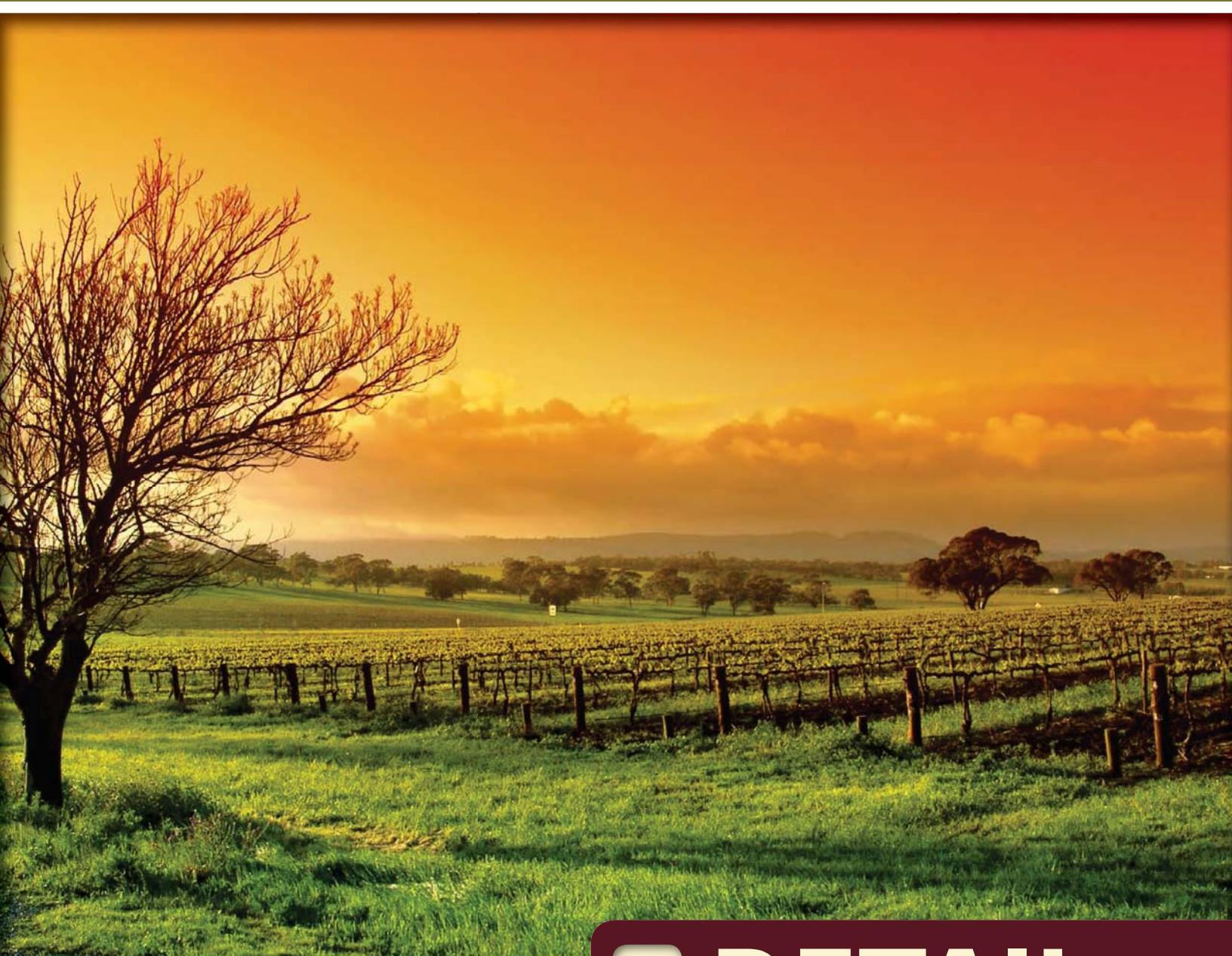


FINE WINE & GOOD SPIRITS



2013-14

RETAIL YEAR IN REVIEW





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MESSAGE FROM THE CHAIRMAN



Joseph E. Brion, Chairman

Welcome to the Retail Year in Review, a detailed analysis of wine and spirits sales at Fine Wine & Good Spirits stores in Pennsylvania. We create this publication annually to provide more insight into sales trends of both wines and spirits statewide and in various regions of the commonwealth.

