keyser Oak Ave	75,005	\$25.10	\$1,882,965
375	3601	New Holland	New Holland Shopping Ctr 681 W Main St	68,186	\$27.41	\$1,869,017
376	9212	Imperial	Penn Lincoln Center 440 Penn Lincoln Dr	62,624	\$29.70	\$1,859,789
377	5171	Philadelphia	4177 Ridge Ave	80,961	\$22.93	\$1,856,077
378	6701	York	Yorktowne Mall 131 N Duke St, Suite 4	59,600	\$31.14	\$1,855,957
379	0705	Altoona	Chestnut Plaza 220 E.Chestnut Ave	76,149	\$24.34	\$1,853,250
380	2805	Chambersburg	Lincoln Way Shop Center 1670 Lincoln Way E	81,426	\$22.76	\$1,853,101
381	4803	Pen Argyl	1375 Blue Valley Dr	74,313	\$24.88	\$1,849,120
382	0904	Perkasie	Perkasie Square 511 Constitution Ave	77,049	\$23.99	\$1,848,508



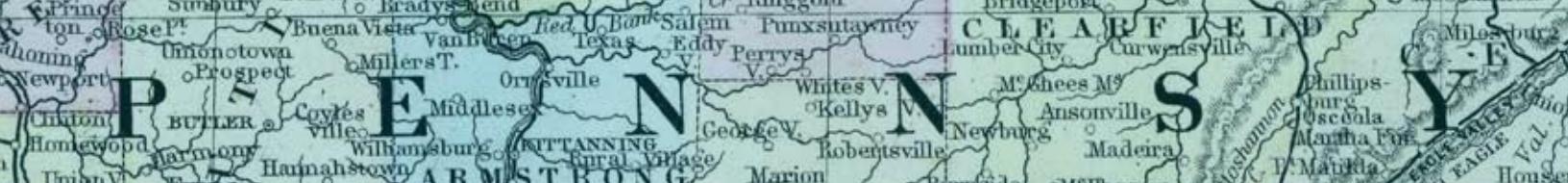
**Table 8: Stores Ranked By Total Dollar Sales Amounts, RY 2010-11, Continued**

