

RETAIL YEAR IN REVIEW

2011 - 2012

FINE WINE & GOOD SPIRITS

PA WINE & SPIRITS STORES

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A MESSAGE FROM THE BOARD



Joseph E. Brion, Chairman



Robert S. Marcus,
Board Member

In an effort to provide our consumers and stakeholders valuable insight into our business, the Pennsylvania Liquor Control Board is proud to present the 2011-2012 Retail Year in Review, our latest in-depth analysis of the agency's marketing and sales data. As you peruse this report, you will find detailed product sales information broken down by dollars and units, as well as by region, county and store to illustrate consumer tastes, product trends and opportunities for growth in Pennsylvania.

While the economy slowly improved in 2011-2012, sales at our stores grew significantly, reaching levels never seen before. Overall sales increased more than 6.7 percent compared to retail year (RY) 10-11. We're proud of that growth because we believe it's a positive reflection of our focus on customer service and improving the consumers' experience.

In RY 11-12, spirits made up nearly 59 percent of total dollar sales statewide. By all measures, the most popular category continues to be vodka, making up more than 13 percent of all dollar sales at PA Wine & Spirits Stores. Several categories saw significant growth, including flavored vodkas and flavored whiskies.

While spirits made up the majority of our sales, wine did slightly improve its market share in RY 11-12 based on units sold. The most popular categories once again included chardonnay, cabernet and boxed wine. Illustrating that cost does matter when making purchasing decisions, the majority of wine consumers focused on domestic value-priced products.

As we begin RY 12-13, we assure you our commitment to our consumers will continue to be the focus of our efforts. Some of the initiatives underway include a rebranding of all of our stores to provide a world-class shopping experience for our consumers, continued data analysis to ensure we're providing the products consumers want and a renewed push to improve efficiencies within the agency to ultimately benefit the taxpayers of Pennsylvania.

A handwritten signature in black ink, appearing to read "Joseph E. Brion".

Joseph E. Brion, Chairman

A handwritten signature in black ink, appearing to read "Robert S. Marcus".

Robert S. Marcus

RESEARCH NOTES

The third edition of the Retail Year in Review (2011 – 2012) once again, seeks to present a user-friendly, approachable and educational view of the retail business of the PA Wine & Spirits Stores. This report has been shaped, over time, by reports from control states, the beverage alcohol industry and feedback from experts. Data was collected through the point of sales system (POS), stored in the data warehouse and extracted through Oracle BI.

A number of filters were used to pull data. Report filters include the retail year end date of 7/1/2012. Due to the leap year, the current year has 53 weeks of sales. Special orders (SO) are not included in all reports. Gregorian calendars, beginning on the first of the month and ending on the final day of the calendar month, were used for certain reports to eliminate any inconsistencies of the “four-five-four” week retail calendar. Each analysis section contains specific details on filters.

Through the process of continual data management there have been changes to data structures and collation procedures. This has an impact on certain part of the data. Brand changes due to updates to items, additions and holiday codes, may create different totals between year to year reports. Therefore, the brand section contains four instances with different totals than previously published.

The Retail Year in Review is a compilation of reports and only a few calculations were performed for comparison purposes. The two calculations are year-to-year change and percentage share. Year-to-year change measures the increase or decrease in transactions, units or dollars between retail years. Percentage share calculates how much a category or county contributes to an overall total. Dollar sales amounts do include the standard mark up and the emergency tax. Sales tax (6%) is not included in the dollar sales amounts. Local taxes for Allegheny and Philadelphia are also not applied.

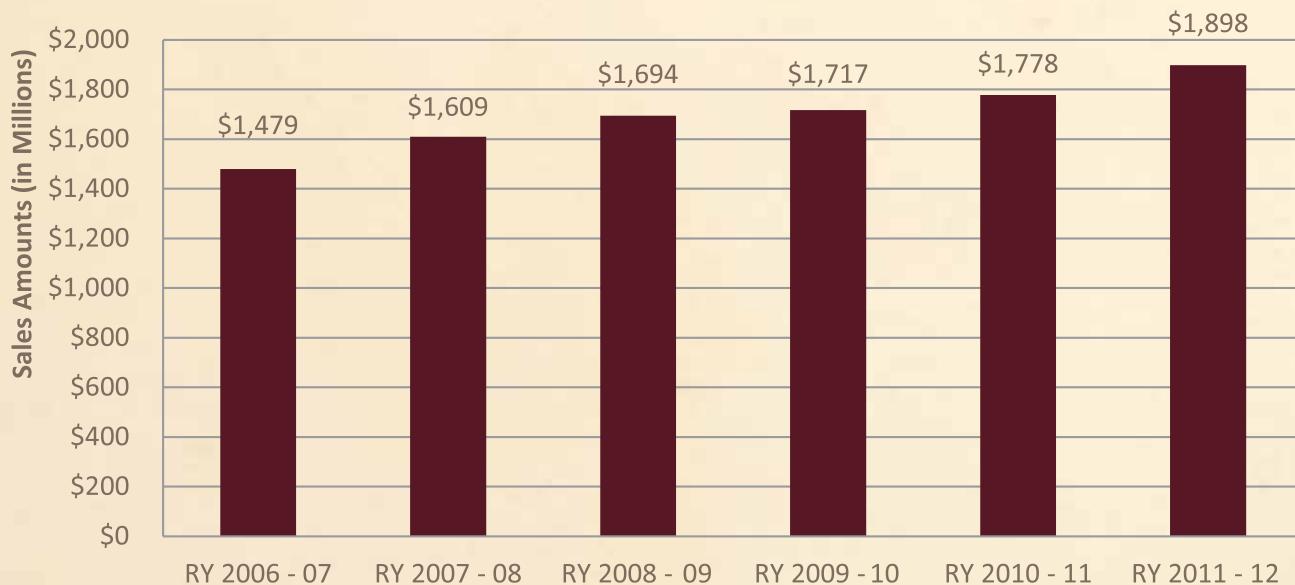
Please note the data in this report are unaudited and may vary from financial statements. The data may also vary from other beverage alcohol industry reports due to calendar date alignments, sorting techniques and filter criteria as well as data normalization. Further, within the past year a new point of sales system (POS) has been implemented. This can create differences in how data are compiled, processed and stored in the data warehouse. Through the process of continual data management there have been changes to data structures and collation procedures. This has an impact on certain pieces of data such as brand and price segment.



RETAIL YEAR SALES & SHARES

Retail year sales and shares provide an overview of dollars, units and transactions within the commonwealth. Over the past six years, there has been a steady increase in total sales for the PA Wine & Spirits Stores. Dollar sales for the end of the current retail year, on regular and luxury items, were \$1,898,161,385. This represents a 6.76% increase from the previous year. Figure 1 summarizes the gains over the previous years. Please note, retail and licensee sales are included in this figure and special orders (SO) are not.

Figure 1: End of Retail Year Dollar Sales Amounts (RY 2006-07 - RY 2011-12)



More specifically, there was a difference between the amount of wines and spirits sold. Table 1 illustrates that RY 2011 - 12 had a higher proportion of dollar sales for spirits or +17.94 points more than wine. The dollar shares of wine remained stable this year, despite a recent trend of gaining share.

Table 1: Wine and Spirits Dollars Sales Amount, RY 2006 - 07 to 2011 - 12

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%
2011 - 12	\$778,859,850	\$1,119,301,536	41.03%	58.97%

Table 2 shows that wines continued to slightly gain in unit share (+0.11).

Table 2: Wine and Spirits Units Sold, RY 2006 - 07 to 2011 - 12

Retail Year	Wine	Spirits	Wine % Share	Spirits % Share
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%
2011 - 12	68,278,060	69,995,504	49.38%	50.62%

An examination of sales by month helped to show the most active sales months¹. December (13.00%) and November (8.70%) tended to have the highest percentage of sales. In terms of dollars, December accounted for \$244,819,530 and November \$162,626,862. Outside of these months, May (8.50%, \$158,871,380) and June (8.40%, \$158,531,458) were the top performing months.

Figure 2: Percent of Sales, Based on Gregorian Month



¹Please note, this report is done using the Gregorian month and the totals will differ from the total sales.

RETAIL YEAR SALES & SHARES

The top market categories are ranked by dollar sales in Table 3 . Vodka (\$253,371,888) and Vodka - Flavored (\$110,268,751) were the two largest categories for the retail year. In terms of growth, several categories, not listed here, dramatically increased because they were new, rapidly growing categories or added items. US Red - Sweet (168.96%), Wine Cooler (126.31%), US White - Moscato (88.33%) and Flavored Whiskey (68.51%) were the market categories with the highest percentage change from the previous year.

Table 3: Dollar Sales by Marketing Category, RY 2010 - 11 and RY 2011 - 12

Rank	Marketing Category Detail	RY 2010 - 2011 Dollar Sales Amount	RY 2011 - 2012 Dollar Sales Amount
1	Vodka	\$241,334,619	\$253,371,888
2	Vodka - Flavored	\$92,344,374	\$110,268,751
3	Bourbon	\$91,411,374	\$99,722,281
4	Shooters - Schnapps/Liqueurs	\$68,260,901	\$68,488,531
5	Rum - Spiced	\$62,594,965	\$67,020,484
6	US Chardonnay	\$60,811,493	\$63,998,347
7	Rum - Unflavored	\$57,250,322	\$57,925,628
8	Canadian Whisky	\$55,613,357	\$57,677,897
9	US Cabernet	\$47,184,141	\$50,326,125
10	5L Box Wine	\$45,765,315	\$49,498,498
11	Gin	\$45,324,200	\$46,994,644
12	Scotch - Blends	\$37,426,561	\$39,179,799
13	Rum - Flavored	\$29,796,178	\$32,168,118
14	Italian White - P Grigio	\$25,766,609	\$27,700,010
15	Tequila - Mezcal/Mixto	\$26,543,717	\$27,420,532



²Table 3 does not include the following non-beverage categories, Accessories - Licensee, Candles, Cocktail Garnishes, Corkscrews, Decanters, Gift Items (Wine), Glassware, Glassware - Licensee, Glassware - Multipack, Stoppers/Pourers, Uncategorized Merchandise, Wine Accessories, Wine Publications, Wine Sleeves.

Dollar share is determined by the percentage of dollar sales a market category contributes to all sales. Table 4 ranks market categories based on the amount of share for retail year 2011 - 2012³. Vodka (13.35%), Vodka - Flavored (5.81%), Bourbon (5.26%), Shooters - Schnapps/Liqueurs (3.61%) and Rum - Spiced (3.53%) are the top 5 categories in terms of share. Vodka - Flavored (+0.61%), Flavored Whiskey (+0.28%), US White - Moscato (+0.25%) and US Red - Blends (+0.22%) gained the most share over last retail year.

Table 4: Dollar Share by Marketing Category

Rank	Marketing Category Detail	RY 2010 - 2011 Dollar Shares	RY 2011 - 2012 Dollar Shares
1	Vodka	13.58%	13.35%
2	Vodka - Flavored	5.20%	5.81%
3	Bourbon	5.14%	5.26%
4	Shooters - Schnapps/Liqueurs	3.84%	3.61%
5	Rum - Spiced	3.52%	3.53%
6	US Chardonnay	3.42%	3.37%
7	Rum - Unflavored	3.22%	3.05%
8	Canadian Whisky	3.13%	3.04%
9	US Cabernet	2.66%	2.65%
10	5L Box Wine	2.58%	2.61%
11	Gin	2.55%	2.48%
12	Scotch - Blends	2.11%	2.06%
13	Rum - Flavored	1.68%	1.70%
14	Italian White - P Grigio	1.45%	1.46%
15	Tequila - Mezcal/Mixto	1.49%	1.45%



³Table 4 does not include the following non-beverage categories, Accessories - Licensee, Candles, Cocktail Garnishes, Corkscrews, Decanters, Gift Items (Wine), Glassware, Glassware - Licensee, Glassware - Multipack, Stoppers/Pourers, Uncategorized Merchandise, Wine Accessories, Wine Publications, Wine Sleeves.

RETAIL YEAR SALES & SHARES

Monthly transaction counts are illustrated in Figure 3⁴. Similar to the percent of sales by month, December (7,157,552) and November (5,264,592) had the most transactions. The third most transactions occurred in March (5,177,565). For the entire calendar year there were 61,589,161 transactions.

Figure 3: Transaction Count by Month, July 2011 to June 2012



Friday (14,553,086) and Saturday (13,951,337) were the busiest days of the week in the past retail year. Figure 4 graphs the days according to the amount of transactions⁵.

Figure 4: Transaction Count by Day of the Week, RY 2011 - 12



⁴ Figure 3 uses the Gregorian calendar.

⁵ By law, not all stores are open for Sunday sales. The number of stores open is as of RY end date 7/1/2012.



STORE & COUNTY REPORTS

This section, of county and store reports, shows the differences by county, in terms of their proportion of category sales and their proportion of sales. Performance of individual sales is also presented.

At the county level, categories had different dollar sales amounts and proportions⁶. Overall, Allegheny (\$243,529,821), Philadelphia (\$218,749,412) and Montgomery (\$184,300,452) counties had the highest dollar sales amounts. These counties also had the highest sales among each category. This is illustrated in Table 5⁷.

There is more detail when examining each county and the proportion of sales each category comprised. Figure 5 is a visual representation of the data. Table wines were more prevalent in the eastern part of the state. Proportionately, Chester (45.57%), Montgomery (44.76%) and Bucks (42.39%) counties had the most sales of Table Wine. Vodka was sold in greatest proportion in Philadelphia (23.16%), plus two western counties, Lawrence (22.60%) and Beaver (22.42%).

Rural counties trended towards Whiskey as Greene (31.22%), Forest (29.38%) and Sullivan (24.30%) had the highest proportion of sales. Rum sold proportionately higher in the middle of the state with Northumberland (17.28%), Mifflin (17.02%) and Perry (16.41%) counties ranking highest.



⁶A map of Pennsylvania, with PLCB Regions, is provided in Appendix A.

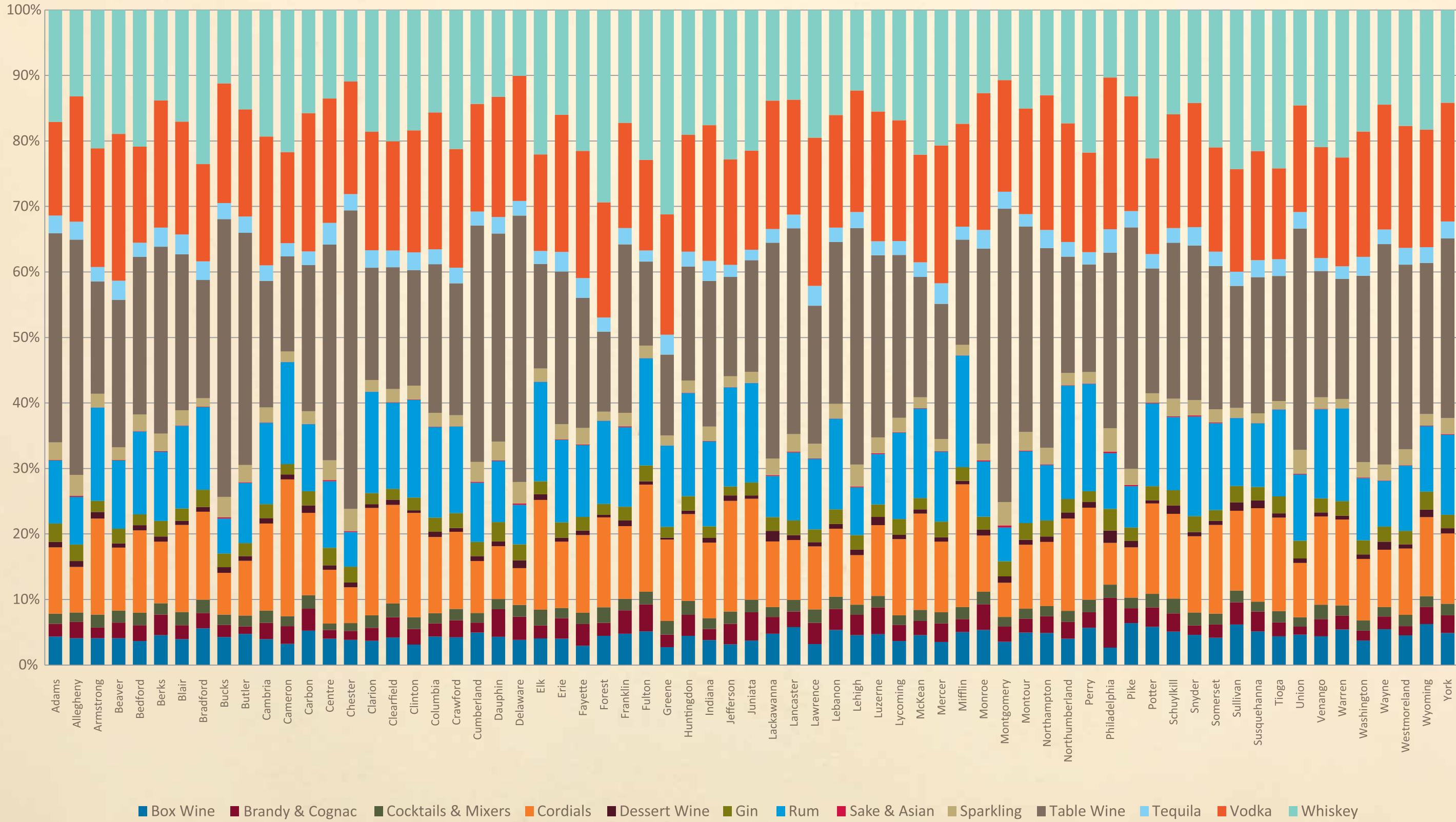
⁷Please note Table 5 does not include miscellaneous items and includes the following store types; Boutique (B), Conventional Store (CS) and Self-Service Store (SS). For purposes of consistency, the class Sake was added with subclass Asian. This represents all items that are Sake.