In 2013–14, the PLCB experienced another record-setting sales year. While wine and spirits sales are nearly evenly split based on units sold, wine continues to increase its market share in terms of dollars spent. The No. 1 brand based on units sold was Barefoot Wine, sales of which grew by 27 percent in the 2013–14 retail year. Wine sales are increasing, but spirits still make up the majority of dollar sales in Fine Wine & Good Spirits stores. Fireball Whiskey continued its incredible rise, growing by more than 200 percent in both units sold and dollar sales. Approximately 55 percent of those sales were to licensees. In addition, vodkas marketed on quality and multiple distillations also saw significant sales growth in Pennsylvania.

As an agency, the PLCB continues to focus on rebranding Fine Wine & Good Spirits stores, making them more accessible and consumer-friendly. The rebranding initiative has positively increased sales in new stores and contributed to sales increases in certain counties. For instance, Allegheny County showed a 4.29 percent growth in dollar sales year over year. Delaware (+4.16%) and Chester (+3.64%) were also larger counties that saw significant dollar sales increases. We didn't open any additional stores in those counties, but we did rebrand and expand several stores. Rebranding and increasing customer access and convenience are making a difference in our bottom line.

As you browse through these pages, you will find even more information about the types of products and brands that are selling in the commonwealth. We hope you find it useful and informative. As we move forward, we remain committed to providing our consumers with a world-class shopping experience at stores filled with the right products at the right prices.

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

Joseph E. Brion, Chairman

RESEARCH NOTES



The Retail Year in Review 2013–14 is a series of sales reports on Pennsylvania's Fine Wine & Good Spirits stores. They are intended to be informative and straightforward. Sales data was collected through the point of sales system (POS) and extracted from the data warehouse. Data was extracted following the end of the retail year (6/29/2014). The Bureau of Market and Store Analytics coordinated the project.

In the extraction process, filters were used to generate specific results. The most commonly applied filter was retail year end date. At times, calendar year was used to extract monthly reports. Using this filter, only sales between the first and the last day of the calendar month are tallied. This is a more presentable format compared to retail months, which end on Sundays and begin on Mondays. Filters for special liquor orders (SLO), store type and product classifications are used, based on their relevance. SLO are not included in all reports. These changes are noted in the report title, text or footnotes.

Operational changes and technology upgrades have impacted the report. For example regional sales data reflects the store's region at the end of the retail year. Regional results may vary from last year's publication as stores open, close or change districts or regions. Likewise, an update to class details has altered the county and category report. A comparison of this year's report with prior years will not be exact.

Several calculations were performed on the data. These include percentage change, percentage share, average price and dollars per transaction. Percentage change compares total sales from year to year. Percentage share is the amount an item or county is of the whole group. Average price is determined by dividing dollar sales by units sold. The average price will not match the listed shelf price because it includes sales to licensees and promotional sales. Dollars per transaction is calculated by dividing the dollar sales of a store by the number of transactions.

No additional calculations were performed on the dollar sales amount. Therefore, these totals include the standard markup and the liquor tax. Sales tax (6%) or any local taxes, such as those for Allegheny and Philadelphia counties, are not applied.

Please note the data in this report are unaudited and may vary from financial statements. The data may vary from other beverage, alcohol or industry reports due to calendar date alignments, sorting techniques and filter criteria as well as data normalization.



RETAIL YEAR SALES AND SHARES

Retail year sales and shares provide an overview of the yearly sales as well as the portions of sales by department, category, month and day. Sales for the current retail year were up 2.84 percent to \$2,018,998,231.51. The past eight years of sales are presented in Figure 1. The results do not include SLO merchandise.

Figure 1: Retail Year Dollar Sales



The proportion of sales by wines and spirits is presented in Table 1. Wines have steadily increased their share of dollars.