Rank	Store	City	Address	Transaction Count	Avg. Value of Transaction	Dollar Sales Amount
383	4801	Walnutport	Walnutport Shopping Center 200C S Best Ave	70,257	\$26.25	\$1,844,550
384	3503	Scranton	Price Chopper Shopping Ctr 1520 S Main Ave	73,170	\$25.04	\$1,832,003
385	0295	North Versailles	Great Valley Mart 355 Lincoln Hwy	89,217	\$20.48	\$1,827,505
386	1102	Johnstown	East Hills Plaza 1513 Scalp Ave	68,613	\$26.62	\$1,826,468
387	4902	Coal Township	The Plaza At Coal Township 9345 State Route 61	61,345	\$29.75	\$1,824,979
388	2304	Newtown Square	Edgemont Square Shop Ctr 4839 West Chester Pike	50,985	\$35.59	\$1,814,510
389	6512	Delmont	Salem 22 Plaza 6518 Route 22, Suite 444	63,456	\$28.55	\$1,811,588
390	1009	Sarver	240 Buffalo Plaza	58,360	\$30.99	\$1,808,704
391	3609	Mount Joy	Mount Joy Square 921 E Main St	68,963	\$26.17	\$1,804,546
392	4028	Wilkes-Barre	850 Sans Souci Pky	71,440	\$25.25	\$1,803,947
393	2111	Enola	East Penn Center 736 Wertzville Road	68,328	\$26.37	\$1,801,612
394	1006	Butler	340 Greater Butler Mart	58,039	\$30.72	\$1,783,163
395	0936	New Britain	Town Center Shopping Ctr 300 Town Center	69,068	\$25.81	\$1,782,697
396	4303	Greenville	100 Hadley Rd., #7	58,125	\$30.56	\$1,776,043
397	5136	Philadelphia	Blue Grass Shop Ctr 2417 Welsh Rd, Str 8	75,021	\$23.67	\$1,775,763
398	4308	Grove City	33 Pine Grove Square Dr	69,295	\$25.53	\$1,769,020
399	0283	Natrona Heights	Heights Plaza 1632 Pacific Ave	70,398	\$25.12	\$1,768,416
400	2325	Aston	3486 Concord Rd, Str 11	76,868	\$22.96	\$1,765,143
401	1519	Malvern	The Shops At Great Valley 20 Liberty Blvd	57,959	\$30.40	\$1,761,987
402	2218	Hershey	731 Cherry Drive	73,010	\$24.13	\$1,761,721
403	0202	Verona	RiverTown Shops 90 Allegheny River Blvd	67,842	\$25.92	\$1,758,533
404	6314	Washington	980 Jefferson Ave	81,930	\$21.42	\$1,754,946
405	5403	Tamaqua	141 N. Railroad Street	69,137	\$25.26	\$1,746,202
406	5202	Hawley	Vill Ctr At Lords Valley Hc8 Box 8416 Rt 739	69,568	\$25.06	\$1,743,155
407	0707	Altoona	ValleyView Shop Ctr 613 Pleasant Valley Blvd	59,198	\$29.42	\$1,741,603
408	0604	Reading	4721 Perkiomen Ave.	55,634	\$31.27	\$1,739,433
409	2802	Waynesboro	Wayne Heights Mall 1507-1509 East Main St	55,483	\$31.14	\$1,727,586
410	2520	Girard	Imperial Point Plaza 9135 Ridge Rd	58,150	\$29.62	\$1,722,580
411	3521	Covington Twp	921 DrinkerTpke, Suite 23	64,156	\$26.80	\$1,719,628
412	0261	Pittsburgh	2629 Brownsville Rd	68,595	\$25.05	\$1,718,155
413	6102	Franklin	541 Allegheny Blvd	58,869	\$29.13	\$1,714,746
414	5802	Montrose	Price Chopper Plaza 1670 State Roue 706, Ste 6	52,530	\$32.63	\$1,714,034
415	4802	Easton	111 Northampton St	66,266	\$25.85	\$1,712,721
416	6509	Mt Pleasant	208 Countryside Plaza	65,595	\$26.08	\$1,710,951
417	1705	Clearfield	Clearfield Mall 1824 Daisy St	58,580	\$29.11	\$1,705,182
418	0252	Pittsburgh	4643 Centre Ave	77,249	\$22.05	\$1,703,672
419	2317	Ridley Park	12 E Hinckley Ave	74,390	\$22.89	\$1,703,114
420	9210	Verona	Community Plaza 1103 Milltown Rd	68,809	\$24.51	\$1,686,740
421	6506	Mount Pleasant	656 Main St	27,870	\$60.44	\$1,684,547
422	0206	McKees Rocks	McKees Rocks Plz 409 Chartiers Ave	80,320	\$20.94	\$1,681,961
423	0242	Monroeville	Haymaker Village Shops 4524 Broadway Blvd	57,752	\$29.09	\$1,679,989
424	0210	South Park	The Bavarian Village 2550 Brownsville Rd	58,443	\$28.71	\$1,677,856
425	0230	Pittsburgh	529 Liberty Ave	115,001	\$14.56	\$1,674,105