Table 5: RY 2011 - 12 Sales by County and Category, in Dollars

County	Box	Brandy & Cognac	Cocktails & Mixers	Cordials	Dessert	Gin	Rum	Sake & Asian	Sparkling Wine	Table Wine	Tequila	Vodka	Whiskey	County Totals
Adams	\$235,805	\$105,210	\$84,599	\$548,410	\$45,252	\$152,475	\$520,685	\$4,254	\$146,479	\$1,730,097	\$146,706	\$774,555	\$926,780	\$5,421,307
Allegheny	\$9,926,430	\$6,132,386	\$3,511,419	\$16,924,089	\$2,159,612	\$6,171,236	\$17,695,889	\$386,747	\$7,752,410	\$87,437,807	\$6,670,506	\$46,602,329	\$32,158,961	\$243,529,821
Armstrong	\$146,065	\$58,030	\$71,824	\$524,707	\$36,080	\$60,479	\$509,082	\$1,558	\$74,872	\$613,953	\$78,663	\$648,933	\$755,921	\$3,580,167
Beaver	\$704,073	\$411,623	\$313,155	\$1,659,796	\$111,604	\$383,214	\$1,794,523	\$11,262	\$331,306	\$3,879,239	\$501,713	\$3,861,542	\$3,257,716	\$17,220,766
Bedford	\$104,523	\$69,026	\$54,299	\$359,050	\$22,865	\$46,550	\$361,302	\$1,610	\$72,269	\$687,118	\$61,691	\$418,593	\$595,790	\$2,854,686
Berks	\$2,169,851	\$1,476,502	\$814,779	\$4,465,808	\$380,852	\$1,125,362	\$4,993,315	\$47,795	\$1,264,180	\$13,541,862	\$1,375,308	\$9,206,603	\$6,545,775	\$47,407,992
Blair	\$511,345	\$274,947	\$257,811	\$1,716,110	\$82,122	\$246,467	\$1,628,739	\$9,676	\$293,701	\$3,078,895	\$389,865	\$2,221,740	\$2,204,771	\$12,916,189
Bradford	\$281,851	\$118,433	\$101,515	\$678,139	\$36,085	\$133,448	\$635,762	\$2,274	\$66,186	\$910,438	\$142,251	\$748,634	\$1,186,861	\$5,041,877
Bucks	\$5,318,766	\$2,283,949	\$1,996,642	\$7,939,412	\$1,042,268	\$2,630,673	\$6,635,689	\$203,691	\$3,918,411	\$52,784,277	\$3,040,824	\$22,726,041	\$13,990,091	\$124,510,734
Butler	\$1,472,709	\$353,772	\$525,003	\$2,594,843	\$220,963	\$622,256	\$2,845,396	\$43,977	\$813,792	\$11,015,904	\$777,986	\$5,077,859	\$4,721,937	\$31,086,397
Cambria	\$518,798	\$323,580	\$246,554	\$1,741,941	\$108,441	\$277,441	\$1,631,286	\$10,488	\$294,196	\$2,532,550	\$310,666	\$2,578,645	\$2,533,840	\$13,108,426
Cameron	\$13,718	\$11,485	\$6,475	\$89,105	\$3,211	\$6,751	\$66,304	\$173	\$6,704	\$61,910	\$8,551	\$59,225	\$92,478	\$426,090
Carbon	\$234,197	\$150,271	\$92,419	\$561,792	\$52,291	\$96,259	\$458,632	\$1,393	\$87,198	\$997,035	\$94,117	\$943,482	\$705,724	\$4,474,810
Centre	\$1,039,067	\$349,253	\$253,925	\$2,127,205	\$184,090	\$686,413	\$2,638,862	\$44,984	\$784,780	\$8,546,351	\$858,084	\$4,929,584	\$3,507,139	\$25,949,737
Chester	\$4,211,365	\$1,506,782	\$1,327,444	\$5,991,366	\$801,741	\$2,644,092	\$5,842,648	\$151,050	\$3,724,607	\$50,083,555	\$2,731,251	\$18,886,412	\$12,003,467	\$109,905,780
Clarion	\$128,244	\$69,516	\$65,132	\$570,276	\$19,264	\$59,178	\$536,628	\$1,383	\$61,410	\$595,341	\$93,389	\$627,630	\$646,114	\$3,473,505
Clearfield	\$283,385	\$210,153	\$140,426	\$1,020,009	\$53,175	\$110,453	\$800,471	\$4,686	\$136,475	\$1,255,845	\$172,506	\$1,127,820	\$1,355,967	\$6,761,371
Clinton	\$91,658	\$70,719	\$52,704	\$471,040	\$11,188	\$57,499	\$440,402	\$1,811	\$62,441	\$520,926	\$79,885	\$550,055	\$542,977	\$2,953,305
Columbia	\$310,448	\$143,374	\$109,190	\$827,770	\$58,264	\$152,280	\$984,291	\$6,423	\$147,148	\$1,615,624	\$161,501	\$1,488,419	\$1,113,925	\$7,118,657
Cravfurd	\$337,147	\$205,944	\$135,932	\$934,787	\$46,980	\$177,994	\$1,049,956	\$3,837	\$134,263	\$1,596,481	\$188,989	\$1,437,899	\$1,686,000	\$7,936,209
Cumberland	\$2,044,432	\$625,776	\$605,009	\$3,257,790	\$308,961	\$898,378	\$3,714,719	\$62,886	\$1,239,780	\$14,865,536	\$880,746	\$6,755,349	\$5,910,616	\$41,169,978
Dauphin	\$1,808,142	\$1,773,280	\$664,829	\$3,386,119	\$308,787	\$1,244,615	\$3,918,567	\$53,115	\$1,203,656	\$13,363,266	\$1,064,490	\$7,729,511	\$5,579,902	\$42,098,279
Delaware	\$2,731,685	\$2,533,709	\$1,271,568	\$4,008,229	\$863,624	\$1,736,474	\$4,309,516	\$136,958	\$2,334,511	\$29,030,215	\$1,589,770	\$13,628,203	\$7,187,093	\$71,361,555
Elk	\$94,853	\$46,849	\$56,485	\$393,740	\$20,104	\$46,325	\$356,091	\$804	\$46,839	\$375,353	\$46,527	\$345,195	\$518,048	\$2,347,213
Erie	\$1,668,059	\$1,311,312	\$633,451	\$4,215,621	\$256,707	\$980,513	\$5,218,055	\$26,949	\$976,664	\$9,698,240	\$1,247,391	\$8,702,213	\$6,657,076	\$41,592,251
Fayette	\$305,986	\$341,446	\$179,751	\$1,233,069	\$68,679	\$219,262	\$1,135,718	\$11,555	\$260,061	\$2,061,869	\$312,609	\$2,015,902	\$2,233,483	\$10,379,390
Forest	\$31,901	\$14,303	\$16,874	\$98,227	\$2,854	\$11,824	\$91,026	\$86	\$9,915	\$87,536	\$15,440	\$125,818	\$210,417	\$716,221
Franklin	\$507,501	\$380,325	\$189,855	\$1,182,625	\$92,845	\$222,821	\$1,291,473	\$16,074	\$217,529	\$2,742,850	\$265,910	\$1,710,298	\$1,837,098	\$10,657,204
Fulton	\$26,782	\$21,415	\$10,242	\$85,236	\$2,798	\$12,594	\$85,299	\$234	\$9,896	\$66,833	\$8,936	\$72,174	\$119,474	\$521,913
Greene	\$60,323	\$41,649	\$46,152	\$273,872	\$6,352	\$36,406	\$272,760	\$1,196	\$33,539	\$271,810	\$66,952	\$404,497	\$687,832	\$2,203,340
Huntingdon	\$118,287	\$85,538	\$56,953	\$353,125	\$14,268	\$59,101	\$419,817	\$1,837	\$48,909	\$463,145	\$60,728	\$475,409	\$508,310	\$2,665,427
Indiana	\$299,929	\$133,715	\$131,566	\$908,973	\$54,592	\$141,094	\$1,021,717	\$6,913	\$173,787	\$1,752,453	\$240,757	\$1,634,516	\$1,386,377	\$7,886,389
Jefferson	\$80,465	\$81,060	\$47,728	\$432,927	\$20,897	\$34,712	\$387,872	\$777	\$42,548	\$388,708	\$46,688	\$412,206	\$584,483	\$2,561,071
Juniata	\$28,403	\$33,051	\$14,484	\$117,832	\$3,639	\$15,258	\$115,639	\$253	\$13,022	\$130,009	\$12,000	\$115,422	\$164,026	\$763,038
Lackawanna	\$1,756,032	\$935,040	\$551,397	\$3,684,104	\$585,099	\$766,811	\$2,303,285	\$51,984	\$930,315	\$12,087,040	\$771,426	\$7,191,944	\$5,075,935	\$36,690,412
Lancaster	\$3,024,703	\$1,250,759	\$927,164	\$4,791,274	\$390,900	\$1,161,886	\$5,442,706	\$55,939	\$1,411,232	\$16,444,103	\$1,088,627	\$9,200,015	\$7,168,383	\$52,357,691
Lawrence	\$233,024	\$237,705	\$149,622	\$705,338	\$48,119	\$142,434	\$787,349	\$5,693	\$164,295	\$1,542,088	\$222,568	\$1,654,585	\$1,428,412	\$7,321,232
Lebanon	\$542,063	\$324,907	\$192,868	\$1,052,468	\$73,399	\$227,994	\$1,400,683	\$5,944	\$227,175	\$2,508,933	\$221,667	\$1,742,377	\$1,630,519	\$10,150,997
Lehigh	\$2,954,227	\$2,003,244	\$1,011,906	\$4,898,423	\$554,891	\$1,438,316	\$4,711,660	\$84,160	\$2,176,442	\$23,392,259	\$1,596,864	\$12,026,277	\$7,967,609	\$64,816,278
Luzerne	\$1,995,112</td													

STORE & COUNTY REPORTS

Figure 5: RY 2011 - 12 Percentages of Sales by Category in County, Based on Dollar Sales Amount Amount (Categories in Alphabetical Order)



■ Box Wine ■ Brandy & Cognac ■ Cocktails & Mixers ■ Cordials ■ Dessert Wine ■ Gin ■ Rum ■ Sake & Asian ■ Sparkling ■ Table Wine ■ Tequila ■ Vodka ■ Whiskey

STORE & COUNTY REPORTS

The dollar share by county is displayed in Table 6⁸. Allegheny (13.26%), Philadelphia (12.03%), Montgomery (9.96%), Bucks (6.73%) and Chester (5.91%) were in the top 5 based on this measure.

Table 6: RY 2011 - 2012 Share by County, Based on Dollar Sales Amount

Rank	Marketing Category Detail	RY 2010 - 2011 Dollar Sales Amount	RY 2011 - 2012 Dollar Sales Amount	RY 2011 - 2012 County Share
1	Allegheny	\$233,797,228	\$249,426,053	13.26%
2	Philadelphia	\$211,970,557	\$226,268,260	12.03%
3	Montgomery	\$179,856,591	\$187,306,951	9.96%
4	Bucks	\$119,392,490	\$126,572,043	6.73%
5	Chester	\$106,488,983	\$111,281,056	5.91%
6	Delaware	\$67,987,183	\$72,875,395	3.87%
7	Lehigh	\$61,780,717	\$66,249,500	3.52%
8	Lancaster	\$49,701,327	\$53,725,528	2.86%
9	Westmoreland	\$46,682,515	\$50,135,825	2.66%
10	York	\$47,277,864	\$49,942,832	2.65%
11	Berks	\$45,933,166	\$48,891,940	2.60%
12	Northampton	\$43,915,223	\$46,990,212	2.50%
13	Luzerne	\$41,815,770	\$44,087,906	2.34%
14	Dauphin	\$40,897,780	\$43,264,069	2.30%
15	Erie	\$40,110,069	\$42,875,019	2.28%
16	Cumberland	\$39,821,284	\$42,041,315	2.23%
17	Lackawanna	\$35,563,253	\$37,879,327	2.01%
18	Butler	\$29,421,987	\$31,809,508	1.69%
19	Monroe	\$29,693,633	\$31,259,062	1.66%
20	Washington	\$25,976,920	\$27,753,405	1.48%
21	Centre	\$24,916,010	\$26,290,516	1.40%
22	Beaver	\$16,735,459	\$17,834,057	0.95%
23	Lycoming	\$14,770,478	\$16,357,808	0.87%
24	Cambria	\$13,066,570	\$13,827,801	0.73%
25	Blair	\$12,708,228	\$13,450,615	0.71%
26	Mercer	\$11,789,215	\$12,495,949	0.66%
27	Schuylkill	\$11,258,967	\$11,858,898	0.63%
28	Franklin	\$10,443,485	\$11,010,627	0.59%
29	Fayette	\$10,112,022	\$10,900,525	0.58%
30	Wayne	\$10,037,069	\$10,647,584	0.57%
31	Lebanon	\$10,252,552	\$10,503,541	0.56%
32	Crawford	\$7,912,581	\$8,262,003	0.44%
33	Indiana	\$7,089,149	\$8,198,055	0.44%
34	Lawrence	\$7,112,632	\$7,584,611	0.40%
35	Columbia	\$6,891,460	\$7,376,885	0.39%
36	Clearfield	\$6,604,375	\$7,092,909	0.38%
37	Northumberland	\$6,080,144	\$6,497,196	0.35%
38	Pike	\$6,128,777	\$6,439,038	0.34%
39	Adams	\$5,198,541	\$5,536,450	0.29%
40	Bradford	\$4,667,993	\$5,201,183	0.28%
41	Carbon	\$4,453,223	\$4,641,992	0.25%

STORE & COUNTY REPORTS

Table 6: RY 2011 - 2012 Share by County, Based on Dollar Sales Amount (continued)

Rank	Marketing Category Detail	RY 2010 - 2011 Dollar Sales Amount	RY 2011 - 2012 Dollar Sales Amount	RY 2011 - 2012 County Share
42	Somerset	\$4,340,782	\$4,577,332	0.24%
43	Union	\$4,255,505	\$4,507,328	0.24%
44	Venango	\$3,830,406	\$4,096,285	0.22%
45	Tioga	\$3,475,662	\$3,946,655	0.21%
46	McKean	\$3,705,332	\$3,885,956	0.21%
47	Armstrong	\$3,494,809	\$3,770,486	0.20%
48	Warren	\$3,486,809	\$3,685,906	0.20%
49	Clarion	\$3,469,276	\$3,620,604	0.19%
50	Clinton	\$2,784,023	\$3,055,392	0.16%
51	Mifflin	\$2,840,469	\$2,996,268	0.16%
52	Bedford	\$2,866,001	\$2,966,771	0.16%
53	Montour	\$2,754,912	\$2,945,199	0.16%
54	Susquehanna	\$2,674,584	\$2,857,789	0.15%
55	Huntingdon	\$2,576,365	\$2,780,554	0.15%
56	Jefferson	\$2,528,672	\$2,692,935	0.14%
57	Snyder	\$2,335,880	\$2,509,935	0.13%
58	Elk	\$2,238,567	\$2,481,523	0.13%
59	Wyoming	\$2,083,932	\$2,356,005	0.13%
60	Greene	\$2,055,501	\$2,298,022	0.12%
61	Perry	\$2,062,095	\$2,164,769	0.12%
62	Potter	\$1,196,171	\$1,208,179	0.06%
63	Juniata	\$710,694	\$798,331	0.04%
64	Sullivan	\$722,516	\$787,558	0.04%
65	Forest	\$705,314	\$745,154	0.04%
66	Fulton	\$544,640	\$542,738	0.03%
67	Cameron	\$411,210	\$442,491	0.02%
Total		\$1,770,463,600	\$1,881,363,619	100.00%

⁸Please note Table 6 contains regular, luxury and SO sales.

Table 7 shows the top 20 counties based on percentage change in dollar sales. Indiana (15.64%), Tioga (13.55%), Wyoming (13.06%), Juniata (12.33%) and Greene (11.80%) had the highest percentage change compared to last retail year.

Table 7: RY 2011 - 2012 Percentage Change by County, Based on Dollar Sales

Rank	County	RY 2010 - 2011 Dollar Sales Amount	RY 2011 - 2012 Dollar Sales Amount	% Change
1	Indiana	\$7,089,149	\$8,198,055	15.64%
2	Tioga	\$3,475,662	\$3,946,655	13.55%
3	Wyoming	\$2,083,932	\$2,356,005	13.06%
4	Juniata	\$710,694	\$798,331	12.33%
5	Greene	\$2,055,501	\$2,298,022	11.80%
6	Bradford	\$4,667,993	\$5,201,183	11.42%
7	Elk	\$2,238,567	\$2,481,523	10.85%
8	Lycoming	\$14,770,478	\$16,357,808	10.75%
9	Clinton	\$2,784,023	\$3,055,392	9.75%
10	Sullivan	\$722,516	\$787,558	9.00%
11	Butler	\$29,421,987	\$31,809,508	8.11%
12	Lancaster	\$49,701,327	\$53,725,528	8.10%
13	Huntingdon	\$2,576,365	\$2,780,554	7.93%
14	Armstrong	\$3,494,809	\$3,770,486	7.89%
15	Fayette	\$10,112,022	\$10,900,525	7.80%
16	Cameron	\$411,210	\$442,491	7.61%
17	Snyder	\$2,335,880	\$2,509,935	7.45%
18	Westmoreland	\$46,682,515	\$50,135,825	7.40%
19	Clearfield	\$6,604,375	\$7,092,909	7.40%
20	Lehigh	\$61,780,717	\$66,249,500	7.23%

Individual store performance is presented in Appendix B, Table 8. This report shows each PA Wine & Spirits Store with transaction count, average value of transaction and store performance ranked by dollar sales. All store types are included in this report. Please note that warehouse stores and fulfillment centers had a much larger average value of transaction. These types of stores are noted with asterisks.



£12.99

£14.99

BRAND & ITEM PERFORMANCE

Brand and item performance provides an overview of trends related to shopper preferences and interests. From these measures, trends as well as up and coming items can be observed. In addition, regional sales by brand and item are included to show the different tastes of consumers in different areas.

Table 9 displays the top 100 brands⁹ based on unit sales. At the top of the list is Jacquin's with 4,065,302 units sold. Bacardi (3,284,502), Sutter Home (3,206,885), Captain Morgan (3,134,738) and Smirnoff (3,133,630) are the brands that round out the top five.



⁹ Brand changes due to updates to items, additions and holiday codes may create different totals between year-to-year reports.

BRAND & ITEM PERFORMANCE

Table 9: Top 100 Brands, Based on Units Sold

Rank	Brand	RY 2010 - 11 Units Sold	RY 2011 - 12 Units Sold	% Change
1	Jacquin's	4,105,426	4,065,302	-0.98%
2	Bacardi	3,276,784	3,284,502	0.24%
3	Sutter Home	3,068,154	3,206,885	4.52%
4	Captain Morgan	3,098,340	3,134,738	1.17%
5	Smirnoff	3,111,468	3,133,630	0.71%
6	Barefoot	2,094,146	2,869,060	37.00%
7	Yellow Tail	2,591,291	2,588,909	-0.09%
8	Nikolai	2,188,258	2,338,941	6.89%
9	Absolut	2,160,952	2,333,191	7.97%
10	Franzia	2,111,210	2,284,093	8.19%
11	Pinnacle	1,500,734	2,170,319	44.62%
12	Jack Daniel's	1,920,030	2,156,855	12.33%
13	Woodbridge	2,259,692	2,107,447	-6.74%
14	Seagram's	1,896,456	2,078,863	9.62%
15	Bankers Club	1,533,471	1,553,881	1.33%
16	Cavit	1,367,029	1,511,129	10.54%
17	Arbor Mist	1,432,430	1,357,442	-5.24%
18	Beringer	1,375,926	1,284,399	-6.65%
19	Dekuyper	1,297,934	1,258,510	-3.04%
20	José Cuervo	1,185,926	1,252,427	5.61%
21	Three Olives	1,092,601	1,179,428	7.95%
22	Jägermeister	1,142,635	1,157,207	1.28%
23	Jim Beam	1,044,950	1,150,336	10.09%
24	Vladimir	1,098,699	1,133,967	3.21%
25	Grey Goose	1,131,945	1,133,377	0.13%
26	Carlo Rossi	1,018,728	1,122,557	10.19%
27	E & J	1,021,233	1,111,769	8.87%
28	Fish Eye	926,829	1,087,547	17.34%
29	Riunite	1,045,511	1,006,781	-3.70%
30	Taylor	979,648	992,570	1.32%
31	Southern Comfort	1,032,405	990,050	-4.10%
32	Concha y Toro	989,591	985,124	-0.45%
33	Gallo	936,923	966,962	3.21%
34	Calico Jack	698,091	946,956	35.65%
35	Kendall - Jackson	864,784	917,291	6.07%
36	Crown Royal	842,958	910,886	8.06%
37	Stolichnaya	905,279	878,544	-2.95%
38	Burnett's	714,204	844,465	18.24%
39	Black Velvet	715,099	774,847	8.36%
40	Rex Goliath	670,716	752,206	12.15%
41	Cupcake	372,178	746,579	100.60%
42	Robert Mondavi	757,608	739,059	-2.45%
43	Martini & Rossi	734,130	718,217	-2.17%
44	Hennessy	701,102	705,670	0.65%
45	Windsor	760,674	703,300	-7.54%
46	Ketel One	639,562	693,208	8.39%
47	Jameson	520,341	642,278	23.43%
48	Foxhorn	468,933	640,723	36.63%
49	Crown Russe	583,318	637,103	9.22%
50	Elmo Pio	458,008	633,533	38.32%

Rank	Brand	RY 2010 - 11 Units Sold	RY 2011 - 12 Units Sold	% Change
51	Malibu	544,049	617,422	13.49%
52	Christian Brothers	576,314	603,656	4.74%
53	Corbett Canyon	525,695	589,414	12.12%
54	Almaden	652,714	587,322	-10.02%
55	Cîroc	334,591	583,426	74.37%
56	Bolla	523,569	579,854	10.75%
57	Peter Vella	477,501	578,455	21.14%
58	Table Leaf	101,260	573,890	466.75%
59	Chateau Ste. Michelle	529,174	570,327	7.78%
60	Baileys	575,602	569,219	-1.11%
61	Jacob's Creek	598,897	566,407	-5.42%
62	Skyy	626,088	561,259	-10.35%
63	Turning Leaf	417,470	549,623	31.66%
64	Tanqueray	520,852	533,241	2.38%
65	Rumple Minze	425,960	518,382	21.70%
66	Manischewitz	543,284	510,533	-6.03%
67	Gordon's	566,476	510,501	-9.88%
68	Svedka	568,510	500,246	-12.01%
69	Admiral Nelson	463,157	496,231	7.14%
70	M D 20/20	423,997	495,525	16.87%
71	Kahlúa	549,744	466,099	-15.22%
72	Korbel	448,566	450,643	0.46%
73	Francis Coppola	468,395	447,814	-4.39%
74	Ménage à Trois	476,937	446,900	-6.30%
75	Wild Turkey	396,177	445,559	12.46%
76	Clos Du Bois	415,652	425,680	2.41%
77	Patrón	359,851	417,654	16.06%
78	André	377,001	406,563	7.84%
79	Bella Sera	347,728	399,222	14.81%
80	Dewars	395,770	393,311	-0.62%
81	Hazlitt	313,985	389,370	24.01%
82	Skinny Girl	115,514	387,253	235.24%
83	Yukon Jack	357,742	385,421	7.74%
84	Montezuma	356,378	375,735	5.43%
85	Castillo	382,339	371,402	-2.86%
86	Richards Wild Irish Rose	361,808	363,406	0.44%
87	Johnnie Walker	328,372	362,329	10.34%
88	Fetzer	388,257	358,822	-7.58%
89	Platinum	258,236	357,523	38.45%
90	Daily's	387,846	346,594	-10.64%
91	Sterling	322,499	334,130	3.61%
92	Columbia Crest	339,143	326,383	-3.76%
93	Black Box	267,569	320,906	19.93%
94	Mirassou	228,492	318,736	39.50%
95	Goldschlager	274,532	315,612	14.96%
96	Evan Williams	251,214	311,924	24.17%
97	Canadian Club	337,814	310,822	-7.99%
98	Tortilla	298,576	310,249	3.91%
99	Ruffino	243,814	307,205	26.00%
100	Ecco Domani	257,248	306,001	18.95%

BRAND & ITEM PERFORMANCE

The top brands by region are displayed in Tables 10 - 12¹⁰. Six brands, Bacardi, Barefoot, Jacquin's, Smirnoff, Sutter Home and Yellow Tail appeared in each region's list. Jacquin's, in each region, had the most units sold. Barefoot (1,255,759) in Region 1 and Sutter Home (1,251,761) in Region 1 were the top selling wine brands.