Table 1: Wine and Spirits, Dollar Sales

Retail Year	Wine	Spirits	Wine % Share	Spirits % Share
2006-07	\$580,484,088	\$899,013,632	39.24%	60.76%
2007-08	\$643,873,832	\$965,033,622	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	\$778,861,731	\$1,119,305,082	41.03%	58.97%
2012-13	\$821,150,332	\$1,142,015,032	41.83%	58.17%
2013-14	\$847,988,972	\$1,171,009,260	42.00%	58.00%



Unit sales, in the past retail year, are split nearly evenly between wines (49.66%) and spirits (50.34%). Table 2 displays the share based on unit sales.

Table 2: Wine and Spirits Unit Sales

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	68,278,222	69,995,730	49.38%	50.62%
2012–13	69,215,304	70,099,474	49.68%	50.32%
2013–14	70,615,705	71,595,888	49.66%	50.34%

Figure 2 is the percentage of dollar sales by calendar month. The months with the most sales were December (12.34%) and November (9.41%). The next highest months were May (8.79%) and August (8.45%)¹. Together these four months accounted for 39 percent of dollar sales.

Figure 2: Percent of Sales, Based on Calendar Month



¹This report uses the calendar month instead of the retail month.

RETAIL YEAR SALES AND SHARES

Vodka (\$256,883,987), Bourbon (\$114,444,219) and Flavored Vodka (\$108,020,104) were the top marketing categories for the past retail year. The top wines were US Chardonnay (\$65,006,042), US Cabernet (\$57,853,408) and 5 L Box Wine (\$57,341,071). Table 3 displays the top 15 market categories by dollar sales.

Table 3: Dollar Sales by Marketing Category

Rank	Marketing Category	RY 2012–13 Dollar Sales	RY 2013–14 Dollar Sales
1	Vodka	\$254,863,618	\$256,883,987
2	Bourbon	\$106,409,039	\$114,444,219
3	Flavored Vodka	\$111,081,173	\$108,020,104
4	Spiced Rum	\$68,409,582	\$68,042,516
5	US Chardonnay	\$63,202,544	\$65,006,042
6	Shooters, Schnapps/Liqueurs	\$67,477,962	\$64,052,991
7	US Cabernet	\$53,980,081	\$57,853,408
8	5 L Box Wine	\$55,385,880	\$57,341,071
9	Canadian Whisky	\$57,695,213	\$56,776,030
10	Unflavored Rum	\$55,691,877	\$54,413,264
11	Gin	\$46,994,082	\$47,460,855
12	Flavored Whiskey	\$25,312,935	\$44,157,352
13	Scotch Blends	\$39,961,003	\$40,451,065
14	Alternative Size Box Wine	\$32,937,665	\$35,924,686
15	Flavored Rum	\$31,138,690	\$29,600,707





Table 4 presents the data from Table 3 as a percentage share. Here the size of the category, relative to the others is highlighted.

Table 4: Dollar Share by Marketing Category

Rank	Marketing Category	RY 2012–13 Dollar Share	RY 2013–14 Dollar Share
1	Vodka	13.68%	13.45%
2	Bourbon	5.71%	5.99%
3	Flavored Vodka	5.96%	5.66%
4	Spiced Rum	3.67%	3.56%
5	US Chardonnay	3.39%	3.40%
6	Shooters, Schnapps/Liqueurs	3.62%	3.35%
7	US Cabernet	2.90%	3.03%
8	5 L Box Wine	2.97%	3.00%
9	Canadian Whisky	3.10%	2.97%
10	Unflavored Rum	2.99%	2.85%
11	Gin	2.52%	2.49%
12	Flavored Whiskey	1.36%	2.31%
13	Scotch Blends	2.14%	2.12%
14	Alternative Size Box Wine	1.77%	1.88%
15	Flavored Rum	1.67%	1.55%



RETAIL YEAR SALES AND SHARES

As with sales, transactions are highest in December (7,192,625), November (5,905,167), May (5,567,685) and August (5,549,515)². Figure 3 presents the data as a graph.

Figure 3: Transaction Count by Calendar Month



Figure 4 is a count of transactions by day. Friday and Saturday have the highest counts. Sunday has limited hours and a limited number of stores open³.