**Table 8: Stores Ranked By Total Dollar Sales Amounts, RY 2010-11, Continued**

Rank	Store	City	Address	Transaction Count	Avg. Value of Transaction	Dollar Sales Amount	
426	0216	Carnegie	102 E Main St	73,824	\$22.66	\$1,673,103	
427	0610	Kenhorst	300 Kenhorst Plaza	70,050	\$23.87	\$1,672,092	
428	3505	Old Forge	305 S Main St	55,943	\$29.86	\$1,670,532	
429	2108	Enola	Summerdale Plaza Shop Ctr	58,847	\$28.30	\$1,665,406	
430	2402	St Marys	443 N Enola Rd St Marys Plaza Shop Ctr	55,118	\$29.87	\$1,646,504	
431	4106	Williamsport	832 S St Marys Rd	62,455	\$26.35	\$1,645,789	
432	0217	Coraopolis	2067 Lycoming Creek Rd	59,928	\$27.44	\$1,644,591	
433	0408	New Brighton	1110 Fourth Ave	65,866	\$24.85	\$1,636,719	
434	0617	Womelsdorf	816 3rd Ave	56,742	\$28.75	\$1,631,164	
435	1304	Lehighton	Tulpehocken Village SC	430 N Third St	59,744	\$27.10	\$1,619,030
436	4107	Montoursville	143 South St	59,224	\$27.17	\$1,609,250	
437	4022	Mountaintop	Montoursville	Weis Market Shopping Ctr	57,157	\$28.15	\$1,609,059
438	2315	Boothwyn	South Mountain Blvd Rd 9	643 Conchester Pike	41,424	\$38.79	\$1,606,875
439	0802	Towanda	Colonial Plaza	387 York Ave, Suite 2	56,272	\$28.11	\$1,581,643
440	2611	Uniontown	Uniontown Shop Ctr	946 Morgantown Rd	59,820	\$26.30	\$1,573,542
441	5905	Mansfield	Mansfield Plaza	181 N Main St	50,024	\$31.30	\$1,565,983
442	5903	Wellsboro	16 Crafton St	16 Crafton St	51,228	\$30.41	\$1,557,597
443	0281	Glenshaw	1706 Mt Royal Blvd	61,183	\$25.44	\$1,556,312	
444	1302	Jim Thorpe	1215 North Street	1215 North Street	47,667	\$32.20	\$1,534,849
445	3605	Manheim	Manheim Shop Ctr	Manheim Shop Ctr	57,959	\$26.47	\$1,534,390
446	3702	Ellwood City	97 Doe Run Road	729 Lawrence Ave	53,468	\$28.65	\$1,531,922
447	6522	New Stanton	111 Westmore Ave	111 Westmore Ave	49,304	\$30.96	\$1,526,593
448	1008	Slippery Rock	Slippery Rock Plaza Ste 2	223 Grove City Rd	64,049	\$23.70	\$1,518,223
449	4904	Milton	Weis Market Shop Ctr	551 Mahoning St	54,858	\$27.63	\$1,515,569
450	4809	Bath	Bath Shopping Center	362 S Walnut St	58,705	\$25.80	\$1,514,827
451	2225*	Harrisburg	990 Briarsdale Road Unit A	990 Briarsdale Road Unit A	17,734	\$85.41	\$1,514,633
452	0297	West Mifflin	Village Shopping Center	Village Shopping Center	53,151	\$28.30	\$1,504,057
453	1401	Bellefonte	1874 Homeville Rd	114 N Spring St	53,756	\$27.95	\$1,502,676
454	4025	Conyngham	Valley Plaza	653 State Rte 93, Store 3	55,463	\$27.09	\$1,502,578
455	4634	Norristown	341 Dublin Pike	2028 Old Arch Rd Store 4	71,139	\$20.99	\$1,493,103
456	0931	Perkasie	Us 1 Plaza	341 Dublin Pike	56,542	\$26.19	\$1,480,643
457	0908	Pennel	315 W Lincoln Hwy	Us 1 Plaza	67,617	\$21.89	\$1,479,861
458	1603	Clarion	58 Staples Plaza, Ste 15	315 W Lincoln Hwy	49,970	\$29.44	\$1,471,285
459	0273	Pittsburgh	3202 Brighton Rd	58 Staples Plaza, Ste 15	77,314	\$19.01	\$1,469,801
460	4806	Nazareth	34 S Broad St	3202 Brighton Rd	58,563	\$24.95	\$1,461,385
461	4023	W Pittston	801 Wyoming Ave	34 S Broad St	57,120	\$25.58	\$1,461,327
462	2504	North East	Plaza 10720 W Main St	801 Wyoming Ave	49,205	\$29.59	\$1,455,996
463	3805	Cleona	Cleona Square Shop Ctr	Plaza 10720 W Main St	55,953	\$25.74	\$1,440,097
464	6511	Belle Vernon	471 W. Penn Ave	Cleona Square Shop Ctr	50,751	\$28.35	\$1,438,813
465	1601	Clarion	4627 Route 51, Suite 520	471 W. Penn Ave	43,465	\$32.84	\$1,427,391
466	0236	Elizabeth	800 Center	4627 Route 51, Suite 520	54,422	\$26.21	\$1,426,195
467	5409	Orwigsburg	845 Main St	800 Center	40,014	\$35.25	\$1,410,317
468	0279	Pittsburgh	820 McKeesport Rd	845 Main St	60,912	\$23.12	\$1,408,410
469	6514	Vandergrift	147 Columbia Ave	820 McKeesport Rd	52,346	\$26.84	\$1,405,191
470	5001	Newport	8 Newport Plaza	147 Columbia Ave	53,239	\$25.89	\$1,378,561
471	6510	Lower Burrell	249 Hillcrest SC	8 Newport Plaza	52,686	\$26.13	\$1,376,597
472	5412	Schuylkill Haven	3220 Leechburg Road	249 Hillcrest SC	51,790	\$26.52	\$1,373,434