Table 10: Top 10 Brands in Region 1

Rank	Brand	Units Sold - RY 2010 - 11	Units Sold - RY 2011 - 12	% Change
1	Jacquin's	1,525,596	1,501,243	-1.60%
2	Bacardi	1,331,883	1,324,791	-0.53%
3	Smirnoff	1,308,381	1,296,545	-0.90%
4	Barefoot	916,711	1,255,759	36.99%
5	Sutter Home	1,187,957	1,251,427	5.34%
6	Yellow Tail	1,086,214	1,060,900	-2.33%
7	Absolut	931,558	1,011,856	8.62%
8	Woodbridge	906,861	847,291	-6.57%
9	Cavit	700,498	742,712	6.03%
10	Pinnacle	525,448	733,173	39.53%

Table 11: Top 10 Brands, Region 2

Rank	Brand	Units Sold - RY 2010 - 11	Units Sold - RY 2011 - 12	% Change
1	Jacquin's	1,213,745	1,300,811	7.17%
2	Captain Morgan	1,167,919	1,272,894	8.99%
3	Bacardi	1,027,535	1,103,255	7.37%
4	Sutter Home	981,839	1,065,337	8.50%
5	Smirnoff	971,373	1,049,445	8.04%
6	Barefoot	655,548	934,476	42.55%
7	Franzia	801,193	914,956	14.20%
8	Yellow Tail	801,272	861,297	7.49%
9	Jack Daniel's	676,905	820,823	21.26%
10	Pinnacle	514,156	800,216	55.64%

Table 12: Top 10 Brands in Region 3

Rank	Brand	Units Sold - RY 2010 - 11	Units Sold - RY 2011 - 12	% Change
1	Jacquin's	1,366,085	1,263,248	-7.53%
2	Captain Morgan	1,207,670	1,146,355	-5.08%
3	Nikolai	893,663	920,554	3.01%
4	Sutter Home	898,358	888,215	-1.13%
5	Bacardi	917,366	856,456	-6.64%
6	Smirnoff	831,714	787,640	-5.30%
7	Franzia	683,624	694,109	1.53%
8	Jack Daniel's	668,892	684,332	2.31%
9	Barefoot	521,887	678,825	30.07%
10	Yellow Tail	703,805	664,442	-5.59%

¹⁰A map of PLCB Regions is provided in Appendix A.

Table 13 lists the top 100 items ranked by units sold for the retail year¹¹. Captain Morgan Original Spiced Rum 750 mL sold the most units (1,043,805). Jack Daniel's Black Label Whiskey 750 mL (912,566), Nikolai Vodka 375 mL (768,669), Vladimir Vodka 1.75 L (752,383) and Jägermeister Liqueur 750 mL (735,191) followed in the top 5. Sutter Home White Zinfandel 1.5 L (#9, 639,949), Cavit Pinot Grigio 1.5 L (#12, 546,180), Kendall-Jackson VR Chardonnay 750 mL (#16, 523,941) and Woodbridge Chardonnay 1.5 L (#26, 395,621) were the top ranking wines.

The interest in moscato has remained strong from the past year. Barefoot Moscato 750 mL (186.65%) and Barefoot Moscato 1.5 L (102.38%) had two of the largest yearly increases. The other notable increases in units sold this year, among the top 100 items were Apothic Red 750 mL (155.18%), Skinnygirl Margarita Prepared Cocktail 750 mL (69.10%) and Smirnoff Vodka 1.75 L (54.20%)¹².



¹¹PET indicates the plastic bottle version of the product.

¹²Please note that Barefoot Moscato 750 mL had only 8 months of sales in the previous retail year and Apothic Red 750 mL had 11 months of sales in the previous retail year. This means they had a somewhat smaller base to increase from during this retail year.

BRAND & ITEM PERFORMANCE

Table 13: Top 100 Items by Units Sold

Rank	Product Detail	Size	RY 2011-2012 AVG Price	RY 2010-2011 Units Sold	RY 2011-2012 Units Sold	% Change
1	Captain Morgan Original Spiced Rum	750 mL	\$15.38	969,991	1,043,805	7.61%
2	Jack Daniel's Black Label Whiskey	750 mL	\$20.84	891,067	912,566	2.41%
3	Nikolai Vodka	375 mL	\$4.09	689,230	768,669	11.53%
4	Vladimir Vodka	1.75 L	\$11.61	731,667	752,383	2.83%
5	Jägermeister Liqueur	750 mL	\$18.82	744,177	735,191	-1.21%
6	Jacquin's Vodka	375 mL	\$4.17	721,477	732,204	1.49%
7	Captain Morgan Original Spiced Rum	1.75 L	\$27.41	532,966	708,074	32.86%
8	Bacardi Superior Rum	750 mL	\$13.68	639,889	650,186	1.61%
9	Sutter Home White Zinfandel	1.5 L	\$9.33	713,042	639,949	-10.25%
10	Absolut Vodka	750 mL	\$18.40	545,770	586,584	7.48%
11	Grey Goose Vodka	750 mL	\$28.25	578,508	551,284	-4.71%
12	Cavit Pinot Grigio	1.5 L	\$12.38	526,825	546,180	3.67%
13	Nikolai Vodka	1 L	\$7.71	554,162	541,439	-2.30%
14	Jacquin's Vodka	1 L	\$8.27	543,416	529,869	-2.49%
15	Pinnacle Whipped Vodka	750 mL	\$13.01	502,268	527,589	5.04%
16	Kendall-Jackson VR Chardonnay	750 mL	\$13.30	471,360	523,941	11.16%
17	Banker's Club Vodka	1 L	\$7.22	469,592	474,720	1.09%
18	Smirnoff Vodka	1.75 L	\$22.95	304,542	469,592	54.20%
19	Crown Royal Canadian Whisky	750 mL	\$24.24	446,726	467,462	4.64%
20	Smirnoff Vodka	750 mL	\$12.43	427,392	461,513	7.98%
21	Jacquin's Vodka	1.75 L	\$14.02	464,995	454,734	-2.21%
22	Southern Comfort	750 mL	\$15.73	449,205	451,154	0.43%
23	Crown Russe Vodka - PET	1.75 L	\$11.40	403,680	424,324	5.11%
24	José Cuervo Especial Reposado Tequila	750 mL	\$18.74	419,271	415,481	-0.90%
25	Nikolai Vodka	1.75 L	\$13.63	402,763	404,792	0.50%
26	Woodbridge Chardonnay	1.5 L	\$12.67	432,712	395,621	-8.57%
27	Vladimir Vodka	1 L	\$7.30	367,032	381,584	3.96%
28	Jim Beam Bourbon	750 mL	\$15.55	352,198	374,950	6.46%
29	Burnett's Vodka - PET	1.75 L	\$14.05	300,814	371,911	23.63%
30	Castillo Silver Rum	1 L	\$8.87	382,339	371,402	-2.86%
31	Smirnof Vodka	375 mL	\$6.99	304,499	350,331	15.05%
32	Jameson Irish Whiskey	750 mL	\$23.34	285,431	346,238	21.30%
33	Banker's Club Vodka	1.75 L	\$12.06	351,160	339,708	-3.26%
34	Franzia Sunset Blush	5 L	\$11.85	326,166	337,687	3.53%
35	Jack Daniel's Black Label Whiskey	1.75 L	\$40.80	300,163	321,522	7.12%
36	Bacardi Superior Rum	1.75 L	\$24.76	346,213	318,268	-8.07%
37	Riunite Lambrusco	1.5 L	\$9.41	340,674	315,040	-7.52%
38	Absolut Vodka	1.75 L	\$31.45	272,071	309,229	13.66%
39	Ketel One Vodka	750 mL	\$23.57	276,741	302,746	9.40%
40	Ménage à Trois Red	750 mL	\$11.71	314,502	296,808	-5.63%
41	Rumple Minze Peppermint Schnapps	50 mL	\$2.03	216,321	294,770	36.27%
42	Bailey's Irish Cream Liqueur	750 mL	\$22.26	279,388	281,557	0.78%
43	Bacardi Superior PET	1.75 L	\$19.66	298,265	270,690	-9.25%
44	Smirnoff Vodka	50 mL	\$1.82	208,846	267,360	28.02%
45	E J Brandy	750 mL	\$11.41	216,997	266,819	22.96%
46	Chateau Ste Michelle Riesling	750 mL	\$10.42	252,137	265,798	5.42%
47	Malibu Coconut Rum	750 mL	\$13.47	250,455	264,539	5.62%
48	Nikolai Vodka	200 mL	\$2.99	209,351	258,317	23.39%
49	Barefoot Moscato	1.5 L	\$11.68	126,932	256,888	102.38%
50	Windsor Canadian Whisky	750 mL	\$8.99	247,002	255,839	3.58%

Rank	Product Detail	Size	RY 2011-2012 AVG Price	RY 2010-2011 Units Sold	RY 2011-2012 Units Sold	% Change
51	Barefoot Pinot Grigio	1.5 L	\$11.94	197,111	255,830	29.79%
52	Franzia White Zinfandel	5 L	\$13.88	194,507	254,245	30.71%
53	Beringer White Zinfandel	1.5 L	\$12.83	261,220	253,774	-2.85%
54	Barefoot Chardonnay	1.5 L	\$11.59	216,492	251,024	15.95%
55	Stolichnaya Vodka	750 mL	\$18.58	258,794	250,236	-3.31%
56	Yellow Tail Chardonnay	1.5 L	\$13.29	290,513	250,144	-13.90%
57	Foxhorn Chardonnay	1.5 L	\$7.40	170,683	247,036	44.73%
58	Martini & Rossi Asti Spumante	750 mL	\$13.16	270,535	245,330	-9.32%
59	DeKuyper Peachtree Schnapps	750 mL	\$10.04	242,030	243,288	0.52%
60	Sutter Home White Zinfandel	750 mL	\$6.32	296,548	242,238	-18.31%
61	Montezuma Triple Sec	1 L	\$4.62	231,279	239,414	3.52%
62	Beringer White Zinfandel	750 mL	\$7.13	232,184	236,344	1.79%
63	Skyy Vodka	1.75 L	\$25.73	212,063	235,257	10.94%
64	Seagram's 7 Crown Blended Whiskey	1.75 L	\$19.12	237,100	234,801	-0.97%
65	Calico Jack Spiced Rum	750 mL	\$8.06	186,295	233,534	25.36%
66	Windsor Canadian Whisky	1.75 L	\$18.39	234,583	232,725	-0.79%
67	Tanqueray Dry Gin	750 mL	\$23.74	236,765	232,317	-1.88%
68	Ecco Domani Pinot Grigio	750 mL	\$10.42	181,619	231,733	27.59%
69	Franzia Chillable Red	5 L	\$11.78	204,254	231,110	13.15%
70	Apothic Red	750 mL	\$9.97	90,365	230,592	155.18%
71	Seagram's 7 Crown Blended Whiskey	750 mL	\$10.13	219,869	225,981	2.78%
72	Kamchatka Vodka - PET	1.75 L	\$11.78	209,704	225,219	7.40%
73	Riunite Lambrusco	3 L	\$15.04	235,674	223,718	-5.07%
74	Svedka Vodka	1.75 L	\$22.13	161,948	222,324	37.28%
75	Maker's Mark Bourbon	750 mL	\$24.10	179,028	222,108	24.06%
76	Kahlúa Coffee Liqueur	750 mL	\$18.57	239,222	221,597	-7.37%
77	Bacardi Superior Rum	375 mL	\$6.99	210,941	220,865	4.70%
78	Bella Sera Pinot Grigio	1.5 L	\$11.69	201,384	219,728	9.11%
79	Carlo Rossi Paisano	4 L	\$14.11	199,035	218,858	9.96%
80	Jacquin's White Rum	1.75 L	\$15.51	209,249	217,490	3.94%
81	Hennessy VS Cognac	750 mL	\$29.06	197,569	216,071	9.36%
82	Sutter Home Moscato	1.5 L	\$10.56	152,681	215,233	40.97%
83	Crown Russe Vodka	1 L	\$6.86	179,638	212,779	18.45%
84	Absolut Vodka	50 mL	\$2.18	174,715	211,481	21.04%
85	Jacquin's Vodka	200 mL	\$3.10	229,332	211,188	-7.91%
86	Cavit Pinot Grigio	750 mL	\$8.03	206,145	209,543	1.65%
87	Smirnoff Vodka - PET	750 mL	\$13.72	208,726	209,309	0.28%
88	Black Velvet Canadian Whisky	750 mL	\$8.66	178,392	208,508	16.88%
89	Banker's Club Dry Gin	1 L	\$7.46	202,699	202,542	-0.08%
90	Admiral Nelson Spiced Rum	1 L	\$9.33	172,107	199,820	16.10%
91	Sutter Home White Merlot	1.5 L	\$9.55	212,934	199,286	-6.41%
92	Arbor Mist Exotic Fruits White Zinfandel	1.5 L	\$9.58	203,520	199,033	-2.20%
93	Captain Morgan Original Spiced Rum - PET	750 mL	\$16.38	228,279	197,710	-13.39%
94	Wild Turkey American Honey Liqueur	750 mL	\$18.30	162,449	197,130	21.35%
95	Woodbridge Cabernet Sauvignon	1.5 L	\$12.31	228,228	196,921	-13.72%
96	Taylor Port	3 L	\$16.55	169,869	196,558	15.71%
97	Korbel Brut	750 mL	\$13.81	209,666	196,496	-6.28%
98	Barefoot Moscato	750 mL	\$6.39	68,483	196,304	186.65%
99	Smirnoff Vodka - PET	200 mL	\$4.69	165,267	195,652	18.39%
100	Skinnygirl Margarita Prepared Cocktail	750 mL	\$13.98	115,514	195,336	69.10%

BRAND & ITEM PERFORMANCE



Dollar sales for the top 100 items are displayed in Table 14. Captain Morgan Original Spiced Rum 1.75 L (\$19,410,911) and Jack Daniel's Black Label Whiskey 750 mL (\$19,016,311) were the top two items for the retail year. These two were followed by Captain Morgan Original Spiced Rum 750 mL (\$16,054,070), Grey Goose Vodka 750 mL (\$15,576,351) and Jägermeister Liqueur 750 mL (\$13,838,676).

Barefoot Moscato 1.5 L (106.44%) and Cîroc Coconut Vodka 750 mL (65.50%) had the greatest increase in dollar sales, of items with a prior year of sales. Larger size items continued to improve. Two 1.75 L items, ranked in the top 10, Smirnoff Vodka 1.75 L (53.41%) and Captain Morgan Original Spiced Rum 1.75 L (32.36%) displayed impressive growth¹³.

¹³Please note, Cîroc Peach Vodka 750 mL had no sales history from the previous year along with only 8 months of sales with the current year. Therefore the item has no year to year percentage change. Jack Daniel's Tennessee Honey 750 mL and Pinnacle Whipped Vodka 1.75 L had dramatic increases in dollar sales; however they did not have a full year of sales in the previous retail year.

Table 14: Top 100 Items by Dollar Sales

Rank	Product Detail	Size	RY 2011 - 12 AVG Price	RY 2010 - 11 Dollar Sales	RY 2011 - 12 Dollar Sales	% Change
1	Captain Morgan Original Spiced Rum	1.75 L	\$27.41	\$14,665,234	\$19,410,911	32.36%
2	Jack Daniel's Black Label Whiskey	750 mL	\$20.84	\$18,132,200	\$19,016,311	4.88%
3	Captain Morgan Original Spiced Rum	750 mL	\$15.38	\$15,134,262	\$16,054,070	6.08%
4	Grey Goose Vodka	750 mL	\$28.25	\$15,924,682	\$15,576,351	-2.19%
5	Jägermeister Liqueur	750 mL	\$18.82	\$13,987,080	\$13,838,676	-1.06%
6	Jack Daniel's Black Label Whiskey	1.75 L	\$40.80	\$11,890,121	\$13,116,630	10.32%
7	Crown Royal Canadian Whisky	750 mL	\$24.24	\$10,705,567	\$11,331,777	5.85%
8	Absolut Vodka	750 mL	\$18.40	\$10,158,217	\$10,792,100	6.24%
9	Smirnoff Vodka	1.75 L	\$22.95	\$7,024,975	\$10,777,336	53.41%
10	Absolut Vodka	1.75 L	\$31.45	\$8,487,393	\$9,725,438	14.59%
11	Bacardi Superior Rum	750 mL	\$13.68	\$8,820,490	\$8,895,294	0.85%
12	Vladimir Vodka	1.75 L	\$11.61	\$8,436,833	\$8,734,242	3.53%
13	Patrón Silver Tequila	750 mL	\$44.55	\$7,330,217	\$8,193,705	11.78%
14	Jameson Irish Whiskey	750 mL	\$23.34	\$6,589,879	\$8,080,097	22.61%
15	Bacardi Superior Rum	1.75 L	\$24.76	\$7,853,619	\$7,881,454	0.35%
16	José Cuervo Especial Reposado Tequila	750 mL	\$18.74	\$7,809,586	\$7,785,769	-0.30%
17	Ketel One Vodka	750 mL	\$23.57	\$6,494,284	\$7,134,868	9.86%
18	Southern Comfort	750 mL	\$15.73	\$6,882,885	\$7,097,908	3.12%
19	Kendall-Jackson VR Chardonnay	750 mL	\$13.30	\$6,211,631	\$6,968,239	12.18%
20	Pinnacle Whipped Vodka	750 mL	\$13.01	\$6,222,569	\$6,863,474	10.30%
21	Cavit Pinot Grigio	1.5 L	\$12.38	\$6,464,206	\$6,763,864	4.64%
22	Jacquin's Vodka	1.75 L	\$14.02	\$6,427,597	\$6,373,539	-0.84%
23	Hennessy VS Cognac	750 mL	\$29.06	\$5,742,274	\$6,279,659	9.36%
24	Bailey's Irish Cream Liqueur	750 mL	\$22.26	\$6,040,364	\$6,267,460	3.76%
25	Grey Goose Vodka	1.75 L	\$53.27	\$5,281,454	\$6,229,849	17.96%
26	Skyy Vodka	1.75 L	\$25.73	\$5,524,592	\$6,053,788	9.58%
27	Sutter Home White Zinfandel	1.5 L	\$9.33	\$6,519,362	\$5,968,614	-8.45%
28	Jim Beam Bourbon	750 mL	\$15.55	\$5,500,544	\$5,828,932	5.97%
29	Smirnoff Vodka	750 mL	\$12.43	\$5,394,451	\$5,736,369	6.34%
30	Jägermeister Liqueur	1.75 L	\$39.40	\$5,441,916	\$5,558,192	2.14%
31	Nikolai Vodka	1.75 L	\$13.63	\$5,491,023	\$5,516,962	0.47%
32	Tanqueray Dry Gin	750 mL	\$23.74	\$5,631,716	\$5,514,801	-2.08%
33	Maker's Mark Bourbon	750 mL	\$24.10	\$4,259,930	\$5,352,616	25.65%
34	Bacardi Superior PET	1.75 L	\$19.66	\$5,868,670	\$5,322,929	-9.30%
35	Jim Beam Bourbon	1.75 L	\$30.56	\$4,900,782	\$5,310,678	8.36%
36	Burnett's Vodka - PET	1.75 L	\$14.05	\$4,292,744	\$5,225,575	21.73%
37	Grey Goose Vodka	1 L	\$30.35	\$4,875,183	\$5,046,815	3.52%
38	Woodbridge Chardonnay	1.5 L	\$12.67	\$5,101,869	\$5,013,259	-1.74%
39	Ketel One Vodka	1.75 L	\$42.09	\$4,620,824	\$4,976,922	7.71%
40	Svedka Vodka	1.75 L	\$22.13	\$3,714,737	\$4,919,862	32.44%
41	Cîroc Peach Vodka	750 mL	\$31.71	\$0	\$4,885,684	
42	Crown Russe Vodka - PET	1.75 L	\$11.40	\$4,603,973	\$4,836,308	5.05%
43	Crown Royal Canadian Whisky	1.75 L	\$51.10	\$4,169,299	\$4,714,517	13.08%
44	Stolichnaya Vodka	750 mL	\$18.58	\$4,818,932	\$4,650,541	-3.49%
45	Seagram's 7 Crown Blended Whiskey	1.75 L	\$19.12	\$4,403,533	\$4,489,942	1.96%
46	Jacquin's Vodka	1 L	\$8.27	\$4,425,790	\$4,381,033	-1.01%
47	Dewar's White Label Scotch	1.75 L	\$38.55	\$4,515,481	\$4,351,374	-3.63%
48	Windsor Canadian Whisky	1.75 L	\$18.39	\$4,233,532	\$4,280,157	1.10%
49	Nikolai Vodka	1 L	\$7.71	\$4,270,175	\$4,174,972	-2.23%
50	Kahlua Coffee Liqueur	750 mL	\$18.57	\$4,305,123	\$4,115,905	-4.40%

BRAND & ITEM PERFORMANCE

Table 14: Top 100 Items by Dollar Sales (continued)