Figure 4: Transaction Count by Day of the Week, RY 2013-14



² Figure 3 uses calendar months, rather than retail months.

³ By law, not all stores are open for business on Sundays. Store count is the number of stores operational at the end of the retail year.



COUNTY AND STORE REPORTS

Within the sales for the state⁴, there are smaller components. A closer look at sales can be done at the county and store level. Table 5 is a breakdown of county sales by category⁵ and Figure 5 is the data presented as a stack graph. The top five counties by category dollar sales are Allegheny (\$271,207,439.49), Philadelphia (\$228,419,059.37), Montgomery (\$200,798,042.38), Bucks (\$135,698,437.63) and Chester (\$120,386,758.00). These same counties hold the top five spots for the highest-selling categories Table Wine, Vodka, Whiskey, Rum and Cordials.

There are particular counties with higher proportions of sales in a category. Specifically, Pike has 37.11 percent of its sales in Table Wine, which is proportionally higher than Allegheny (35.64%) and Cumberland (35.52%). Lawrence (21.24%) and Beaver (20.75%) are two of the top three in Vodka. Greene (31.34%), Forest (30.84%), Sullivan (24.78%) and Perry (24.47%) have the highest sales proportions for Whiskey.



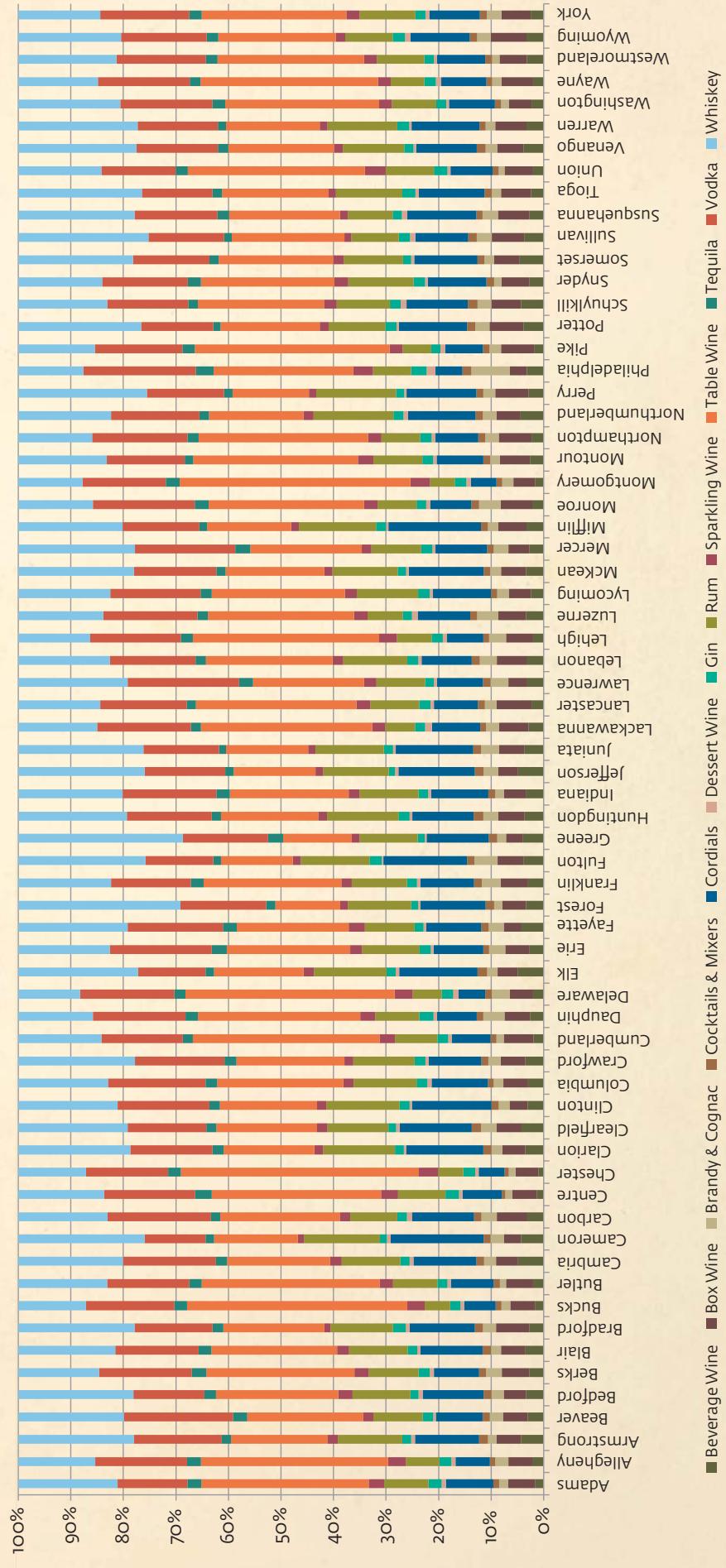
⁴ Appendix A features a map of Pennsylvania's Fine Wine & Good Spirits stores by county and region.