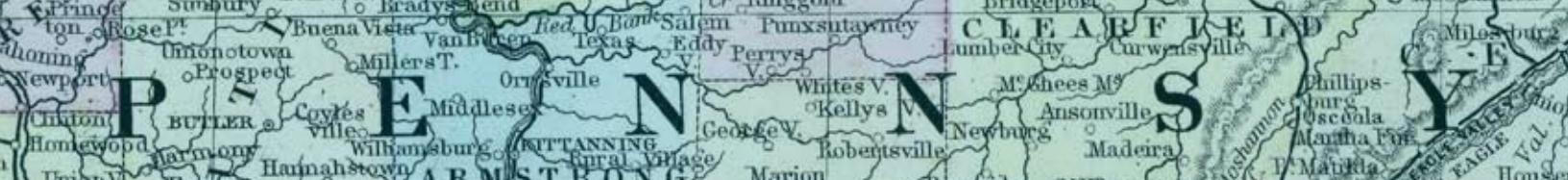
**Table 8: Stores Ranked By Total Dollar Sales Amounts, RY 2010-11, Continued**

Rank	Store	City	Address	Transaction Count	Avg. Value of Transaction	Dollar Sales Amount
473	6706	Manchester	Chester Square Shop Ctr 4169 N George St Extended	59,092	\$23.15	\$1,368,070
474	0403	Ambridge	999 Merchant St	54,911	\$24.80	\$1,362,031
475	3523	Eynon	771 Scranton Carbondale Hwy	45,848	\$29.37	\$1,346,727
476	0219	West Mifflin	Kennywood Shops 1326 Hoffman Blvd	67,496	\$19.80	\$1,336,751
477	6101	Oil City	Seneca Street Plaza 50 Seneca St	40,948	\$32.52	\$1,331,554
478	0402	Hopewell Twp	Green Garden SC 3113 Green Garden Rd	54,866	\$24.19	\$1,327,252
479	6304	Charleroi	105 Third St	42,944	\$30.67	\$1,316,912
480	2515	Erie	Commodore Perry Plaza 2208 Broad St	62,625	\$20.97	\$1,313,480
481	3612	Gap	VillageAt Gap Shop Ctr 5360 Lincoln Hwy Store 14	48,791	\$26.53	\$1,294,555
482	3706	New Castle	4 Cascade Galleria 100 S Jefferson St	58,177	\$22.11	\$1,286,101
483	6505	New Kensington	328 Central City Plz	58,325	\$21.98	\$1,281,795
484	4604	Pottstown	212 E High St	68,799	\$18.57	\$1,277,857
485	4017	Plains	Plains Plaza 21 N River St	47,362	\$26.94	\$1,275,839
486	1706	Philipsburg	4A Peebles Plaza	49,760	\$25.61	\$1,274,219
487	3501	Moosic	3364 Birney Plaza	43,364	\$29.35	\$1,272,769
488	2316	Newtown Square	Newtown Sqare Shopping Ctr 3590 West Chester Pike	52,630	\$23.90	\$1,258,059
489	6516	Jeannette	Penn Crossing Shopping Ctr 2012 Penny Lane	46,403	\$27.09	\$1,257,044
490	2204	Steelton	325 N Front St	47,684	\$26.06	\$1,242,876
491	3001	Waynesburg	Widewaters Commons 55 Sugar Run Rd Suite 105	48,847	\$25.35	\$1,238,380
492	0204	Homestead	139 E 8th Ave	54,065	\$22.90	\$1,238,192
493	0412	Baden	Northern Lts Shoppers City 1603 State St, West	49,134	\$25.07	\$1,232,005