Rank	Product Detail	Size	RY 2011 - 12 AVG Price	RY 2010 - 11 Dollar Sales	RY 2011 - 12 Dollar Sales	% Change
51	Banker's Club Vodka	1.75 L	\$12.06	\$4,241,592	\$4,098,460	-3.37%
52	Stolichnaya Vodka	1.75 L	\$33.45	\$4,535,958	\$4,044,627	-10.83%
53	José Cuervo Especial Reposado Tequila	1.75 L	\$35.79	\$3,740,651	\$4,043,375	8.09%
54	Southern Comfort - PET	1.75 L	\$28.18	\$3,887,708	\$4,021,135	3.43%
55	Franzia Sunset Blush	5 L	\$11.85	\$4,040,072	\$4,001,653	-0.95%
56	Jack Daniel's Black Label Whiskey	1 L	\$22.19	\$3,555,253	\$3,975,275	11.81%
57	Johnnie Walker Black Label Scotch	750 mL	\$34.52	\$3,502,462	\$3,736,429	6.68%
58	Cîroc Red Berry Vodka	750 mL	\$31.39	\$2,518,591	\$3,734,516	48.28%
59	Wild Turkey American Honey Liqueur	750 mL	\$18.30	\$3,010,144	\$3,606,695	19.82%
60	Dewar's White Label Scotch	750 mL	\$21.99	\$3,593,142	\$3,599,948	0.19%
61	Malibu Coconut Rum	750 mL	\$13.47	\$3,400,255	\$3,562,447	4.77%
62	Santa Margherita Pinot Grigio	750 mL	\$22.01	\$3,144,401	\$3,543,779	12.70%
63	Franzia White Zinfandel	5 L	\$13.88	\$3,034,219	\$3,530,062	16.34%
64	Cîroc Coconut Vodka	750 mL	\$31.36	\$2,111,230	\$3,494,166	65.50%
65	Ménage à Trois Red	750 mL	\$11.71	\$3,630,847	\$3,475,023	-4.29%
66	Banker's Club Vodka	1 L	\$7.22	\$3,395,995	\$3,429,648	0.99%
67	Tanqueray Dry Gin	1.75 L	\$41.35	\$3,188,327	\$3,398,628	6.60%
68	Jacquin's White Rum	1.75 L	\$15.51	\$3,205,511	\$3,374,022	5.26%
69	Riunite Lambrusco	3 L	\$15.04	\$3,510,023	\$3,364,615	-4.14%
70	Captain Morgan Original Spiced Rum	1 L	\$18.18	\$3,229,073	\$3,357,304	3.97%
71	Ketel One Vodka	1 L	\$26.44	\$2,920,334	\$3,334,561	14.18%
72	Yellow Tail Chardonnay	1.5 L	\$13.29	\$3,964,592	\$3,324,630	-16.14%
73	Grand Marnier Liqueur	750 mL	\$32.82	\$3,239,770	\$3,324,618	2.62%
74	Castillo Silver Rum	1 L	\$8.87	\$3,396,075	\$3,293,493	-3.02%
75	Black Velvet Canadian Whisky - PET	1.75 L	\$17.29	\$2,796,899	\$3,276,548	17.15%
76	Beringer White Zinfandel	1.5 L	\$12.83	\$3,351,001	\$3,255,083	-2.86%
77	Taylor Port	3 L	\$16.55	\$2,825,122	\$3,252,400	15.12%
78	Rumple Minze Peppermint Schnapps	750 mL	\$19.05	\$2,978,964	\$3,245,573	8.95%
79	Captain Morgan Original Spiced Rum - PET	750 mL	\$16.38	\$3,685,447	\$3,239,058	-12.11%
80	Martini & Rossi Asti Spumante	750 mL	\$13.16	\$3,547,178	\$3,227,449	-9.01%
81	Admiral Nelson Spiced Rum	1.75 L	\$18.16	\$3,036,992	\$3,221,942	6.09%
82	Seagram's VO Canadian Whisky - PET	1.75 L	\$25.97	\$3,331,472	\$3,171,841	-4.79%
83	Nikolai Vodka	375 mL	\$4.09	\$2,818,943	\$3,143,844	11.53%
84	Carlo Rossi Paisano	4 L	\$14.11	\$2,767,910	\$3,088,195	11.57%
85	Pinnacle Whipped Vodka	1.75 L	\$24.07	\$1,192,613	\$3,070,358	157.45%
86	Jacquin's Vodka	375 mL	\$4.17	\$2,950,712	\$3,053,484	3.48%
87	Barefoot Pinot Grigio	1.5 L	\$11.94	\$2,333,873	\$3,053,467	30.83%
88	E J Brandy	750 mL	\$11.41	\$2,518,758	\$3,044,092	20.86%
89	Barefoot Moscato	1.5 L	\$11.68	\$1,452,865	\$2,999,330	106.44%
90	Riunite Lambrusco	1.5 L	\$9.41	\$3,157,039	\$2,963,358	-6.13%
91	Franzia Chardonnay	5 L	\$16.52	\$2,803,575	\$2,945,502	5.06%
92	Barefoot Chardonnay	1.5 L	\$11.59	\$2,498,333	\$2,909,259	16.45%
93	Calico Jack Spiced Rum	1.75 L	\$18.53	\$2,720,500	\$2,908,283	6.90%
94	Smirnoff Vodka - PET	750 mL	\$13.72	\$2,890,499	\$2,871,997	-0.64%
95	Skyy Vodka	750 mL	\$15.59	\$2,680,790	\$2,867,936	6.98%
96	Pinnacle Vodka	1.75 L	\$22.20	\$2,177,789	\$2,863,451	31.48%
97	Vladimir Vodka	1 L	\$7.30	\$2,650,071	\$2,786,203	5.14%
98	Chateau Ste Michelle Riesling	750 mL	\$10.42	\$2,638,167	\$2,769,228	4.97%
99	Jack Daniel's Tennessee Honey	750 mL	\$21.10	\$590,181	\$2,758,617	367.42%
100	Jameson Irish Whiskey	1 L	\$25.75	\$2,100,561	\$2,737,940	30.34%

The top items ranked by units sold by region are presented in Table 15, 16 and 17. Bacardi Superior Rum 750 mL, Jack Daniel's Black Label Whiskey 750 mL and Nikolai Vodka 375 mL appeared on the lists for each region. Kendall-Jackson VR Chardonnay (12.20%) had the largest increase in units sold for Region 1. Captain Morgan Original Spiced Rum 1.75 L (33.86%, 33.05%) had the greatest increase for Region 2 and Region 3.

Table 15: Top 10 Units Sold in Region 1

Rank	Product Detail	Size	RY 2010 - 11 Units Sold	RY 2011 - 12 Units Sold	% Change
1	Jacquin's Vodka	375 mL	372,623	370,688	-0.52%
2	Cavit Pinot Grigio	1.5 L	291,015	298,588	2.60%
3	Kendall-Jackson VR Chardonnay	750 mL	221,925	248,989	12.20%
4	Nikolai Vodka	375 mL	215,319	241,028	11.94%
5	Jack Daniel's Black Label Whiskey	750 mL	234,402	236,221	0.78%
6	Jacquin's Vodka	1 L	224,460	223,018	-0.64%
7	Absolut Vodka	750 mL	206,503	219,967	6.52%
8	Sutter Home White Zinfandel	1.5 L	250,607	217,623	-13.16%
9	Grey Goose Vodka	750 mL	217,122	206,117	-5.07%
10	Bacardi Superior Rum	750 mL	188,835	198,306	5.02%

Table 16: Top 10 Units Sold in Region 2

Rank	Product Detail	Size	RY 2010 - 11 Units Sold	RY 2011 - 12 Units Sold	% Change
1	Captain Morgan Original Spiced Rum	750 mL	380,688	408,931	7.42%
2	Jack Daniel's Black Label Whiskey	750 mL	319,777	334,948	4.74%
3	Jägermeister Liqueur	750 mL	301,428	303,937	0.83%
4	Vladimir Vodka	1.75 L	263,916	290,439	10.05%
5	Captain Morgan Original Spiced Rum	1.75 L	215,500	286,723	33.05%
6	Nikolai Vodka	375 mL	202,700	228,384	12.67%
7	Bacardi Superior Rum	750 mL	226,904	227,887	0.43%
8	Sutter Home White Zinfandel	1.5 L	239,566	217,400	-9.25%
9	Pinnacle Whipped Vodka	750 mL	199,154	205,877	3.38%
10	Absolut Vodka	750 mL	167,206	183,199	9.56%

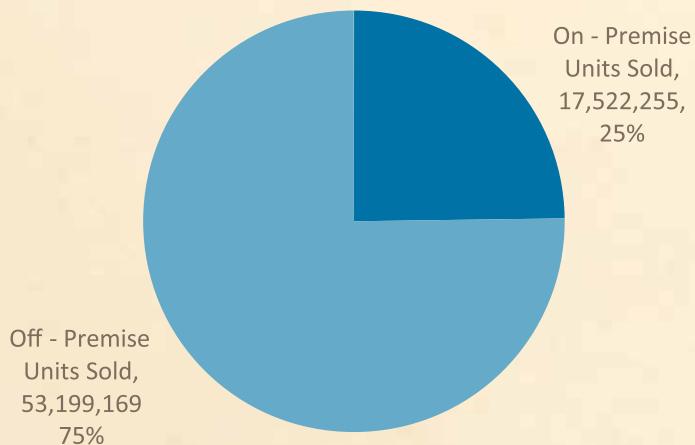
Table 17: Top 10 Units Sold in Region 3

Rank	Product Detail	Size	RY 2010 - 11 Units Sold	RY 2011 - 12 Units Sold	% Change
1	Captain Morgan Original Spiced Rum	750 mL	406,988	440,103	8.14%
2	Jack Daniel's Black Label Whiskey	750 mL	336,888	341,397	1.34%
3	Captain Morgan Original Spiced Rum	1.75 L	227,243	304,197	33.86%
4	Nikolai Vodka	375 mL	271,211	299,257	10.34%
5	Jägermeister Liqueur	750 mL	276,998	266,870	-3.66%
6	Vladimir Vodka	1.75 L	275,374	265,100	-3.73%
7	Crown Royal Canadian Whisky	750 mL	229,743	240,538	4.70%
8	Nikolai Vodka	1 L	232,944	225,303	-3.28%
9	Bacardi Superior Rum	750 mL	224,150	223,993	-0.07%
10	Jacquin's Vodka	375 mL	202,519	209,610	3.50%

SPIRITS DETAILS

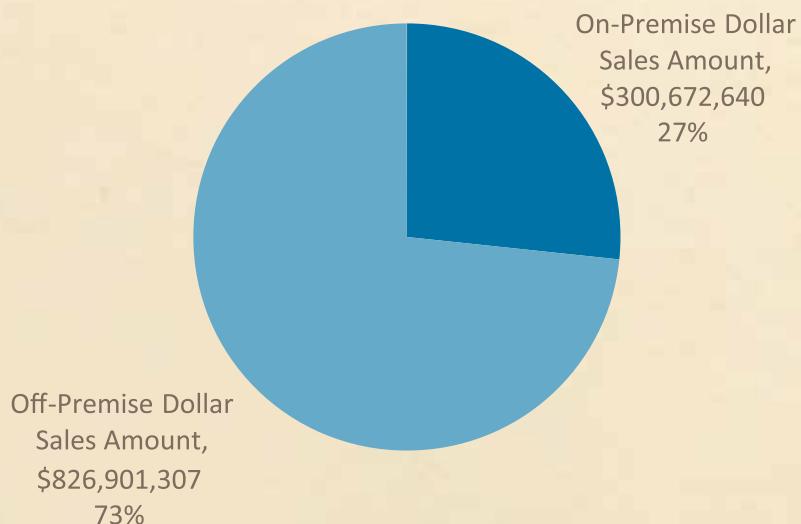
In this section, spirits will be examined more closely. By providing specifics on spirits details, the types of purchases, price segments, top items and trends can be display without comparison to wine. Figure 6 compares the on-premise and off-premise sales of spirits¹⁴. Off-premise sales (75%) were the larger portion of business¹⁵.

Figure 6: On-Premise and Off-Premise Units Sold - Spirits Category, RY 2011 - 12



By comparison, Figure 7 shows, the split is the same in terms of dollars.

Figure 7: On-Premise and Off-Premise Dollar Sales - Spirits Category, RY 2011 - 12



¹⁴For both the spirits and wine details sections the terms on-premise and off-premise are used. On-premise sales are those to licensees. The name is derived from the fact that beverage alcohol is consumed at the same place it is purchased. Off-premise is retail purchases made to shoppers to consume the product at home.

¹⁵Please note the reports in this section include regular, luxury and special order.

Figures 8 and 9 illustrate the performance of spirits by price segment in the previous retail year. During the previous year, the standard price segment had the most units (22,810,037) and premium had the most dollars (\$403,800,877) sold of any price segment. Value had the second highest number of units sold (20,830,479). Standard had the second highest dollar sales amount (\$314,634,675).

Figure 8: Spirits Units Sold by Price Segment, RY 2011 - 12

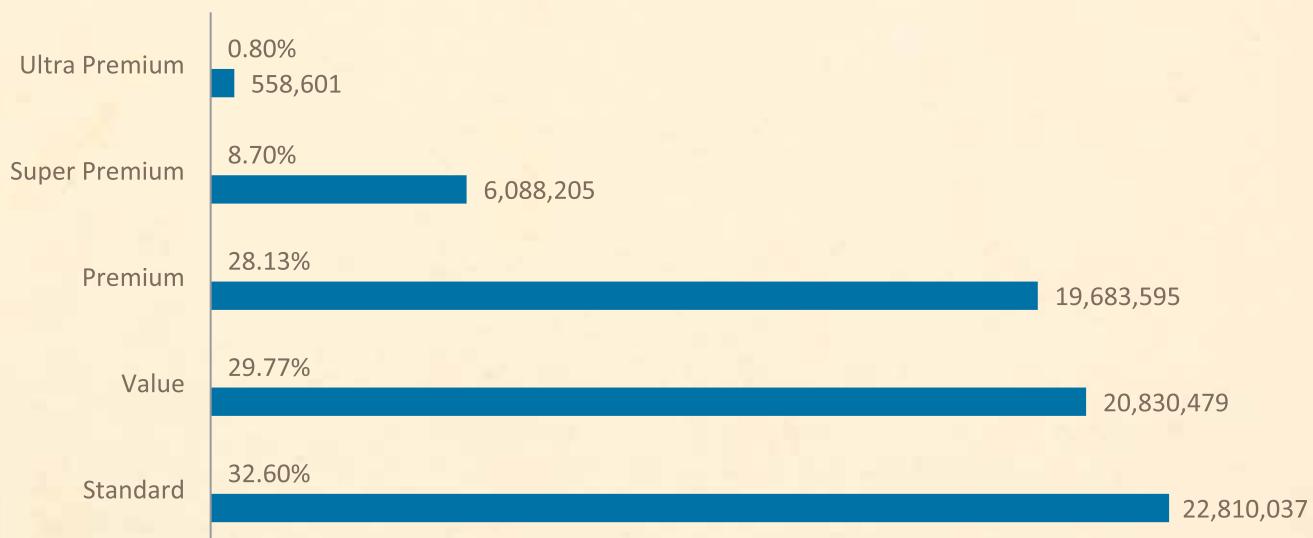
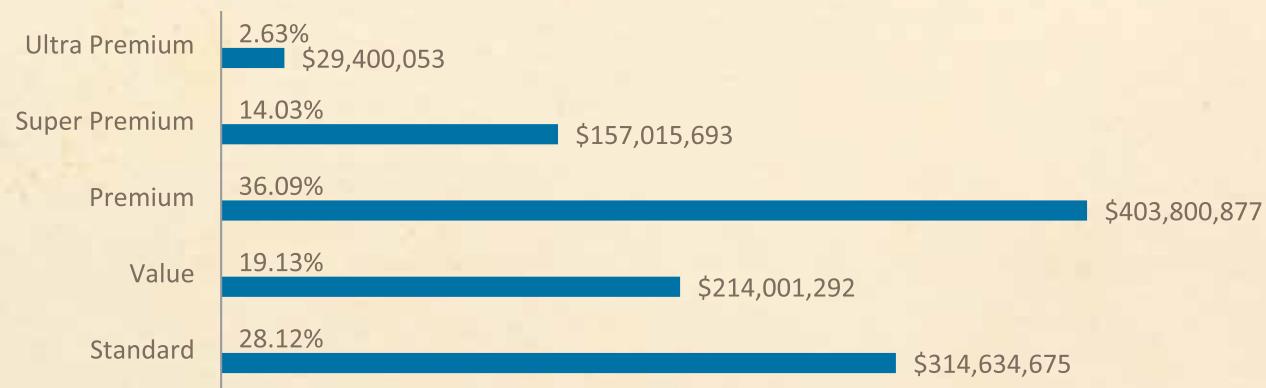


Figure 9: Spirits Dollars Sold by Price Segment, RY 2011 - 12



SPIRITS DETAILS

Tables 18 - 20 display the top items in the top selling spirits categories. The lists are ranked in order of dollar sales amounts.

Table 18: Top Items in Market Category, Vodka

Rank	Product Detail	Size	RY 2011 - 12 Units Sold	RY 2011 - 12 Dollar Sales
1	Grey Goose Vodka	750 mL	551,284	\$15,576,351
2	Absolut Vodka	750 mL	586,584	\$10,792,100
3	Smirnoff Vodka	1.75 L	469,592	\$10,777,336
4	Absolut Vodka	1.75 L	309,229	\$9,725,438
5	Vladimir Vodka	1.75 L	752,383	\$8,734,242
6	Ketel One Vodka	750 mL	302,746	\$7,134,868
7	Jacquin's Vodka	1.75 L	454,734	\$6,373,539
8	Grey Goose Vodka	1.75 L	116,941	\$6,229,849
9	Skyy Vodka	1.75 L	235,257	\$6,053,788
10	Smirnoff Vodka	750 mL	461,513	\$5,736,369

Table 19: Top Items in Marketing Category, Flavored Vodka

Rank	Product Detail	Size	RY 2011 - 12 Units Sold	RY 2011 - 12 Dollar Sales
1	Pinnacle Whipped Vodka	750 mL	527,589	\$6,863,474
2	Cîroc Peach Vodka	750 mL	154,078	\$4,885,684
3	Cîroc Red Berry Vodka	750 mL	118,990	\$3,734,516
4	Cîroc Coconut Vodka	750 mL	111,408	\$3,494,166
5	Pinnacle Whipped Vodka	1.75 L	127,569	\$3,070,358
6	Pinnacle Gummy Vodka	750 mL	183,361	\$2,488,666
7	Absolut Citron Vodka	750 mL	125,562	\$2,311,464
8	Three Olives Cherry Vodka	750 mL	137,490	\$2,216,654
9	Three Olives Dude Lemon Lime Vodka	750 mL	111,803	\$1,864,240
10	Three Olives Grape Vodka	750 mL	111,550	\$1,782,018

Table 20: Top Items in Marketing Category, Bourbon

Rank	Product Detail	Size	RY 2011 - 12 Units Sold	RY 2011 - 12 Dollar Sales
1	Jack Daniel's Black Label Whiskey	750 mL	912,566	\$19,016,311
2	Jack Daniel's Black Label Whiskey	1.75 L	321,522	\$13,116,630
3	Jim Beam Bourbon	750 mL	374,950	\$5,828,932
4	Maker's Mark Bourbon	750 mL	222,108	\$5,352,616
5	Jim Beam Bourbon	1.75 L	173,798	\$5,310,678
6	Jack Daniel's Black Label Whiskey	1 L	179,115	\$3,975,275
7	Evan Williams Black Label Bourbon	1.75 L	104,960	\$2,419,520
8	Gentleman Jack Whiskey	750 mL	64,208	\$1,797,528
9	Jim Beam Bourbon - PET	750 mL	105,225	\$1,690,466
10	Jim Beam White PET	1.75 L	65,639	\$1,680,689

Flavored spirits have been one of the hottest industry trends in the past year. Vodka, rum and bourbon are the types of spirits that had innovations with creative flavors. Table 21 shows the top selling flavored spirits.

Table 21: Top Flavored Spirits Items by Dollar Sales

Rank	Product Detail	Size	RY 2011 - 12 Units Sold	RY 2011 - 12 Dollar Sales
1	Pinnacle Whipped Vodka	750 mL	527,589	\$6,863,474
2	Cîroc Peach Vodka	750 mL	154,078	\$4,885,684
3	Cîroc Red Berry Vodka	750 mL	118,990	\$3,734,516
4	Wild Turkey American Honey Liqueur	750 mL	197,130	\$3,606,695
5	Malibu Coconut Rum	750 mL	264,539	\$3,562,447
6	Cîroc Coconut Vodka	750 mL	111,408	\$3,494,166
7	Pinnacle Whipped Vodka	1.75 L	127,569	\$3,070,358
8	Jack Daniel's Tennessee Honey	750 mL	130,768	\$2,758,617
9	Pinnacle Gummy Vodka	750 mL	183,361	\$2,488,666
10	Absolut Citron Vodka	750 mL	125,562	\$2,311,464



WINE DETAILS

This section will provide a deeper look at wine. The types of purchases, imported or domestic, price segments and top items will be displayed. Here wine can be analyzed separately. Figure 10 shows the amount of units sold for wine, on-premise (12,581,298) and off (62,468,841). In comparison, wine dollar sales are similarly proportioned, as noted in Figure 11.