⁵ Table 5 and Figure 5 do not include sales for barware, gift cards, promotional wine bags and publications.

Table 5: Sales by County and Category, in Dollars, RY 2013-14

County		Total											
Beverage Type	Wine	Brandy & Cognac	Box Wine	Cocktails & Mocktails	Cordials	Dessert Wine	Gin	Rum	Sparkling Wine	Tequila	Table Wine	Vodka	Whiskey
Iiams	\$96,471.86	\$299,148.35	\$7,422.97	\$65,206.30	\$732,719.96	\$493,323.94	\$145,323.94	\$493,665.58	\$168,818.15	\$155,008.54	\$75,794.83	\$1,101,971.29	\$5,831,004.71
Llegheny	\$5,284,459.52	\$12,312,787.78	\$67,755,493.21	\$2,913,223.21	\$17,707,783.75	\$1,88,510.85	\$6,316,998.73	\$17,345,465.58	\$9,010,152.11	\$65,667,065.92	\$7,078,817.37	\$39,791,887.56	\$27,107,439.49
Mcmstrong	\$174,356.67	\$187,448.21	\$5,051.85	\$65,051.11	\$49,04,048.06	\$66,916.91	\$49,515.07	\$76,516.53	\$742,60.20	\$77,633.64	\$76,707,209.38	\$585,379.52	\$4,031,960.32
eaiver	\$907,206.96	\$270,922.27	\$1,680,156.60	\$270,922.27	\$107,891.29	\$75,539.69	\$784,913.19	\$64,802.33	\$21,021.54	\$57,746.62	\$3,283,316.80	\$9,061,468.36	
ldford	\$1,441,605.66	\$2,718,879.60	\$1,920,288.00	\$695,859.94	\$48,895.94	\$24,676,780.80	\$59,444.99	\$85,261.24	\$75,647.35	\$75,745.38	\$2,281,800.77	\$2,108,772.86	\$2,108,772.86
erks	\$14,411,076.60	\$2,718,879.60	\$1,920,288.00	\$695,859.94	\$4,495,899.54	\$196,406.00	\$88,910.00	\$14,000,891.00	\$14,709,724.11	\$1,441,014.74	\$9,198,442.52	\$7,996,211.26	\$2,108,772.86
lair	\$408,865.59	\$6,672,355.22	\$222,891.16	\$67,613,031.16	\$81,965.41	\$255,930.81	\$157,764.65	\$316,342.54	\$3,379,482.53	\$246,752.23	\$2,368,843.43	\$6,604,810.43	
radford	\$163,615.87	\$75,171.116	\$1,625,155.94	\$62,695,051.14	\$1,497,455.80	\$12,232,120.00	\$6,267,724.00	\$59,472.84	\$1,052,444.99	\$1,052,444.99	\$1,052,444.99	\$1,052,444.99	
ucks	\$2,115,324.47	\$6,448,510.56	\$2,359,037.76	\$1,497,455.80	\$8,001,799.37	\$1,001,934.37	\$6,571,003.46	\$4,511,584.26	\$56,921,444.99	\$1,253,050.50	\$22,800,933.89	\$17,529,520.50	
entre	\$1,714,794.33	\$5,238,831.04	\$1,582,794.44	\$1,582,794.44	\$1,582,794.44	\$5,800,213.53	\$2,700,528.32	\$2,801,060.20	\$848,143.05	\$11,246,500.70	\$753,005.55	\$5,097,540.50	\$3,200,390.27