494	3302	Punxsutawney	567 W Mahoning St	43,719	\$28.11	\$1,229,085
495	0223	Pittsburgh	126 Grant Ave	52,305	\$23.19	\$1,212,727
496	0212	Pittsburgh	959 Liberty Ave	49,936	\$24.19	\$1,207,876
497	2002	Titusville	126 S Martin St	43,074	\$28.00	\$1,206,097
498	4301	Sharon	Sharon Ctr City Shop Ctr 120 S Water Ave	51,688	\$23.29	\$1,203,604
499	6504	Jeannette	114 S Fifth St	37,168	\$31.82	\$1,182,502
500	9203	Leetsdale	3 QuakerVillage SC	40,455	\$29.07	\$1,175,991
501	5402	Shenandoah	9 Gold Star Plaza	49,563	\$23.72	\$1,175,837
502	4811	Wind Gap	15 N Broadway	50,178	\$23.28	\$1,167,898
503	6306	Monongahela	245 W Main St	46,017	\$25.26	\$1,162,252
504	0271	Munhall	3408 Main St	45,076	\$25.45	\$1,147,359
505	0205	McKeesport	149 5th Ave	65,618	\$17.34	\$1,137,893
506	4503	Cresco	1152 Route 390	40,684	\$27.95	\$1,136,949
507	0902	Doylestown	19 W Court St	28,239	\$40.23	\$1,136,186
508	4103	Jersey Shore	354 Allegheny St	41,054	\$27.15	\$1,114,632
509	2213	Halifax	3775 Peters Mountain Rd	40,667	\$27.31	\$1,110,654
510	6311	California	327 Third St	41,643	\$26.64	\$1,109,202
511	2506	Corry	Corry Plaza 350 W Columbus Ave	39,833	\$27.82	\$1,108,092
512	4616	Schwenksville	100 Main St	43,339	\$25.49	\$1,104,625
513	5148	Philadelphia	1111 Locust Street	43,320	\$25.38	\$1,099,277
514	1106	Ebensburg	College Plaza 881 Hills Plaza Dr. Ste 10	36,627	\$29.73	\$1,088,800
515	0244	Glassport	739 Monongahela Ave	48,956	\$22.12	\$1,083,138
516	3701	New Castle	LawrenceVillage Plaza 2656 Ellwood Rd	43,316	\$24.78	\$1,073,506
517	0903	Ottsville	8794 Easton Road Suite #1	34,156	\$31.28	\$1,068,342
518	1110	Ebensburg	607 W High St	38,582	\$27.50	\$1,060,912
519	5129	Philadelphia	1446 Point Breeze Ave	80,708	\$13.07	\$1,055,119
520	3707	New Castle	Westgate Shopping Center 2034 W State St	39,973	\$26.36	\$1,053,545
521	5603	Windber	1607 Jefferson Ave	32,570	\$32.21	\$1,049,105