Figure 10: On - Premise and Off - Premise Units Sold - Wine Category, RY 2011 - 12

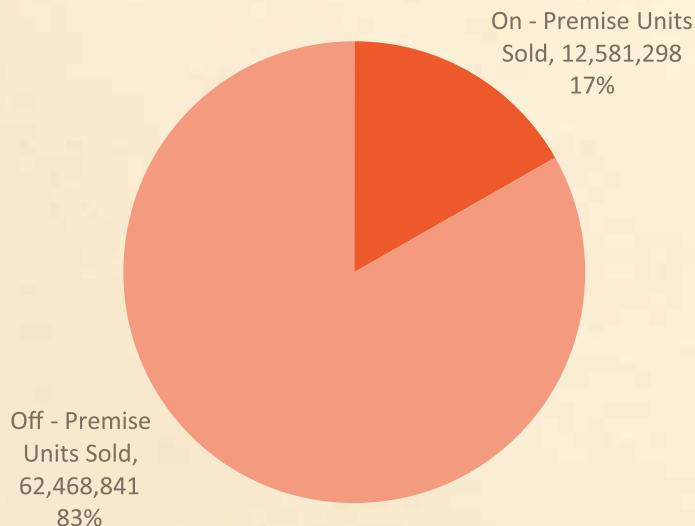
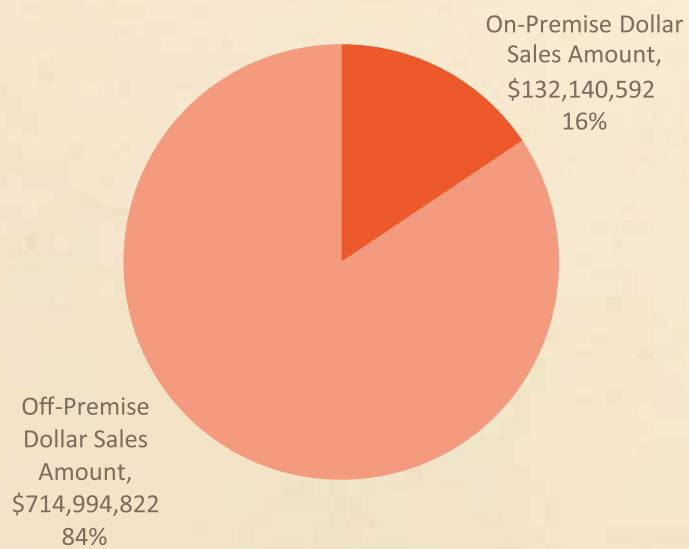


Figure 11: On-Premise and Off-Premise Dollar Sales, Wine Category, RY 2011 - 12



When comparing imported and domestic wine, Figures 12 and 13, domestic (65% units, 67% dollars) makes up a larger share of sales in Pennsylvania. Please note, these figure only compile the wines with imported and domestic attributes assigned to them. Therefore items such as Beverage Wine, Kosher, Hi-Proof, Flavored, Vermouth, Apertifs, Asian and Wine Coolers may not be considered¹⁶.

Figure 12: Imported and Domestic Table Wine, by Dollar Sales Amount, RY 2011 - 12

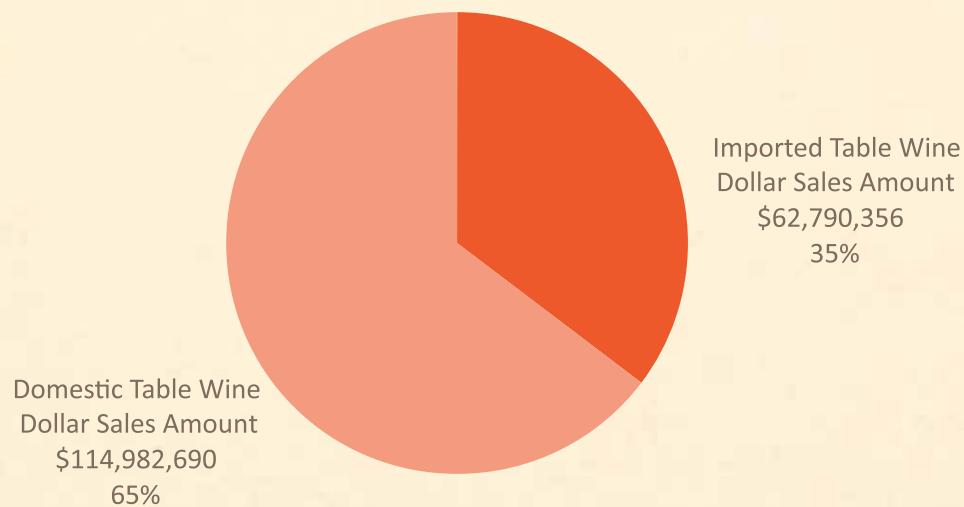
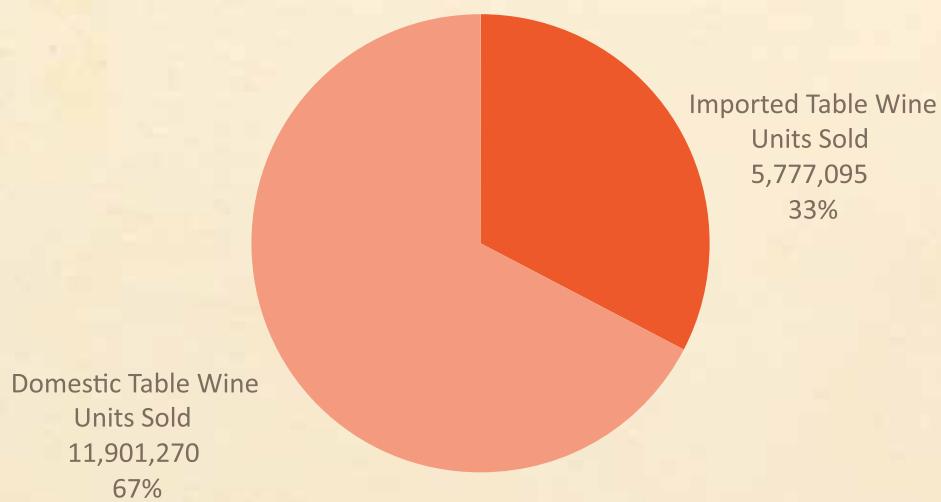


Figure 13: Imported and Domestic Table Wine by Units Sold, RY 2011 - 12



¹⁶These reports include regular, luxury and SO.

WINE DETAILS

Wine sold by price segment is displayed in Figure 14 and Figure 15. For retail year 2011 - 12 the value segment comprised the greatest amount of sales (38,077,943 units, \$363,003,129 dollars). Standard was the next largest segment with 12,638,320 units and \$146,528,842 dollars.

Figure 14: Wine Units Sold by Price Segment, RY 2011 - 12



Figure 15: Wine Dollar Sales by Price Segment, RY 2011 - 12



The top items for the top performing wine marketing categories are presented in Tables 22 - 24.

Table 22: Top Items in Marketing Category, US Chardonnay

Rank	Product Detail	Size	RY 2011 - 12 Units Sold	RY 2011 - 12 Dollar Sales
1	Kendall-Jackson VR Chardonnay	750 mL	523,941	\$35,549,969
2	Woodbridge Chardonnay	1.5 L	395,621	\$25,729,503
3	Barefoot Chardonnay	1.5 L	251,024	\$12,395,496
4	Clos du Bois Chardonnay	750 mL	125,352	\$9,146,066
5	Sutter Home Chardonnay	1.5 L	168,672	\$8,573,474
6	Robert Mondavi PS Chardonnay	750 mL	98,215	\$6,369,922
7	Foxhorn Chardonnay	1.5 L	247,036	\$6,292,631
8	Fetzer Chardonnay	1.5 L	82,064	\$6,235,263
9	Beringer Founders Chardonnay	1.5 L	60,896	\$6,228,388
10	Clos du Bois Chardonnay	1.5 L	63,016	\$6,117,903

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

Rank	Product Detail	Size	RY 2011 - 12 Units Sold	RY 2011 - 12 Dollar Sales
1	Woodbridge Cabernet Sauvignon	1.5 L	196,921	\$12,356,876
2	Robert Mondavi PS Cabernet Sauvignon	750 mL	139,446	\$7,455,673
3	Barefoot Cabernet Sauvignon	1.5 L	127,512	\$7,090,542
4	Francis Coppola Diamond Claret	750 mL	60,003	\$5,656,865
5	J. Lohr Cabernet Sauvignon	750 mL	85,511	\$5,457,449
6	Kendall-Jackson VR Cabernet Sauvignon	750 mL	53,931	\$5,297,742
7	Sutter Home Cabernet Sauvignon	1.5 L	101,275	\$5,047,360
8	Beringer Founders' Cabernet	1.5 L	45,567	\$4,859,635
9	Beringer Founders' Cabernet	750 mL	92,482	\$4,730,324
10	Sterling VC Cabernet Sauvignon	750 mL	59,617	\$4,654,355

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

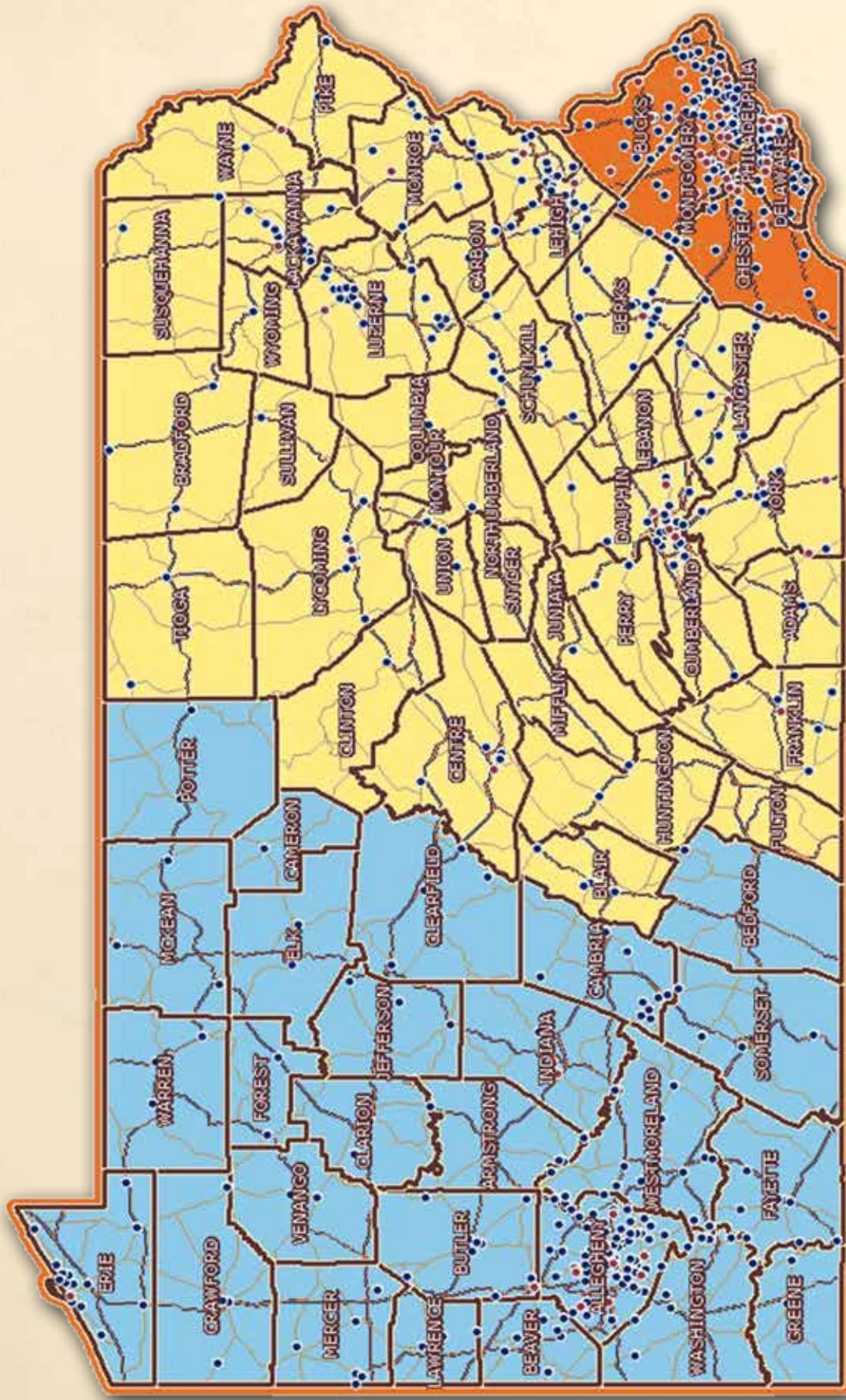
Rank	Product Detail	Size	RY 2011 - 12 Units Sold	RY 2011 - 12 Dollar Sales
1	Franzia Sunset Blush	5 L	337,687	\$20,336,786
2	Franzia White Zinfandel	5 L	254,245	\$16,698,181
3	Franzia Chardonnay	5 L	178,334	\$13,221,531
4	Franzia Chillable Red	5 L	231,110	\$12,822,099
5	Almaden Chardonnay	5 L	151,236	\$12,312,666
6	Franzia Fruity Red Sangria	5 L	190,690	\$9,940,316
7	Franzia Crisp White	5 L	156,286	\$8,762,489
8	Franzia Chablis	5 L	145,618	\$8,233,374
9	Franzia Merlot	5 L	100,862	\$8,171,390
10	Peter Vella Chardonnay	5 L	108,403	\$7,846,343

APENDIX A - MAP

- Region 1
 - Region 2
 - Region 3
- Premium
 - Standard

□ County
□ PA State Boundary

PA Wine & Spirits Stores Map



APENDIX B - TABLE 8

Table 8: Stores Ranked by Total Dollar Sales Amount, RY 2011 – 12

Rank	Store	City	Address	Transaction Count	Avg. Value of Transaction	Dollar Sales Amount
1	5103*	Philadelphia	2238 Washington Ave	19,311	\$2,066.58	\$39,907,699
2	5133	Philadelphia	401 Franklin Mills Cir	314,704	\$78.88	\$24,822,556
3	1516	West Chester	933 Paoli Pike	297,551	\$80.43	\$23,931,689
4	215*	Pittsburgh	1601 Liberty Ave	11,728	\$1,605.40	\$18,828,135
5	4814	Easton	Northampton Crossings 3718 Easton-Nazareth Hwy	277,589	\$67.72	\$18,797,332
6	247	Pittsburgh	5956 Penn Circle South Suite 201	361,640	\$50.10	\$18,119,244
7	4602	Ardmore	Ardmore Plaza Shop Ctr 56 Greenfield Ave	240,444	\$56.83	\$13,663,425
8	214	Pittsburgh	The Waterworks 974 Freeport Road	273,778	\$49.88	\$13,657,291
9	5144	Philadelphia	1218 Chestnut St	351,251	\$36.59	\$12,851,792
10	621	Wyomissing	Berkshire Mall West 1101 Woodland Rd	291,231	\$43.32	\$12,615,554
11	9211	Bethel Park	Village Square Mall 5000 Oxford Dr Suite 100	268,896	\$45.86	\$12,330,577
12	1007	Cranberry Twp	Cranberry Mall Room 302A 20111 Route 19	246,141	\$48.75	\$11,998,665
13	2102	Lemoyne	West Shore Plaza Shop Ctr 1200 Market St	265,319	\$43.09	\$11,433,919
14	926	Doylestown	132 Veterans Lane	270,386	\$41.99	\$11,353,153
15	2301*	Broomall	Lawrence Park Ind Ctr 629 Park Way	7,077	\$1,569.34	\$11,106,239
16	4628	Conshohocken	Whitemarsh Shopping Center 44 Ridge Pike	287,823	\$37.07	\$10,670,910
17	1405	State College	1690 N Atherton St	273,591	\$38.87	\$10,634,532
18	6316	Washington	Washington Mall 301 Oak Spring Rd	198,365	\$53.40	\$10,591,874
19	5104	Philadelphia	Columbus Commons N. Shopping Ctr 1940 S. Christopher Columbus Blvd.	254,818	\$41.35	\$10,537,440
20	909	Newtown	10 W Centre Ave	237,320	\$43.49	\$10,320,055
21	3901	Allentown	Crest Plaza Shopping Ctr 1516 N Cedar Crest Blvd	243,130	\$42.40	\$10,308,627
22	4623	Flourtown	1440 Bethlehem Pike	231,923	\$44.21	\$10,253,658
23	3614	Lancaster	Hawthorne Centre Shop Ctr 2076 Fruitville Pike	284,245	\$35.10	\$9,976,228
24	9113	Philadelphia	1913 Chestnut St	353,888	\$28.15	\$9,960,546
25	2210	Harrisburg	Kmart Shopping Center 5070 Jonestown Rd	266,107	\$37.28	\$9,919,210
26	3516	Clarks Summit	222 Northern Blvd. Suite C	213,785	\$46.39	\$9,916,445
27	4620	King Of Prussia	143 S Gulph Road	152,112	\$64.68	\$9,839,050
28	4631	Norristown	Swede Square Shopping Ctr 2927 Swede Rd	255,666	\$37.51	\$9,591,243
29	4613	Jenkintown	935 Old York Rd	251,866	\$37.99	\$9,569,636
30	231	Pittsburgh	Robinson Town Centre 1850 Park Manor Blvd	225,449	\$40.54	\$9,138,711
31	4633	Lansdale	Allen Forge Shopping Ctr 850 S Valley Forge Rd	270,589	\$33.11	\$8,960,399
32	2211	Hummelstown	Hershey Square Shop Ctr 1158 Mae Street	163,658	\$54.41	\$8,903,999
33	6707	York	Eastern Boulevard Shop Ctr 2414 Eastern Blvd	263,809	\$33.73	\$8,899,029
34	260	Pittsburgh	1955 Wharton St	264,879	\$33.15	\$8,781,292
35	3913	Whitehall	2503 Mickley Avenue	258,535	\$32.23	\$8,332,320
36	4606	Maple Glen	Maple Glen Shopping Center 1973 Norristown Rd	185,669	\$44.69	\$8,297,030

APENDIX B - TABLE 8

Table 8: Stores Ranked by Total Dollar Sales Amount, RY 2011 – 12 (continued)

Rank	Store	City	Address	Transaction Count	Avg. Value of Transaction	Dollar Sales Amount
37	920	Quakertown	Quakertown Shopping Center 1465 W Broad St Suite 19	268,711	\$30.07	\$8,079,977
38	2310	Springfield	149 Baltimore Pike	299,995	\$26.90	\$8,068,733
39	1404	State College	Hamilton Square Shop Ctr 230 W Hamilton Ave	159,857	\$49.80	\$7,961,494
40	1501	Exton	275 Main St	179,371	\$43.57	\$7,814,689
41	3918	Center Valley	The Promenade Shops at Saucon Valley 3060 Center Valley Parkway Suite 835	147,207	\$53.03	\$7,806,812
42	277	Pittsburgh	8090 Mcintyre Square Drive	209,918	\$35.83	\$7,521,039
43	2514	Erie	Yorktown Centre 2501 W 12th St	185,608	\$39.95	\$7,415,180
44	3616*	Lancaster	1190 Dillerville Rd	7,049	\$1,037.97	\$7,316,651
45	4614	Bala Cynwyd	119 West City Ave	240,530	\$30.27	\$7,279,893
46	9209	Monroeville	Monroeville Mall 326-328 Mall Blvd	190,743	\$37.45	\$7,142,555
47	2305	Media	315 W Baltimore Avenue	215,070	\$32.56	\$7,003,009
48	4610	Collegeville	Market Place Shopping Ctr 201 2nd Ave Suite 107	186,884	\$37.36	\$6,982,393
49	932	Warrington	1115 Main Street	189,371	\$36.78	\$6,965,919
50	6315	McMurray	Donaldsons Crossroads S C 3929 Washington Rd	186,247	\$37.10	\$6,909,768
51	2516	Erie	Liberty Plaza Shop Ctr 3702 Liberty St	225,233	\$30.63	\$6,898,045
52	912	New Hope	Logan Square Shopping Center 6542-J Lower York Road	127,474	\$54.10	\$6,896,468
53	6517	Greensburg	Westmoreland Crossing 5280 Route 30, Suite 4	168,186	\$40.74	\$6,851,870
54	1514	Wayne	161 E Swedesford Rd	190,950	\$35.09	\$6,701,352
55	289	Pittsburgh	Perry Shops 7920 Perry Hwy	151,367	\$42.93	\$6,498,464
56	4645	Limerick	Limerick Village 200 West Ridge Pike	176,286	\$36.67	\$6,464,922
57	2306	Wayne	209 W Lancaster Ave	153,630	\$41.98	\$6,449,698
58	284	Pittsburgh	Bill Green Shopping Ctr 10 Old Clairton Rd	194,872	\$32.95	\$6,421,707
59	9205	Pittsburgh	1602 Cochran Rd	195,905	\$32.74	\$6,414,376
60	604	Reading	4721 Perkiomen Ave.	203,533	\$31.32	\$6,374,678
61	5191	Philadelphia	2401 Vare Ave	276,681	\$22.98	\$6,358,129
62	6711	Hanover	Hanover Crossing Shop Ctr 431 Eisenhower Drive	180,056	\$35.24	\$6,345,776
63	1506	Downingtown	Ashbridge Shopping Ctr 861 E Lancaster Ave	193,549	\$32.66	\$6,321,161
64	911	Fairless Hills	510 S Oxford Valley Rd, Bldg 8	254,925	\$24.79	\$6,319,872
65	4502	Mt. Pocono	Pocono Village Mall 87 Sr 940	222,631	\$28.25	\$6,288,666
66	6712	York	Commerce Center 2148 White Street, Ste 3	218,305	\$28.57	\$6,237,991
67	6714	Shrewsbury	Shrewsbury Commons Shp Ct 802 Shrewsbury Commons Ave	143,371	\$43.27	\$6,203,658
68	4001	Wilkes-Barre	2136 Wilkes-Barre Twp	192,197	\$31.36	\$6,026,615
69	5140	Philadelphia	2401 E Venango St	251,569	\$23.64	\$5,947,928
70	709	Altoona	Pleasant Valley Shop Ctr 3415 Pleasant Valley Blvd, Suite 7	173,484	\$34.16	\$5,926,929
71	4003	Dallas	Pa Route 309 55 Memorial Highway	160,059	\$36.58	\$5,854,849
72	2801	Chambersburg	Wayne Plaza 987 Wayne Ave	173,105	\$33.59	\$5,815,232
73	4306	Hermitage	Hermitage Towne Plaza 2321 E State St	157,595	\$36.84	\$5,805,601