**Table 8: Stores Ranked By Total Dollar Sales Amounts, RY 2010-11, Continued**

Rank	Store	City	Address	Transaction Count	Avg. Value of Transaction	Dollar Sales Amount
522	0601	Reading	537 Penn St	59,353	\$17.42	\$1,033,821
523	0293	Pittsburgh	Southland Shopping Center 523 Clairton Blvd	36,197	\$28.50	\$1,031,509
524	6002	Mifflinburg	30 E Chestnut St	37,661	\$27.37	\$1,030,922
525	9109	Philadelphia	Andorra Shopping Center 8500 Henry Ave	39,127	\$25.85	\$1,011,271
526	3201	Blairsville	215 E Market St	36,919	\$27.31	\$1,008,222
527	4304	Mercer	Rt 58 North	36,246	\$27.74	\$1,005,327
528	5179	Philadelphia	6174 Ridge Ave	48,317	\$20.59	\$994,840
529	2803	Greencastle	Greencastle Market Pl S C 512 N Antrim Way	39,947	\$24.48	\$978,049
530	4020	White Haven	White Haven Shopping Ctr 501 Main St	35,883	\$26.68	\$957,435
531	4612	Hatboro	225 N York Rd	41,595	\$22.97	\$955,545
532	2004	Linesville	211 E Erie St	27,994	\$33.99	\$951,595
533	6305	McDonald	McDonald Shopping Plaza 301 W Barr St	36,071	\$26.08	\$940,657
534	1001	Butler	Pullman Square Shop Ctr 180 Pullman Square, Box 15	42,594	\$21.75	\$926,354
535	4109	S Williamsport	510 W Southern Ave	37,582	\$24.48	\$919,942
536	2202	Harrisburg	1200 N 3rd St	41,990	\$21.85	\$917,332
537	1104	Cresson	101 Park Ave	36,606	\$25.04	\$916,790
538	1101	Johnstown	426 Main St	39,665	\$22.97	\$911,216
539	0704	Tyrone	1260 Pennsylvania Ave	36,724	\$24.48	\$898,999
540	1524	Oxford	Oxford Square Shopping Center 449 N Third St	37,526	\$23.90	\$896,736
541	5301	Coudersport	151 Route 6 West	32,308	\$27.61	\$892,095
542	1103	North Cambria	910 Philadelphia Ave Suite 1	27,015	\$32.78	\$885,685
543	2219	Harrisburg	333 Market Street	35,664	\$24.33	\$867,782
544	4504	Stroudsburg	761 Main St	17,745	\$48.13	\$854,002
545	1115	Johnstown	20th Ward Shopping Center 358 N Sheridan St	38,666	\$21.96	\$849,011
546	3301	Brookville	160 Main St	28,809	\$28.97	\$834,615
547	1303	Palmerston	221 Delaware Ave	31,357	\$26.47	\$830,030
548	3002	Carmichaels	Brodak Commons 554 South 88 Rd	29,947	\$27.49	\$823,290
549	6502	Latrobe	313 Depot St	24,657	\$32.55	\$802,471
550	6103	Cranberry	17 Kimberly Lane, Unit 6	36,153	\$22.12	\$799,546
551	5413	Pine Grove	16 Tremont Rd	23,514	\$30.90	\$726,494
552	5701	Dushore	121 W Main St	26,985	\$26.87	\$725,143
553	2205	Lykens	529 S Market St	22,529	\$32.09	\$723,036
554	3205	Indiana	Regency Mall 1570 Oakland Ave Ste 120	27,013	\$26.74	\$722,305
555	3401	Mifflintown	Weis Shopping Center PO Box 350	27,182	\$26.24	\$713,256
556	5002	Duncannon	65 Main St	24,930	\$27.77	\$692,233
557	6503	Monessen	925 Donner Ave	19,167	\$35.58	\$682,001
558	5102	Philadelphia	4346 Frankford Ave	45,755	\$14.79	\$676,874
559	4619	Bridgeport	24 E 4th St	25,874	\$26.15	\$676,663
560	0270	Pittsburgh	3643 California Ave	29,860	\$21.88	\$653,212
561	4901	Mount Carmel	136 S Oak St	22,271	\$29.14	\$649,001
562	4618	Norristown	504 W Marshall St	35,012	\$17.55	\$614,629
563	2401	Ridgway	305 N Broad St	18,799	\$32.05	\$602,551
564	0302	Kittanning	137 S Jefferson St	16,241	\$36.51	\$592,888
565	2318	Chester	2709 W 9th St	36,775	\$16.02	\$589,116
566	1111	Portage	3670 Portage St, Suite 3	18,096	\$31.83	\$576,059
567	5803	Susquehanna	The Shops 236 Erie Blvd	17,728	\$32.07	\$568,519
568	4202	Kane	124 Fraley St	18,573	\$29.85	\$554,468
569	2901	Mcconnellsburg	Ayr Town Center 362 S. Second Street	18,742	\$29.13	\$546,021
570	4302	Farrell	837 Sharon New Castle Rd	25,236	\$21.56	\$544,133
571	0265	Russellton	Deer Lake Plaza 908 Little Deer Crk Vly Rd	18,911	\$27.83	\$526,369
572	0804	Wyalusing	41871 Route 6	17,991	\$28.30	\$509,110
573	3102	Mt Union	25 W Water St	19,683	\$25.67	\$505,351



**Table 8: Stores Ranked By Total Dollar Sales Amounts, RY 2010-11, Continued**

Rank	Store	City	Address	Transaction Count	Avg. Value of Transaction	Dollar Sales Amount
574	0303	Leechburg	163 Third St	16,282	\$30.92	\$503,506
575	6312	Fredericktown	524 Front St	14,606	\$34.29	\$500,833
576	6508	Irwin	310 Main St	15,882	\$30.84	\$489,746
577	1301	Lansford	46 W Ridge St	22,187	\$22.06	\$489,411
578	6307	Burgettstown	Kwik Stop Plaza	17,131	\$28.12	\$481,739
579	2604	Masontown	2038 Smith Twp Rd Suite 2	17,667	\$27.15	\$479,657
580	2512	Union City	1890 McClellandtown Rd	15,860	\$29.90	\$474,162
581	1004	Petrolia	66 N Main St	9,441	\$47.91	\$452,336
582	6203	Youngsville	102 Main St	13,052	\$33.78	\$440,881
583	2608	Perryopolis	107 E Main St	13,731	\$32.06	\$440,206
584	0405	Midland	3532 Pittsburgh Road Suite A	17,069	\$24.61	\$420,073
585	1201	Emporium	508 Midland Ave	12,718	\$32.46	\$412,882
586	2702	Tionesta	54 E Fourth St	13,755	\$29.26	\$402,409
587	0307	Apollo	644 Elm St	15,648	\$25.58	\$400,207
588	5801	Forest City	206 N Warren Ave	14,288	\$28.01	\$400,143
589	5904	Westfield	605 Main St	8,686	\$41.74	\$362,560
590	2804	Mercersburg	126 W Main St	7,488	\$47.72	\$357,332
591	4010	Freeland	9 S Main St	10,823	\$32.05	\$346,875
592	4204	Port Allegany	602 Centre St	11,392	\$29.24	\$333,132
593	5405	Frackville	66 Mill St	12,552	\$26.26	\$329,620
594	5404	Ashland	500 W Oak St	11,555	\$28.02	\$323,819
595	2212	Middletown	630 Centre St	14,785	\$21.72	\$321,095
596	1602	New Bethlehem	Jamesway Plaza	10,466	\$30.64	\$320,728
597	0803	Troy	1569 W Harrisburg Pike	9,068	\$35.35	\$320,556
598	3203	Clymer	452 Broad St	7,801	\$39.89	\$311,164
599	0905	New Hope	752 Canton Street	6,469	\$47.88	\$309,733
600	5302	Galetton	560 Franklin St	10,656	\$28.93	\$308,243
601	4203	Smethport	157 Troy Street	9,933	\$30.92	\$307,156
602	2701	Marienville	821 Centennial St	10,195	\$29.90	\$304,839
603	0805	Canton	600 Main St	9,217	\$31.47	\$290,046
604	6301	Washington	445 Main St	12,184	\$22.09	\$269,137
605	1107	East Conemaugh	60 Main St	6,660	\$39.78	\$264,928
606	2003	Cambridge Springs	513 Chestnut St	6,795	\$38.36	\$260,627
607	1604	Knox	273 S Main St	6,412	\$40.54	\$259,929
608	3303	Brockway	506 Main St	7,284	\$35.22	\$256,536
609	1703	Houtzdale	445 Main St	9,271	\$27.63	\$256,204
610	0502	Saxton	821 Ohio Street	7,426	\$34.42	\$255,637
611	5606	Boswell	600 Main St	6,622	\$34.13	\$226,005
612	5406	Mahanoy City	513 Chestnut St	8,445	\$26.39	\$222,896
613	3305	Reynoldsville	60 Main St	5,723	\$37.68	\$215,625
614	1802	Renovo	410 Main St	5,279	\$38.68	\$204,200
615	6513	Avonmore	536 Erie Ave	6,474	\$30.43	\$196,986
616	1704	Curwensville	PO Box 38	6,010	\$31.40	\$188,713
617	2602	Brownsville	449 State St	6,009	\$30.23	\$181,641
618	5601	Meyersdale	127 Brownsville Ave	3,600	\$49.90	\$179,627
619	6202	Sheffield	686 Market Square	5,258	\$32.87	\$172,831
620	1511	Coatesville	212 S Main St	12,826	\$12.95	\$166,048
621	4609	Oreland	806 E Lincoln Hwy	5,908	\$27.69	\$163,594
622	1403	Snow Shoe	#1 Allison Rd	4,599	\$31.23	\$143,645
623	2605	Point Marion	15 W Olive St	3,557	\$40.09	\$142,596
624	5106	Philadelphia	213 Penn St	2,734	\$26.64	\$72,843
			Harrowgate Shopping Center			
			3528 1St			

\*An asterisk after the store number indicates a licensee or fulfillment center.



We hope you've enjoyed the information in this report, and found it informative and interesting. The PLCB Office of Marketing & Merchandising is dedicated to superior analysis and market research to inform our business decisions, ensuring maximum return on investment for citizens and customers. If you have any questions or would like further information regarding the content of this report, please do not hesitate to reach out to the members of our team, listed below.

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