Table 8: Stores Ranked by Total Dollar Sales Amount, RY 2011 – 12 (continued)

Rank	Store	City	Address	Transaction Count	Avg. Value of Transaction	Dollar Sales Amount
74	2101	Carlisle	Carlisle Marketplace 281 S Spring Garden St	208,373	\$27.53	\$5,737,280
75	619	Reading	Penn Plaza 3045 N 5th Street Hwy, Ste 2	202,277	\$28.24	\$5,711,736
76	222*	Bridgeville	United Indust Park Bldg D 98 Vanadium Rd	4,683	\$1,216.43	\$5,696,534
77	3801	Lebanon	102 N 8th Avenue	193,891	\$29.18	\$5,657,961
78	9118	Philadelphia	Ivy Ridge Shopping Center 7146 Ridge Avenue	216,472	\$26.02	\$5,632,941
79	101	Gettysburg	1275 York Road Lot 12	147,334	\$38.14	\$5,618,889
80	2324	Holmes	Macdade Shopping Ctr 2143 Macdade Blvd	215,041	\$26.11	\$5,614,200
81	910	Souderton	Hilltown Plaza Sc 766 Rt 113 Store 4	187,012	\$29.93	\$5,597,613
82	5132	Philadelphia	4229 N Broad St	303,955	\$18.37	\$5,583,408
83	4804	Bethlehem	Stefko Shopping Center 1844-A Stefko Blvd	209,389	\$26.56	\$5,560,656
84	1525	Exton	Lionville Shopping Ctr. 162 Eagleview Blvd.	167,433	\$32.92	\$5,511,777
85	2215	Harrisburg	The Point Shopping Ctr 4227 Union Deposit Rd	212,115	\$25.98	\$5,509,976
86	4501	East Stroudsburg	Pocono Plaza 322 Lincoln Ave	218,908	\$25.09	\$5,492,377
87	4632	North Wales	Gwynedd Crossing Sc 1200 Bethlehem Pike Ste 7	154,730	\$35.46	\$5,487,013
88	5190	Philadelphia	7161 Ogontz Ave	262,276	\$20.85	\$5,469,759
89	4636	Narberth	1 Station Cir	145,861	\$37.49	\$5,468,866
90	4110	Williamsport	Loyal Plaza Shop Center 1903 E 3rd St	152,846	\$35.71	\$5,458,169
91	3615	Lancaster	Bridgeport Shopping Center 1622 Lincoln Highway East	209,018	\$26.10	\$5,454,655
92	1010	Seven Fields	206 Seven Fields Blvd	156,889	\$34.24	\$5,371,757
93	5160	Philadelphia	Hendrix Center 11685 Bustleton Ave	226,751	\$23.56	\$5,342,460
94	2320	Havertown	1305 West Chester Pike, Ste 44B	194,642	\$27.30	\$5,314,583
95	5173	Philadelphia	Woodland Village Shop Ctr 6036 Woodland Ave	293,717	\$18.05	\$5,301,495
96	3607	Lititz	Shoppes At Kissel Village 1020 Lititz Pike	173,988	\$30.17	\$5,249,232
97	3522	Scranton	210 Meadow Ave	172,207	\$30.32	\$5,221,837
98	211	Gibsonia	354 Northtowne Square 5600 Route 8	158,615	\$32.74	\$5,192,947
99	1507	Kennett Square	New Garden Town Sq Sc 350 Scarlett Rd Ste 1-3-5	126,039	\$40.77	\$5,138,691
100	1523	West Chester	Shoppes Dilworthtown Ste B 1363 Dilworthtown Crossing	131,092	\$38.75	\$5,079,418
101	1502	Phoenixville	550 Kimberton Road	158,232	\$31.75	\$5,024,624
102	5121	Philadelphia	Top Of The Hill Shop Ctr 8705 Germantown Ave	141,937	\$35.19	\$4,995,315
103	1902	Bloomsburg	1231 Columbia Blvd	156,487	\$31.85	\$4,984,247
104	4635	Willow Grove	Regency Square Shop Plaza 1029 N Easton Rd	157,350	\$31.37	\$4,935,481
105	3915	Bethlehem	Westgate Mall 2289 Schoenersville Rd	173,026	\$28.46	\$4,924,183
106	915	Bristol	3920 New Falls Rd	205,114	\$23.93	\$4,908,349
107	5141	Philadelphia	4906-4908 Baltimore Ave	246,567	\$19.90	\$4,907,841
108	6705	York	Queensgate Shopping Center 2075 Springwood Road, Unit #30	168,684	\$29.01	\$4,894,075

APENDIX B - TABLE 8

Table 8: Stores Ranked by Total Dollar Sales Amount, RY 2011 – 12 (continued)

Rank	Store	City	Address	Transaction Count	Avg. Value of Transaction	Dollar Sales Amount
109	929	Chalfont	4275 County Line Rd	155,483	\$31.47	\$4,893,238
110	6401	Hawley	74 Welwood Avenue Suite 103	119,052	\$41.02	\$4,883,652
111	2106	Mechanicsburg	6560 Carlisle Pike Suite 350	158,788	\$30.75	\$4,881,951
112	5169	Philadelphia	1935 Fairmount Ave	186,929	\$25.95	\$4,851,208
113	4621	Blue Bell	Ctr Square Plaza Ste 100 1301 Skippack Pike	120,592	\$39.67	\$4,783,828
114	266	Sewickley	521 Beaver St	97,125	\$49.23	\$4,781,576
115	4608	Bryn Mawr	922 W Lancaster Ave	118,944	\$39.90	\$4,745,294
116	6518	North Huntingdon	Norwin Hills Shopping Ctr 8775 Norwin Ave	158,359	\$29.65	\$4,694,672
117	1504	West Chester	Bradford Plaza Sc 680 Downingtown Pike	169,053	\$27.72	\$4,686,787
118	5201	Milford	106 W Harford St	146,746	\$31.91	\$4,682,390
119	5155	Philadelphia	Society Hill Shopping Ctr 326 S 5th St	147,600	\$31.69	\$4,677,244
120	2207*	Harrisburg	1303 North 7th St	3,852	\$1,207.87	\$4,652,696
121	1517	Wayne	Devon Village Shoppes 821 W Lancaster Av Ste 110	86,697	\$53.63	\$4,649,201
122	5142	Philadelphia	Plaza Americana 2717 N American St	207,490	\$22.31	\$4,628,668
123	3606	Lancaster	Centerville Square 586 Centerville Rd	167,570	\$27.20	\$4,557,595
124	4015*	Wilkes-Barre	112 Stevens Rd	4,038	\$1,108.35	\$4,475,527
125	4626	Norristown	2501 West Ridge Pike	169,681	\$26.36	\$4,471,950
126	2501	Erie	Summit Towne Centre 7200 Peach St	113,294	\$39.22	\$4,443,895
127	226	Pittsburgh	132 Ben Avon Heights Rd	160,129	\$27.72	\$4,438,746
128	3916	Trexertown	Trexler Mall Unit 2-A 6900 Hamilton Blvd	160,911	\$27.44	\$4,414,850
129	3903	Allentown	1918 Allen St	159,493	\$27.60	\$4,401,785
130	207	Pittsburgh	One Oxford Centre 320 Smithfield St	131,866	\$33.27	\$4,386,732
131	928	Langhorne	Shoppes at Flowers Mill 118 N Flowers Mill Rd	138,852	\$31.36	\$4,354,508
132	6709	York	The Crossroads Shopp Ctr 351 Loucks Rd	159,778	\$27.23	\$4,350,336
133	914	Feasterville	Southampton Village Sc 162 E Street Road	125,925	\$34.44	\$4,337,417
134	5134	Philadelphia	32 S Second St	95,291	\$45.33	\$4,319,677
135	925	Richboro	Crossroads Shopping Center 800 Bustleton Ave	143,300	\$29.44	\$4,218,776
136	1510	Coatesville	Barley Station Sc 2715 E Lincoln Highway	176,297	\$23.86	\$4,205,674
137	5122	Philadelphia	8 Penn Center Plaza 1628 John F Kennedy Blvd	212,022	\$19.68	\$4,173,568
138	2314	Newtown Square	Newtown Sq Shopping Ctr 42 Alpha Dr	133,453	\$31.07	\$4,146,686
139	5185	Philadelphia	180 W. Girard Avenue	142,400	\$29.07	\$4,139,417
140	267	Coraopolis	Moon Plaza, Suite 24 5990 University Blvd	135,496	\$30.48	\$4,129,859
141	2105	Mechanicsburg	Mechanicsburg Plaza 5301 Simpson Ferry Rd	154,856	\$26.63	\$4,123,302
142	4639	Gilbertsville	Gilbertsville Shopping Ctr 1050 E Philadelphia Ave	131,738	\$31.29	\$4,122,284

Table 8: Stores Ranked by Total Dollar Sales Amount, RY 2011 – 12 (continued)

Rank	Store	City	Address	Transaction Count	Avg. Value of Transaction	Dollar Sales Amount
143	5135	Philadelphia	5101 Lancaster Ave	208,738	\$19.73	\$4,117,767
144	1505	Paoli	Depot Shoppes 21 Plank Ave, Ste 140	114,332	\$35.84	\$4,097,453
145	5157	Philadelphia	1237 S 11th St	157,023	\$26.04	\$4,088,547
146	299	Pittsburgh	Penn Hills Shopping Center 11685 Penn Hills Drive	179,922	\$22.72	\$4,087,986
147	228	Pittsburgh	Edgewood Towne Centre 1749 S Braddock Ave	164,078	\$24.58	\$4,032,950
148	238	Pittsburgh	Shady Hill Center 6320 Shakespeare St	237,533	\$16.96	\$4,028,290
149	2332	Broomall	Lawrence Park Shop Center 1991 Sproul Rd Space 37	151,115	\$26.26	\$3,968,624
150	4505	Brodheadsville	West End Plaza 1421 Route 209, Suite 106	165,317	\$23.93	\$3,955,747
151	2331	Drexel Hill	5035 Township Line Road	140,329	\$28.15	\$3,950,135
152	5111	Philadelphia	3720 Main St	126,937	\$31.12	\$3,950,053
153	906	Morrisville	Pennsbury Plaza Sc 229 Plaza Blvd #3133	165,651	\$23.42	\$3,880,122
154	298	Bridgeville	Chartiers Valley Shop Ctr 1025 Washington Pike	129,851	\$29.69	\$3,854,955
155	4617	Harleysville	2710 Shelly Road	121,968	\$31.49	\$3,840,546
156	3608	Lancaster	Manor Shopping Center 1234 Millersville Pke	157,196	\$24.41	\$3,836,550
157	4607	Ambler	132 E Butler Ave	99,798	\$38.17	\$3,809,513
158	4611	Royersford	Park Towne Plaza 301 N Lewis Rd Suite #170	143,331	\$26.27	\$3,764,632
159	615	Douglassville	Douglassville Shopping Ctr 180 Old Swede Road Suite #6	131,961	\$28.51	\$3,761,946
160	4638	Glenside	123 S Easton Rd	141,939	\$26.46	\$3,755,943
161	4637	Audubon	Audubon Village Shop Ctr 2860 Audubon Vill Dr	119,681	\$31.03	\$3,713,197
162	938	Warminster	Center Point Plaza Sc 748 West Street Road	134,649	\$27.45	\$3,695,867
163	5165	Philadelphia	2118 Cottman Ave	180,842	\$20.39	\$3,687,689
164	4627	Lansdale	Hillcrest Shopping Center 644 E Main Street	141,616	\$25.95	\$3,675,082
165	2107	Camp Hill	3760 Market St	115,993	\$31.64	\$3,669,665
166	3909	Allentown	906 Club Ave	123,789	\$29.50	\$3,651,249
167	6523	Latrobe	1038 Latrobe 30 Plaza, Suite 311	115,231	\$31.64	\$3,645,886
168	919	Bensalem	2223 Galloway Rd	123,832	\$29.40	\$3,640,181
169	249	Pittsburgh	519 Towne Square Way	142,027	\$25.56	\$3,630,160
170	4509	Tannersville	R.R. #1 Tannersville Plaza 2838 Route 611, Suite 107	136,954	\$26.48	\$3,626,663
171	291	Monroeville	Miracle Mile Shop Ctr 4154B William Penn Hwy	116,833	\$30.65	\$3,581,351
172	290	Pittsburgh	Noble Manor Shopping Ctr 2350 Noblestown Rd	128,080	\$27.74	\$3,552,381
173	3508	Dunmore	70 Keystone Industrial Pk	129,317	\$27.38	\$3,540,518
174	4630	Pottstown	North End Shopping Center 1300 N Charlotte St	138,631	\$25.53	\$3,539,256
175	6521	Murrysville	4610 William Penn Hwy	106,264	\$33.12	\$3,519,715
176	1702	Dubois	5730 Shaffer Rd	114,245	\$30.65	\$3,501,317
177	2327	Villanova	789 East Lancaster Ave	65,103	\$53.68	\$3,494,547
178	9207	Wexford	Wexford Plaza Shopping Ctr 10660 Perry Hwy	89,441	\$39.05	\$3,492,621

APENDIX B - TABLE 8

Table 8: Stores Ranked by Total Dollar Sales Amount, RY 2011 – 12 (continued)

Rank	Store	City	Address	Transaction Count	Avg. Value of Transaction	Dollar Sales Amount
179	1402	State College	Hills Plaza 2051 S Atherton St	95,464	\$36.52	\$3,485,904
180	1003	Butler	608 Moraine Pointe Plaza	115,891	\$29.77	\$3,450,516
181	3617	Lancaster	Wheatland Shopping Center 1761A Columbia Ave	118,921	\$28.98	\$3,446,607
182	2502	Erie	105 W 18th St	113,785	\$30.28	\$3,445,234
183	6001	Lewisburg	334 Market St	100,752	\$34.16	\$3,441,535
184	2001	Meadville	Downtown Mall 900 Water St	120,411	\$28.46	\$3,427,051
185	5116	Philadelphia	101 E Olney Ave	173,200	\$19.77	\$3,424,767
186	605	Kutztown	Village Square Plaza 45 Constitution Blvd	111,326	\$30.62	\$3,409,040
187	4507	Blakeslee	Blakeslee Corner Shop Plz, Rts 115 & 940 P.O. Box 640	103,249	\$33.01	\$3,408,666
188	3206	Indiana	Town Fair Plaza 475 Ben Franklin South, Suite 5	110,268	\$30.82	\$3,398,798
189	3904	Allentown	3300 Lehigh St	113,421	\$29.94	\$3,395,294
190	4510	East Stroudsburg	Fox Run Plaza 15 Fox Run Ln	137,104	\$24.68	\$3,383,740
191	4033	Hazle Township	Church Hill Mall 1089 N. Church St.	114,879	\$29.44	\$3,382,378
192	2110	Carlisle	Stonehedge Square Shp Ctr 950 Walnut Bottom Rd	102,542	\$32.65	\$3,347,839
193	5101	Philadelphia	135 W Chelten Ave	217,518	\$15.32	\$3,331,318
194	5105	Philadelphia	5 North 12th Street	172,582	\$19.14	\$3,303,806
195	2329	Eddystone	Eddystone Shopping Center 1562 Chester Pike Unit D-6	149,392	\$22.10	\$3,300,943
196	620	Shillington	2207 Lancaster Pike	112,226	\$29.34	\$3,292,673
197	5107	Philadelphia	Grant Plaza II Shop Ctr 1619 Grant Ave - Str 38	127,146	\$25.77	\$3,277,130
198	224	Pittsburgh	1824 Murray Ave	127,995	\$25.60	\$3,276,111
199	5143	Philadelphia	2429 South St	112,483	\$29.02	\$3,264,786
200	6710	Red Lion	Windsor Commons Shop Ctr 3159 Cape Horn Rd	133,860	\$24.25	\$3,245,933
201	4622	Rockledge	404 Huntingdon Pike	116,481	\$27.80	\$3,238,586
202	3919	Allentown	Allentown Towne Center 4777 Tilghman St	107,324	\$30.12	\$3,232,297
203	2302	Upper Darby	128 S 69th St	176,666	\$18.28	\$3,229,239
204	274	Pittsburgh	Lebanon Shops 300 Mount Lebanon Blvd	121,684	\$26.54	\$3,229,195
205	296	Bethel Park	5249 Library Rd	121,136	\$26.44	\$3,202,326
206	292	Pittsburgh	N Hills Village Rm 9 4801 McKnight Rd	103,011	\$31.05	\$3,198,622
207	2610	Uniontown	Fayette Plaza Shop Ctr 619 Pittsburgh Rd	80,621	\$39.61	\$3,193,327
208	6519	Lower Burrell	Crossroads Plaza 2501 Leechburg Road, Suite F	99,065	\$32.22	\$3,191,749
209	9114	Philadelphia	Adams And Tabor Center 730 Adams Ave	112,325	\$28.13	\$3,159,893
210	414	Monaca	1476 Brodhead Road	100,980	\$31.23	\$3,153,918
211	409	Beaver Falls	Chippewa Mall Rooms 5 & 6 2546 Constitution Blvd	103,138	\$30.44	\$3,139,534
212	4506	Stroudsburg	1060 N 9th St	122,531	\$25.61	\$3,137,629
213	2103	Shippensburg	Shippen Towne Centre 109 S. Conestoga Drive	112,834	\$27.76	\$3,131,867
214	6524	Belle Vernon	321 Tri-County Lane	115,815	\$26.75	\$3,098,339

Table 8: Stores Ranked by Total Dollar Sales Amount, RY 2011 – 12 (continued)

Rank	Store	City	Address	Transaction Count	Avg. Value of Transaction	Dollar Sales Amount
215	5602	Somerset	Somerset Commons Ste 110 1534 N Center Ave	89,246	\$34.47	\$3,076,560
216	1801	Lock Haven	137 E Main St	88,829	\$34.57	\$3,071,114
217	5114	Philadelphia	8844 Frankford Ave	145,415	\$21.11	\$3,069,692
218	2214	Harrisburg	Vlge Of Oakhurst Shop Ctr 4404 Oakhurst Blvd	107,563	\$28.37	\$3,051,869
219	6201	Warren	44 Market Street Plaza	103,435	\$29.42	\$3,043,027
220	5149	Philadelphia	4049 Market St	144,249	\$20.99	\$3,027,167
221	213	Pittsburgh	217 Atwood St	141,945	\$21.28	\$3,020,031
222	9111	Philadelphia	Roosevelt Plaza 6577 Roosevelt Blvd	140,841	\$21.39	\$3,013,052
223	5119	Philadelphia	724 South St	113,696	\$26.48	\$3,010,457
224	4401	Lewistown	129 S Main St Suite 400	109,981	\$27.36	\$3,009,013
225	3908	Macungie	199 W Main Street	94,276	\$31.90	\$3,007,865
226	2509	Erie	Giant Eagle Plaza 4466 Buffalo Rd	114,216	\$26.24	\$2,997,176
227	3914	Allentown	Mountainville Shopping Ctr 1604 S Fourth St	129,206	\$23.13	\$2,988,395
228	3611	Elizabethtown	1575 S Market St Suite 109	108,629	\$27.43	\$2,979,631
229	907	Yardley	Edgewood Village Shop Ctr 635 Heacock Rd	110,553	\$26.90	\$2,974,196
230	4102	Williamsport	Hepburn Center 449 Hepburn St	91,484	\$32.50	\$2,972,986
231	1513	Berwyn	552 Lancaster Avenue	89,046	\$33.37	\$2,971,546
232	4701	Danville	604 Continental Blvd	98,910	\$30.00	\$2,967,777
233	602	Reading	Rockland Plaza 1202 Rockland Street	113,622	\$26.12	\$2,967,679
234	5158	Philadelphia	McKeown Shopping Ctr 6824 Rising Sun Ave	139,727	\$21.13	\$2,952,715
235	1508	Parkesburg	West Sadsbury Commons S C 324 Commons Drive Ste C-6	111,580	\$26.46	\$2,952,532
236	4640	Wyncote	8156 Ogontz Ave	149,478	\$19.75	\$2,951,753
237	4807	Hellertown	Creekside Market Place 1848 Leithsville Rd	103,699	\$28.39	\$2,943,511
238	6403	Hamlin	Hamlin Shopping Ctr Rt 590	100,222	\$29.19	\$2,925,280
239	6402	Honesdale	541 Main St	92,170	\$31.64	\$2,916,203
240	2333	Upper Darby	Barclay Square Shop Ctr 1500 Garrett Rd	119,992	\$24.30	\$2,915,823
241	1522	Pottstown	Suburbia Sc 76 Glocker Way	91,463	\$31.78	\$2,906,747
242	272	Pittsburgh	233 Shiloh St	93,123	\$31.19	\$2,904,335
243	5153	Philadelphia	2115 N 22nd St	158,425	\$18.29	\$2,897,477
244	1512	Malvern	Lincoln Court Shopping Ctr 215 Lancaster Ave	96,886	\$29.75	\$2,882,568
245	3920	Emmaus	East Penn Plaza 1325 Chestnut Street	96,852	\$29.57	\$2,863,490
246	937	Yardley	Oxford Oaks Shopping Ctr 1601 Big Oak Road	87,817	\$32.56	\$2,858,995
247	703	Duncansville	202 Hollidaysburg Plaza	92,423	\$30.61	\$2,828,919
248	4024	Pittston	140 Laurel Plaza	96,661	\$29.09	\$2,811,468
249	2312	Lansdowne	920 Baltimore Ave	139,945	\$20.02	\$2,801,424
250	4625	King Of Prussia	Valley Forge Shopping Ctr 109 Town Center Road	107,177	\$26.06	\$2,793,230
251	4629	Dresher	Fairway Shop Ctr Str A 1825 Limekiln Pike	106,417	\$26.20	\$2,788,248
252	410	Aliquippa	Aliquippa Shopping Center 2719 Brodhead Rd Suite 13	101,449	\$27.30	\$2,769,054

APENDIX B - TABLE 8

Table 8: Stores Ranked by Total Dollar Sales Amount, RY 2011 – 12 (continued)

Rank	Store	City	Address	Transaction Count	Avg. Value of Transaction	Dollar Sales Amount
253	4642	Huntingdon Valley	Marketplace At Huntingdon 2082-84 County Line Road	107,285	\$25.68	\$2,755,157
254	5195	Philadelphia	7702 City Ave	122,949	\$22.32	\$2,744,374
255	3921	Allentown	Airport Plaza Shopping Ctr 1247 Airport Rd	77,951	\$35.17	\$2,741,601
256	3907	Allentown	The Shops At Cedar Point 333 S Cedar Crest Blvd	85,972	\$31.87	\$2,740,119
257	1406	State College	Benner Pike Shops 323 Benner Pike	92,028	\$29.76	\$2,738,914
258	4026	Edwardsville	26 Gateway Shopping Center Suite B	101,774	\$26.89	\$2,736,488
259	501	Bedford	409 E Pitt St	74,434	\$36.76	\$2,736,039
260	2601	Uniontown	111 W Fayette St	79,730	\$34.31	\$2,735,716
261	4605	Cheltenham	Melrose Shopping Center 103 W Cheltenham Ave	116,154	\$23.49	\$2,728,045
262	263	Pittsburgh	418 E Ohio St	154,386	\$17.63	\$2,722,110
263	2503	Erie	Asbury Square 2421 Asbury Rd	100,266	\$27.14	\$2,721,659
264	901	Hatfield	Hilltown Crossings Shop Ct 1547 Bethlehem Pke	98,621	\$27.39	\$2,701,099
265	4006	Luzerne	Luzerne Shopping Center 468 Union St	101,727	\$26.53	\$2,698,807
266	1520	Glenmoore	Ludwigs Village Shop Ctr 2910 Conestoga Rd	74,340	\$36.08	\$2,681,962
267	6507	Ligonier	613 W Main St	59,701	\$44.89	\$2,679,938
268	5138	Philadelphia	7204 Germantown Ave	123,620	\$21.66	\$2,677,854
269	4615	East Greenville	26 E Fourth St	91,675	\$29.16	\$2,673,255
270	404	East Rochester	Rochester Plaza 730 Ohio River Blvd	89,915	\$29.65	\$2,666,331
271	4815	Easton	Forks Town Center 341 Town Center Blvd.	101,107	\$26.29	\$2,658,078
272	917	Southampton	500 S Second Street Pike	86,956	\$30.47	\$2,649,686
273	201	Bridgeville	3239 Washington Pike	103,128	\$25.68	\$2,648,769
274	1118	Johnstown	Geistown Shopping Center 2451 Bedford St	86,245	\$30.59	\$2,638,345
275	4201	Bradford	38 Davis St	88,268	\$29.83	\$2,632,600
276	3604	Ephrata	31 W Main St	100,068	\$26.30	\$2,632,069
277	9108	Philadelphia	Pennypack Circle Shop Ctr 8204 E. Roosevelt Blvd.	105,702	\$24.73	\$2,613,588
278	916	Bristol	Bristol Park 238 Commerce Circle	115,419	\$22.60	\$2,608,234
279	5152	Philadelphia	Erie Plaza 3772 L St	119,418	\$21.71	\$2,592,302
280	5183	Philadelphia	2913 N. 22nd Street	156,013	\$16.53	\$2,578,944
281	3510	Peckville	Plaza 1500 1531 Main St	88,970	\$28.96	\$2,576,482
282	288	Pittsburgh	530-A Caste Village Sc	88,943	\$28.82	\$2,563,516
283	2006	Meadville	19017 Park Avenue Plaza	66,883	\$38.30	\$2,561,951
284	5145	Philadelphia	5235 Frankford Ave	179,854	\$14.23	\$2,559,125
285	4813	Bethlehem	30 E 4th St	87,052	\$29.18	\$2,540,456
286	5501	Selinsgrove	517 N Market St	85,712	\$29.50	\$2,528,906
287	4508*	Marshalls Creek	Jay Park Rt 209	1,526	\$1,655.41	\$2,526,156
288	6708	New Cumberland	Fairview Center 128 Old York Rd	96,147	\$26.26	\$2,524,711
289	9206	McKees Rocks	Kenmawr Plaza 510 Pine Hollow Rd	91,705	\$27.44	\$2,516,368
290	1518	West Chester	The Marketplace Shop Ctr 1502 W Chester Pike	100,442	\$25.02	\$2,513,108
291	9105	Philadelphia	4600 Lancaster Ave	151,847	\$16.53	\$2,510,759
292	280	Pittsburgh	2800 Robinson Blvd	121,368	\$20.68	\$2,509,534
293	927	Pipersville	Plumstead Square Shop Ctr 5837 Easton Rd	90,004	\$27.73	\$2,495,729

Table 8: Stores Ranked by Total Dollar Sales Amount, RY 2011 – 12 (continued)

Rank	Store	City	Address	Transaction Count	Avg. Value of Transaction	Dollar Sales Amount
294	4810	Bethlehem	Bethlehem Square Sc 3926 Nazareth Pike, Unit 11	95,412	\$26.06	\$2,486,583
295	1119	Johnstown	1735 Lyter Dr	81,599	\$30.34	\$2,475,584
296	5189	Philadelphia	2807 S Front St	87,338	\$28.31	\$2,472,257
297	203	Pittsburgh	Braddock Hills Shopping Ct 230 Yost Blvd	94,607	\$26.11	\$2,470,586
298	5180	Philadelphia	3521 Cottman Ave	112,502	\$21.85	\$2,458,714
299	4805	Northampton	1910 Center St	94,318	\$26.03	\$2,455,237
300	6525	Greensburg	6041 Route 30, Suite 350	87,861	\$27.93	\$2,454,270
301	1515	Exton	Marchwood Shopping Center 23 Marchwood Rd	85,234	\$28.68	\$2,444,335
302	2206	Middletown	Midtown Plaza 430 E Main Street	96,541	\$25.30	\$2,442,368
303	1901	Berwick	35 Briar Creek Road	79,895	\$30.48	\$2,435,212
304	3803	Palmyra	Palmyra Shopping Center 901 E Main St Suite 12	90,129	\$26.91	\$2,425,096
305	285	Allison Park	Hampton Plaza 4706 William Flynn Hwy, Suite 8	78,041	\$30.99	\$2,418,849
306	2518	Edinboro	Washington Towne Center 140 Washington Towne Blvd	85,589	\$28.17	\$2,411,091
307	209	Pittsburgh	4104 Butler St	79,595	\$30.29	\$2,410,697
308	4013	Wilkes-Barre	South Main Plaza 379 S Main St	110,537	\$21.71	\$2,399,927
309	933	Holicong	Buckingham Green 4950 Old York Rd	61,362	\$39.09	\$2,398,361
310	2109	Camp Hill	Harrisburg West Sc 3441 Simpson Ferry Rd	87,058	\$27.51	\$2,395,165
311	921	Yardley	Yardley Shopping Center 25 S Main St	66,031	\$36.26	\$2,394,600
312	6302	Canonsburg	43 E Pike St	85,002	\$28.07	\$2,386,101
313	218	Pittsburgh	2947 W Liberty Ave	79,439	\$29.82	\$2,369,262
314	3708	New Castle	2410 Wilmington Rd	89,084	\$26.58	\$2,367,474
315	6601	Tunkhannock	2 Village Center	80,382	\$29.42	\$2,364,950
316	2201	Harrisburg	Kline Village Shopping Ctr 29 Kline Village	114,409	\$20.64	\$2,361,568
317	4031	Hazleton	Hazleton Shopping Center 534 W. Broad Street	81,231	\$28.87	\$2,345,439
318	1526	Phoenixville	785 Starr Street	93,631	\$25.02	\$2,342,618
319	3202	Indiana	575 Philadelphia St	75,112	\$31.18	\$2,341,750
320	5108	Philadelphia	3250 N Broad Street	135,137	\$17.31	\$2,338,726
321	234	Pittsburgh	West View Sc 1012 West View Park Dr	99,484	\$23.45	\$2,333,214
322	9213	Pittsburgh	2356 Golden Mile Hwy	89,385	\$26.06	\$2,329,341
323	2511	Erie	737 East 38th St	97,970	\$23.67	\$2,319,367
324	4903	Sunbury	Sunbury Plaza 1135 N. 4th Street	76,581	\$30.26	\$2,317,382
325	3504	Childs	529 Main St	78,058	\$29.67	\$2,315,941
326	264	Pittsburgh	Shaler Plaza Suite 7880 Butler St	78,966	\$29.32	\$2,315,082
327	935	Jamison	Warwick Square Shop Ctr 2395 Old York Rd	75,145	\$30.77	\$2,312,390
328	608	Sinking Spring	Springtown Shopping Ctr 2671 Shillington Rd	87,020	\$26.57	\$2,311,925
329	3610	Denver	Muddy Creek Shoppes 2350 N Reading Rd Str 11	74,242	\$31.11	\$2,309,891
330	2217	Harrisburg	Swatara Square 6301 Grayson Rd Suite A118	89,236	\$25.82	\$2,304,124
331	1002	Harmony	9 Northgate Plaza Unit 5	83,155	\$27.71	\$2,304,012
332	6703	Hanover	Grandview Plaza Complex 1446 Baltimore St, Unit G	81,979	\$27.90	\$2,287,167

APENDIX B - TABLE 8

Table 8: Stores Ranked by Total Dollar Sales Amount, RY 2011 – 12 (continued)

Rank	Store	City	Address	Transaction Count	Avg. Value of Transaction	Dollar Sales Amount
333	606	Hamburg	500 Hawk Ridge Dr Suite #8	74,418	\$30.71	\$2,285,651
334	282	White Oak	Oak Park Mall 2001 Lincoln Way	85,575	\$26.53	\$2,270,016
335	2208	Harrisburg	Uptown Plaza 2943 N 7th St	112,408	\$20.18	\$2,268,827
336	3101	Huntingdon	7657 Lake Raystown Sc	79,199	\$28.57	\$2,262,740
337	1521	Downington	Brandywine Village Shp Ctr 1239 Horseshoe Pike Rt 322	84,297	\$26.81	\$2,260,075
338	3603	Columbia	Columbia Shopping Ctr 36 S 18th St	88,367	\$25.57	\$2,259,712
339	3602	Lancaster	252 N Queen St 1st Fl	115,866	\$19.43	\$2,251,321
340	4007	Nanticoke	13 Weis Plaza	85,998	\$26.04	\$2,239,535
341	6702	Etters	150 Newberry Commons	77,685	\$28.32	\$2,199,700
342	6501	Greensburg	105 Harrison Ave	62,790	\$34.87	\$2,189,546
343	275	Pittsburgh	826 Hazelwood Ave	80,474	\$27.21	\$2,180,335
344	3902	Schnecksville	5041 Rt 873	81,879	\$26.61	\$2,178,708
345	5401	Pottsville	530 Pottsville Park Plaza Route 61 North	79,975	\$27.19	\$2,174,266
346	308	Kittanning	Franklin Village Shpg Ctr 13 Franklin Village Mall	74,319	\$29.18	\$2,168,684
347	2309	Brookhaven	4117 Edgmont Ave	109,684	\$19.73	\$2,164,155
348	2319	Glen Mills	Concordville Towne Center 301 Byers Drive, Space K-013	59,087	\$36.40	\$2,150,842
349	923	Warminster	864 E Street Rd	69,487	\$30.93	\$2,149,061
350	801	Sayre	2323 N Elmira St	70,518	\$30.45	\$2,147,039
351	1503	West Grove	Shoppes at Jenners Village 831 W Baltimore Pike Ste E	89,375	\$23.72	\$2,120,038
352	220	Oakmont	624 Allegheny River Blvd	49,755	\$42.39	\$2,109,063
353	3520	Scranton	Green Ridge Plaza 1600 Nay Aug Ave	90,077	\$23.40	\$2,108,023
354	2603	Connellsville	808 Vanderbilt Road	68,446	\$30.72	\$2,102,377
355	1005	Butler	110 Bon Aire Plaza	77,009	\$27.18	\$2,092,866
356	294	McKeesport	Olympia Shopping Center 4313 Walnut St	65,351	\$31.98	\$2,090,203
357	3502	Dickson City	1512 Scranton Carbondale H	65,460	\$31.81	\$2,082,400
358	6512	Delmont	Salem 22 Plaza 6518 Route 22, Suite 444	70,415	\$29.53	\$2,079,462
359	4104	Muncy	1274 East Penn St	68,286	\$30.36	\$2,072,835
360	4032	West Hazleton	12 Diana Lane	68,135	\$30.42	\$2,072,337
361	2225*	Harrisburg	990 Briarsdale Road Unit A	18,685	\$110.59	\$2,066,332
362	930	Warrington	Doylestown Point Plaza 1661 Easton Rd	68,641	\$30.09	\$2,065,309
363	3601	New Holland	New Holland Shopping Ctr 681 W Main St	74,852	\$27.54	\$2,061,597
364	5198	Philadelphia	Freedom Square Shop Center 5113 Germantown Ave	118,217	\$17.37	\$2,053,575
365	5408	Pottsville	888 Gordon Nagle Trail	68,205	\$30.01	\$2,046,727
366	9212	Imperial	Penn Lincoln Center 440 Penn Lincoln Dr	68,834	\$29.72	\$2,046,066
367	3618	Morgantown	Clock Tower Plaza II, Ste 1 2846 Main St	74,908	\$27.25	\$2,041,596
368	1519	Malvern	The Shops At Great Valley 20 Liberty Blvd	62,341	\$32.70	\$2,038,846
369	5127	Philadelphia	2511 W Girard Ave	112,588	\$18.08	\$2,035,124
370	5171	Philadelphia	4177 Ridge Ave	87,392	\$23.19	\$2,026,929
371	904	Perkasie	Perkasie Square 511 Constitution Ave	83,698	\$24.14	\$2,020,725

Table 8: Stores Ranked by Total Dollar Sales Amount, RY 2011 – 12 (continued)

Rank	Store	City	Address	Transaction Count	Avg. Value of Transaction	Dollar Sales Amount
372	2805	Chambersburg	Lincoln Way Shop Center 1670 Lincoln Way E	88,035	\$22.90	\$2,016,160
373	295	North Versailles	Great Valley Mart 355 Lincoln Hwy	95,684	\$21.07	\$2,016,097
374	4644	Horsham	900 Village Mall	95,139	\$21.16	\$2,013,475
375	255	Cheswick	Cheswick Plaza 1302 Pittsburgh St	66,722	\$30.12	\$2,009,373
376	4034	Wyoming	1008 Wyoming Ave	72,786	\$27.56	\$2,005,872
377	4028	Wilkes-Barre	850 Sans Souci Pky	76,808	\$25.95	\$1,993,209
378	5120	Philadelphia	Academy Plaza 3246 Red Lion Rd	99,620	\$20.00	\$1,992,866
379	3503	Scranton	Price Chopper Shopping Ctr 1520 S Main Ave	80,282	\$24.81	\$1,991,889
380	5136	Philadelphia	Blue Grass Shop Ctr 2417 Welsh Rd, Str 8	82,770	\$23.99	\$1,985,635
381	705	Altoona	Chestnut Plaza 220 E.Chestnut Ave	80,345	\$24.70	\$1,984,855
382	918	Trevose	Trevose Shopping Plaza 560 Andrews Rd	83,636	\$23.66	\$1,978,956
383	2513	Erie	East Erie Plaza Shop Ctr 828 E. Sixth St	75,279	\$26.28	\$1,978,457
384	3518	Scranton	Keyser Oak Plaza Str 11 1762 Keyser Oak Ave	77,782	\$25.33	\$1,970,588
385	3609	Mount Joy	Mount Joy Square 921 E Main St	76,989	\$25.59	\$1,970,232
386	2517	Erie	3412 W Lake Rd	54,377	\$36.22	\$1,969,689
387	3805	Cleona	Cleona Square Shop Ctr 471 W. Penn Ave	71,372	\$27.59	\$1,969,257
388	4801	Walnutport	Walnutport Shopping Center 200C S Best Ave	72,653	\$27.01	\$1,962,700
389	202	Verona	River Town Shops 90 Allegheny River Blvd	69,988	\$27.86	\$1,949,702
390	4902	Coal Township	The Plaza at Coal Township 9345 State Route 61	64,952	\$29.95	\$1,945,016
391	4303	Greenville	100 Hadley Rd., #7	63,155	\$30.76	\$1,942,404
392	2111	Enola	East Penn Center 736 Wertzville Road	73,947	\$26.24	\$1,940,502
393	603	Sinking Spring	Sinking Spring Plaza 4880 Penn Ave	67,700	\$28.65	\$1,939,314
394	1009	Garver	240 Buffalo Plaza	62,484	\$30.96	\$1,934,396
395	230	Pittsburgh	529 Liberty Ave	123,797	\$15.62	\$1,933,637
396	4803	Pen Argyl	1375 Blue Valley Dr	78,484	\$24.62	\$1,932,324
397	4308	Grove City	33 Pine Grove Square Dr	73,625	\$26.25	\$1,932,293
398	6314	Washington	980 Jefferson Ave	87,529	\$22.00	\$1,925,533
399	1102	Johnstown	East Hills Plaza 1513 Scalp Ave	73,106	\$26.32	\$1,924,376
400	5802	Montrose	Price Chopper Plaza 1670 State Roue 706, Ste 6	56,872	\$33.72	\$1,917,494
401	2218	Hershey	731 Cherry Drive	78,500	\$24.42	\$1,917,160
402	2325	Aston	3486 Concord Rd, Str 11	82,199	\$23.30	\$1,915,463
403	283	Natrona Heights	Heights Plaza 1632 Pacific Ave	75,361	\$25.35	\$1,910,279
404	3521	Covington Twp	921 Drinker Tpke, Suite 23	69,582	\$27.39	\$1,905,517
405	216	Carnegie	102 E Main St	80,898	\$23.47	\$1,899,059
406	252	Pittsburgh	4643 Centre Ave	83,075	\$22.85	\$1,898,163
407	2304	Newtown Square	Edgemont Square Shop Ctr 4839 West Chester Pike	53,920	\$35.10	\$1,892,719
408	802	Towanda	Colonial Plaza 387 York Ave, Suite 2	62,961	\$30.06	\$1,892,553
409	6102	Franklin	541 Allegheny Blvd	63,486	\$29.71	\$1,886,305
410	4106	Williamsport	2067 Lycoming Creek Rd	69,235	\$27.19	\$1,882,784
411	4002	Wilkes-Barre	7 George Avenue	80,327	\$23.39	\$1,878,689
412	6509	Mt Pleasant	208 Countryside Plaza	69,772	\$26.75	\$1,866,643

APENDIX B - TABLE 8

Table 8: Stores Ranked by Total Dollar Sales Amount, RY 2011 – 12 (continued)

Rank	Store	City	Address	Transaction Count	Avg. Value of Transaction	Dollar Sales Amount
413	707	Altoona	Valley View Shop Ctr 613 Pleasant Valley Blvd	63,138	\$29.37	\$1,854,622
414	261	Pittsburgh	2629 Brownsville Rd	75,383	\$24.53	\$1,849,143
415	2520	Girard	Imperial Point Plaza 9135 Ridge Rd	61,190	\$30.20	\$1,848,082
416	2402	St. Marys	St Marys Plaza Shop Ctr 832 S St Marys Rd	59,861	\$30.73	\$1,839,446
417	1006	Butler	340 Greater Butler Mart	60,096	\$30.57	\$1,836,838
418	2802	Waynesboro	Wayne Heights Mall 1507-1509 East Main St	59,790	\$30.65	\$1,832,367
419	206	McKees Rocks	McKees Rocks Plz 409 Chartiers Ave	85,149	\$21.46	\$1,826,873
420	5403	Tamaqua	141 N. Railroad Street	69,969	\$25.84	\$1,808,347
421	210	South Park	The Bavarian Village 2550 Brownsville Rd	63,002	\$28.70	\$1,808,182
422	3505	Old Forge	305 S Main St	58,973	\$30.49	\$1,797,851
423	9210	Verona	Community Plaza 1103 Milltown Rd	71,983	\$24.96	\$1,796,683
424	5202	Hawley	Vill Ctr At Lords Valley Hc8 Box 8416 Rt 739	70,994	\$25.19	\$1,788,213
425	2317	Ridley Park	12 E Hinckley Ave	78,609	\$22.70	\$1,784,410
426	617	Womelsdorf	Tulpehocken Village Sc 430 N Third St	60,427	\$29.52	\$1,783,770
427	4107	Montoursville	803 N Loyalsock Ave	63,364	\$28.15	\$1,783,709
428	1705	Clearfield	Clearfield Mall 1824 Daisy St	60,753	\$29.28	\$1,778,706
429	1304	Lehighton	143 South St	64,613	\$27.47	\$1,775,178
430	2108	Enola	Summerdale Plaza Shop Ctr 443 N Enola Rd	62,311	\$28.46	\$1,773,167
431	5903	Wellsboro	16 Crafton St	56,471	\$31.27	\$1,765,930
432	610	Kenhorst	300 Kenhorst Plaza	72,484	\$24.32	\$1,762,698
433	242	Monroeville	Haymaker Village Shops 4524 Broadway Blvd	61,552	\$28.57	\$1,758,760
434	5905	Mansfield	Mansfield Plaza 181 N Main St	54,554	\$32.24	\$1,758,682
435	5182	Philadelphia	232 W Girard Ave	73,501	\$23.83	\$1,751,469
436	936	New Britain	Town Center Shopping Ctr 300 Town Center	71,242	\$24.57	\$1,750,497
437	1008	Slippery Rock	Slippery Rock Plaza Ste 2 223 Grove City Rd	71,704	\$24.32	\$1,743,990
438	217	Coraopolis	1110 Fourth Ave	64,322	\$26.99	\$1,736,141
439	6506	Mount Pleasant	656 Main St	29,598	\$58.31	\$1,725,935
440	236	Elizabeth	820 McKeesport Rd	64,909	\$26.42	\$1,714,921
441	408	New Brighton	816 3rd Ave	70,266	\$24.23	\$1,702,787
442	3605	Manheim	Manheim Shop Ctr 97 Doe Run Road	63,382	\$26.77	\$1,696,894
443	6701	York	Yorktowne Mall 131 N Duke St, Suite 4	65,604	\$25.78	\$1,691,156
444	4025	Conyngham	Valley Plaza 653 State Rte 93, Store 3	60,709	\$27.84	\$1,689,974
445	4809	Bath	Bath Shopping Center 362 S Walnut St	62,948	\$26.83	\$1,688,855
446	908	Penndel	US 1 Plaza 315 W Lincoln Hwy	74,266	\$22.58	\$1,677,288
447	3702	Ellwood City	729 Lawrence Ave	56,215	\$29.74	\$1,672,098
448	281	Glenshaw	1706 Mt Royal Blvd	66,600	\$25.04	\$1,667,898
449	2611	Uniontown	Uniontown Shop Ctr 946 Morgantown Rd	63,332	\$26.26	\$1,662,851
450	1302	Jim Thorpe	1215 North Street	50,204	\$32.46	\$1,629,538
451	4634	Norristown	2014 Old Arch Road, Store 4	74,752	\$21.75	\$1,626,223
452	4904	Milton	Weis Market Shop Ctr 551 Mahoning St	59,347	\$27.35	\$1,623,009

Table 8: Stores Ranked by Total Dollar Sales Amount, RY 2011 – 12 (continued)

Rank	Store	City	Address	Transaction Count	Avg. Value of Transaction	Dollar Sales Amount
453	6522	New Stanton	111 Westmore Ave	51,736	\$31.33	\$1,620,829
454	4806	Nazareth	34 S Broad St	62,675	\$25.55	\$1,601,181
455	1401	Bellefonte	114 N Spring St	57,058	\$28.02	\$1,599,033
456	4802	Easton	111 Northampton St	70,116	\$22.73	\$1,593,533
457	297	West Mifflin	Village Shopping Center 1874 Homeville Rd	57,185	\$27.75	\$1,587,130
458	6511	Belle Vernon	4627 Route 51, Suite 520	53,406	\$29.05	\$1,551,521
459	273	Pittsburgh	3202 Brighton Rd	83,151	\$18.64	\$1,549,808
460	2504	North East	Plaza 10720 W Main St	51,596	\$29.97	\$1,546,543
461	1603	Clarion	58 Staples Plaza, Ste 15	52,847	\$29.20	\$1,543,359
462	6514	Vandergrift	147 Columbia Ave	54,259	\$28.31	\$1,535,944
463	3523	Eynon	771 Scranton Carbondale Hwy	50,344	\$30.17	\$1,518,703
464	6510	Lower Burrell	249 Hillcrest Sc 3220 Leechburg Road	57,606	\$26.25	\$1,512,109
465	4023	West Pittston	801 Wyoming Ave	57,329	\$26.10	\$1,496,539
466	279	Pittsburgh	722 Brookline Blvd	65,013	\$23.01	\$1,495,772
467	5409	Orwigsburg	Federal Square 705 W Market St Suite 3	42,043	\$35.52	\$1,493,391
468	5412	Schuylkill Haven	515 Dock Street	55,625	\$26.51	\$1,474,758
469	6706	Manchester	Chester Square Shop Ctr 4169 N George St Extended	62,006	\$23.69	\$1,469,113
470	1601	Clarion	800 Center 845 Main St	44,184	\$33.00	\$1,458,260
471	204	Homestead	139 E 8th Ave	58,287	\$24.92	\$1,452,454
472	5001	Newport	8 Newport Plaza	54,841	\$26.48	\$1,452,377
473	2315	Boothwyn	643 Conchester Pike	37,603	\$38.04	\$1,430,569
474	2515	Erie	Commodore Perry Plaza 2208 Broad St	66,654	\$21.32	\$1,421,060
475	3001	Waynesburg	Widewaters Commons 55 Sugar Run Rd Suite 105	53,991	\$25.99	\$1,403,021
476	3706	New Castle	4 Cascade Galleria 100 S Jefferson St	61,764	\$22.64	\$1,398,392
477	403	Ambridge	999 Merchant St	57,867	\$24.15	\$1,397,541
478	4017	Plains	Plains Plaza 21 N River St	52,303	\$26.70	\$1,396,388
479	6304	Charleroi	105 3rd St	45,486	\$30.61	\$1,392,144
480	219	West Mifflin	Kennywood Shops 1326 Hoffman Blvd	72,364	\$19.22	\$1,390,942
481	402	Hopewell Twp	Green Garden Sc 3113 Green Garden Rd	54,720	\$25.31	\$1,384,754
482	1706	Philipsburg	4A Peebles Plaza	53,125	\$25.64	\$1,362,349
483	3501	Moosic	3364 Birney Plaza	45,612	\$29.81	\$1,359,494
484	6101	Oil City	Seneca Street Plaza 50 Seneca St	43,562	\$31.10	\$1,354,585
485	2204	Steelton	325 N Front St	54,792	\$24.71	\$1,353,768
486	3612	Gap	Village At Gap Shop Ctr 5360 Lincoln Hwy Store 14	50,805	\$26.64	\$1,353,379
487	223	Pittsburgh	126 Grant Ave	56,652	\$23.72	\$1,343,884
488	6516	Jeannette	Penn Crossing Shopping Ctr 2012 Penny Lane	50,143	\$26.51	\$1,329,334
489	3302	Punxsutawney	567 W Mahoning St	45,684	\$28.89	\$1,319,627
490	5402	Shenandoah	9 Gold Star Plaza	54,337	\$24.19	\$1,314,636
491	6505	New Kensington	328 Central City Plz	59,466	\$21.98	\$1,306,983
492	2002	Titusville	126 S Martin St	46,932	\$27.76	\$1,303,000
493	4604	Pottstown	212 E High St	70,695	\$18.34	\$1,296,304
494	2506	Corry	Corry Plaza 350 W Columbus Ave	44,403	\$28.97	\$1,286,362
495	412	Baden	Northern Lts Shoppers City 1603 State St, West	50,189	\$25.51	\$1,280,071
496	4103	Jersey Shore	354 Allegheny St	45,657	\$28.00	\$1,278,406

APENDIX B - TABLE 8

Table 8: Stores Ranked by Total Dollar Sales Amount, RY 2011 – 12 (continued)

Rank	Store	City	Address	Transaction Count	Avg. Value of Transaction	Dollar Sales Amount
497	6306	Monongahela	245 W Main St	49,173	\$25.89	\$1,273,085
498	6504	Jeannette	114 S Fifth St	40,592	\$31.30	\$1,270,592
499	4301	Sharon	Sharon Ctr City Shop Ctr 120 S Water Ave	55,019	\$22.87	\$1,258,489
500	4503	Cresco	1152 Route 390	42,599	\$29.54	\$1,258,254
501	212	Pittsburgh	959 Liberty Ave	51,625	\$24.23	\$1,250,725
502	9203	Leetsdale	3 Quaker Village Sc	42,132	\$29.48	\$1,242,004
503	205	McKeesport	149 5th Ave	69,957	\$17.73	\$1,240,059
504	6311	California	327 Third St	45,414	\$27.30	\$1,239,743
505	4811	Wind Gap	15 N Broadway	53,662	\$22.96	\$1,231,831
506	1106	Ebensburg	College Plaza 881 Hills Plaza Dr. Ste 10	40,297	\$30.30	\$1,220,940
507	902	Doylestown	19 W Court St	29,009	\$42.07	\$1,220,353
508	244	Glassport	739 Monongahela Ave	53,401	\$22.43	\$1,197,804
509	2316	Newtown Square	Newtown Sqare Shopping Ctr 3590 West Chester Pike	50,018	\$23.84	\$1,192,334
510	271	Munhall	3408 Main St	47,756	\$24.85	\$1,186,925
511	931	Perkasie	341 Dublin Pike	41,039	\$28.84	\$1,183,595
512	2219	Harrisburg	333 Market Street	49,811	\$23.55	\$1,173,026
513	4616	Schwenksville	100 Main St	46,557	\$25.17	\$1,171,833
514	903	Ottsville	8794 Easton Road, Ste 1	35,626	\$32.18	\$1,146,443
515	601	Reading	537 Penn St	63,846	\$17.55	\$1,120,677
516	2213	Halifax	3775 Peters Mountain Rd	41,341	\$27.10	\$1,120,248
517	1110	Ebensburg	607 W High St	39,949	\$27.70	\$1,106,562
518	3701	New Castle	Lawrence Village Plaza 2656 Ellwood Rd	45,853	\$24.08	\$1,104,007
519	4020	White Haven	White Haven Shopping Ctr 501 Main St	40,448	\$27.26	\$1,102,442
520	3201	Blairsville	215 E Market St	37,753	\$29.07	\$1,097,607
521	3204	Indiana	Town Fair Plaza 475 Ben Franklin South, Sts 30 & 32	39,088	\$27.99	\$1,093,968
522	3707	New Castle	Westgate Shopping Center 2034 W State St	40,789	\$26.79	\$1,092,674
523	6002	Mifflinburg	30 E Chestnut St	39,573	\$27.56	\$1,090,529
524	5603	Windber	1607 Jefferson Ave	34,907	\$31.23	\$1,090,196
525	4304	Mercer	535 Greenville Road	38,208	\$28.53	\$1,090,088
526	5129	Philadelphia	1446 Point Breeze Ave	79,902	\$13.52	\$1,080,269
527	5148	Philadelphia	1111 Locust Street	37,289	\$28.64	\$1,067,808
528	2803	Greencastle	Greencastle Market Pl S C 512 N Antrim Way	43,041	\$24.49	\$1,054,064
529	1524	Oxford	Oxford Square Shopping Center 449 N Third St	45,472	\$23.12	\$1,051,310
530	6305	McDonald	McDonald Shopping Plaza 301 W Barr St	38,287	\$27.17	\$1,040,100
531	2004	Linesville	211 E Erie St	29,016	\$35.06	\$1,017,342
532	4109	South Williamsport	510 W Southern Ave	41,165	\$24.35	\$1,002,473
533	1104	Cresson	101 Park Ave	38,176	\$25.81	\$985,199
534	1001	Butler	Pullman Square Shop Ctr 180 Pullman Square, Box 15	42,749	\$22.76	\$972,890
535	1101	Johnstown	426 Main St	42,910	\$22.27	\$955,583
536	704	Tyrone	1260 Pennsylvania Ave	40,113	\$23.63	\$947,906
537	3002	Carmichaels	Brodak Commons 554 South 88 Rd	32,447	\$27.80	\$902,104
538	3301	Brookville	160 Main St	30,769	\$29.25	\$900,013

Table 8: Stores Ranked by Total Dollar Sales Amount, RY 2011 – 12 (continued)

Rank	Store	City	Address	Transaction Count	Avg. Value of Transaction	Dollar Sales Amount
539	1103	North Cambria	910 Philadelphia Ave Suite 1	28,060	\$31.97	\$897,195
540	5301	Coudersport	151 Route 6 West	31,888	\$27.79	\$886,269
541	1115	Johnstown	20th Ward Shopping Center 358 N Sheridan St	39,063	\$22.61	\$883,369
542	6103	Cranberry	17 Kimberly Lane, Unit 6	38,357	\$22.79	\$874,189
543	4504	Stroudsburg	761 Main St	18,473	\$47.31	\$873,938
544	6502	Latrobe	313 Depot St	24,524	\$34.87	\$855,070
545	4612	Hatboro	225 N York Rd	34,582	\$23.68	\$818,935
546	5413	Pine Grove	16 Tremont Rd	25,553	\$31.96	\$816,790
547	3401	Mifflintown	Weis Shopping Center 4093 William Penn Highway	30,135	\$26.58	\$800,852
548	5701	Dushore	121 W Main St	28,526	\$27.70	\$790,096
549	1303	Palmerton	221 Delaware Ave	30,588	\$25.19	\$770,654
550	2202	Harrisburg	1200 N 3rd St	39,480	\$19.50	\$769,950
551	6503	Monessen	925 Donner Ave	19,162	\$38.66	\$740,756
552	5102	Philadelphia	4346 Frankford Ave	49,440	\$14.77	\$730,305
553	2205	Lykens	529 S Market St	23,191	\$31.39	\$727,897
554	5002	Duncannon	53 Main St	25,671	\$28.15	\$722,573
555	4619	Bridgeport	24 E 4th St	25,950	\$27.67	\$717,938
556	4618	Norristown	504 W Marshall St	38,936	\$18.20	\$708,601
557	2318	Chester	2709 W 9th St	39,519	\$17.56	\$693,884
558	2401	Ridgway	305 N Broad St	19,664	\$33.23	\$653,360
559	4901	Mount Carmel	136 S Oak St	22,321	\$29.19	\$651,442
560	302	Kittanning	137 S Jefferson St	17,022	\$38.24	\$650,987
561	270	Pittsburgh	3643 California Ave	29,662	\$21.85	\$648,116
562	804	Wyalusing	41871 Route 6	20,612	\$30.25	\$623,588
563	4202	Kane	124 Fraley St	19,545	\$30.33	\$592,843
564	1111	Portage	3670 Portage St, Suite 3	17,517	\$32.79	\$574,307
565	265	Russellton	Deer Lake Plaza 908 Little Deer Crk Vly Rd	20,610	\$27.57	\$568,302
566	5803	Susquehanna	The Shops 236 Erie Blvd	17,682	\$31.62	\$559,120
567	803	Troy	49 Canton Street	14,820	\$36.92	\$547,209
568	4302	Farrell	837 Sharon New Castle Rd	25,230	\$21.67	\$546,669
569	2901	McConnellsburg	Ayr Town Center 362 S. Second Street	19,398	\$28.04	\$543,951
570	3804	Lebanon	Lebanon Plaza Mall 1080 W Crestview Dr	17,290	\$31.09	\$537,511
571	303	Leechburg	163 Third St	16,754	\$31.79	\$532,676
572	3102	Mount Union	25 W Water St	20,310	\$26.10	\$530,132
573	2512	Union City	66 N Main St	17,088	\$30.58	\$522,478
574	6312	Fredericktown	524 Front St	14,760	\$35.40	\$522,438
575	6307	Burgettstown	Kwik Stop Plaza 2038 Smith Twp Rd Suite 2	18,329	\$27.37	\$501,608
576	6508	Irwin	310 Main St	16,043	\$31.20	\$500,584
577	1301	Lansford	46 W Ridge St	22,075	\$22.50	\$496,738
578	2604	Masontown	1890 McClellandtown Rd	18,884	\$25.98	\$490,604
579	6203	Youngsville	107 E Main St	14,259	\$32.69	\$466,190
580	1004	Petrolia	102 Main St	9,262	\$48.41	\$448,409
581	1201	Emporium	54 E Fourth St	13,344	\$33.29	\$444,215
582	405	Midland	508 Midland Ave	17,606	\$25.10	\$441,868
583	307	Apollo	206 N Warren Ave	17,447	\$25.19	\$439,485
584	5904	Westfield	126 W Main St	10,735	\$40.54	\$435,153

APENDIX B - TABLE 8

Table 8: Stores Ranked by Total Dollar Sales Amount, RY 2011 – 12 (continued)

Rank	Store	City	Address	Transaction Count	Avg. Value of Transaction	Dollar Sales Amount
585	2702	Tionesta	644 Elm St	14,065	\$29.71	\$417,873
586	2608	Perryopolis	3532 Pittsburgh Road Suite A	13,875	\$29.47	\$408,893
587	5801	Forest City	605 Main St	14,425	\$27.06	\$390,392
588	2804	Mercersburg	9 S Main St	7,742	\$45.21	\$349,991
589	1602	New Bethlehem	452 Broad St	11,121	\$30.95	\$344,182
590	4204	Port Allegany	66 Mill St	12,011	\$28.51	\$342,491
591	4203	Smethport	433 W Main St	11,167	\$30.14	\$336,619
592	4010	Freeland	602 Centre St	10,541	\$31.45	\$331,500
593	2701	Marienville	121 Chestnut St	10,317	\$31.92	\$329,293
594	5302	Galeton	15 West St	11,502	\$28.38	\$326,379
595	3203	Clymer	560 Franklin St	7,593	\$41.60	\$315,852
596	5404	Ashland	630 Centre St	10,592	\$29.60	\$313,503
597	6301	Washington	189 S Main St	11,953	\$25.06	\$299,553
598	5405	Frackville	500 W Oak St	10,775	\$27.19	\$292,958
599	1604	Knox	506 Main St	7,153	\$40.67	\$290,904
600	1527	Wayne	821 W. Lancaster Avenue, Ste 310	5,845	\$48.68	\$284,542
601	3303	Brockway	445 Main St	7,898	\$34.50	\$272,470
602	1703	Houtzdale	821 Centennial St	9,649	\$27.97	\$269,839
603	502	Saxton	600 Main St	7,906	\$33.75	\$266,803
604	1107	East Conemaugh	513 Chestnut St	6,163	\$40.85	\$251,744
605	5606	Boswell	212 Ohio Street	7,356	\$33.73	\$248,118
606	5406	Mahanoy City	7 S Main St	8,405	\$26.21	\$220,257
607	3305	Reynoldsville	410 Main St	5,629	\$37.10	\$208,826
608	1704	Curwensville	449 State St	6,742	\$30.50	\$205,663
609	5601	Meyersdale	686 Market Square	4,010	\$48.51	\$194,529
610	6513	Avonmore	PO Box 38	6,213	\$30.87	\$191,816
611	6515	Lower Burrell	Crossroads Plaza 2509 Leechburg Road	6,385	\$29.79	\$190,193
612	6202	Sheffield	212 S Main St	5,841	\$32.53	\$190,000
613	2602	Brownsville	127 Brownsville Ave	6,495	\$28.41	\$184,511
614	1403	Snow Shoe	15 W Olive St	4,878	\$31.94	\$155,827
615	2605	Point Marion	213 Penn St	4,038	\$37.70	\$152,217
616	2606	Uniontown	140 Walnut Hill Road	2,466	\$28.46	\$70,185
617	805	Canton	157 Troy Street	287	\$32.73	\$9,393

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

BUREAU OF MARKET & STORE ANALYTICS

The Bureau of Market & Store Analytics (BMSA) is the internal specialized market research group under the Department of Marketing and Merchandising at the Pennsylvania Liquor Control Board (PLCB). BMSA has existed since April 2010 and its Mission is to provide reliable and timely information and data analysis to PLCB management and stakeholders to enable informed business decisions and facilitate business process improvement. These efforts help identify Fine Wine & Good Spirits customers and the products they buy, thus guiding development of new products and services and finding efficiencies for PLCB operations.

BMSA duties include gathering, analyzing and interpreting sales data from the PLCB Point of Sale systems as well as information about the wine and spirits retail industry. Always adopting industry best practices, or creating them, BMSA develops processes that are repeatable and measurable.

Other publications, such as the Retail Year in Review 2010-2011 and Retail Year in Review 2009-2010, can be found on the PLCB public website (www.lcb.state.pa.us) under About, Facts & Figures and Marketing Reports.

Thank you for your interest,
Bureau of Market & Store Analytics

OUR TEAM

Robert Isenberg
Chief of Market Research Division

Doug Thompson Leader
Chief of Business Intelligence Division

Kim Mankey
Director





FINE WINE & GOOD SPIRITS

PA WINE & SPIRITS STORES