ntier	\$672,628.29	\$1,722,866.92	\$369,427.28	\$400,333.72	\$2,700,528.32	\$1,302,52.52	\$2,67,724.00	\$848,143.05	\$1,246,500.70	\$753,005.55	\$5,097,540.50	\$3,200,390.27	\$1,722,866.92
ntubia	\$6,675,912.00	\$59,929,475.07	\$1,697,667.20	\$2,699,667.20	\$1,697,667.20	\$1,697,667.20	\$1,697,667.20	\$1,697,667.20	\$1,697,667.20	\$1,697,667.20	\$1,697,667.20	\$1,697,667.20	\$1,697,667.20
anibria	\$18,472.98	\$16,043.97	\$1,606,91	\$5,059.10	\$1,606,91	\$1,606,91	\$1,606,91	\$1,606,91	\$1,606,91	\$1,606,91	\$1,606,91	\$1,606,91	\$1,606,91
ameonet	\$145,426.81	\$272,441.89	\$170,324.81	\$65,568.75	\$54,746.54	\$45,408.83	\$1,746,92.76	\$416,932.49	\$90,843.54	\$1,075,412.52	\$81,860.97	\$103,506.78	\$40,570.64
arbon	\$161,015.86	\$13,381.47	\$178,434.08	\$186,088.11	\$121,720.79	\$1,721,720.79	\$1,725,844.30	\$1,538,000.88	\$928,38.39	\$90,660.97	\$4,908,155.50	\$44,628,731.79	\$4,706,053.13
ester	\$1,747,794.33	\$5,238,831.04	\$1,582,794.44	\$1,582,794.44	\$1,582,794.44	\$5,800,213.53	\$2,700,528.32	\$2,801,060.20	\$848,143.05	\$1,246,500.70	\$753,005.55	\$5,097,540.50	\$3,200,390.27
ation	\$129,372.75	\$1,722,866.92	\$369,427.28	\$400,333.72	\$2,700,528.32	\$1,302,52.52	\$2,67,724.00	\$848,143.05	\$1,246,500.70	\$753,005.55	\$5,097,540.50	\$3,200,390.27	\$1,722,866.92
earfield	\$10,705.54	\$154,075.97	\$1,606,91	\$5,059.10	\$1,606,91	\$1,606,91	\$1,606,91	\$1,606,91	\$1,606,91	\$1,606,91	\$1,606,91	\$1,606,91	\$1,606,91
inton	\$88,224.22	\$100,448.26	\$164,429.26	\$122,622.14	\$122,622.14	\$1,625,95.56	\$1,625,95.56	\$1,625,95.56	\$1,625,95.56	\$1,625,95.56	\$1,625,95.56	\$1,625,95.56	\$1,625,95.56
olumbia	\$2,96,380.63	\$104,690.77	\$109,955.32	\$109,955.32	\$109,955.32	\$1,725,844.30	\$1,725,844.30	\$1,725,844.30	\$1,725,844.30	\$1,725,844.30	\$1,725,844.30	\$1,725,844.30	\$1,725,844.30
rawfورد	\$883,222.71	\$2,558,253.13	\$488,453.07	\$3,322,870.58	\$3,322,870.58	\$1,725,844.30	\$1,725,844.30	\$1,725,844.30	\$1,725,844.30	\$1,725,844.30	\$1,725,844.30	\$1,725,844.30	\$1,725,844.30
umberland	\$1,162,841.57	\$2,219,559.24	\$1,80,407.05	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22
alpin	\$1,571,740.50	\$3,394,070.52	\$1,606,91	\$5,059.10	\$1,606,91	\$1,606,91	\$1,606,91	\$1,606,91	\$1,606,91	\$1,606,91	\$1,606,91	\$1,606,91	\$1,606,91
ore	\$124,410.18	\$59,616.72	\$100,448.26	\$122,622.14	\$122,622.14	\$1,625,95.56	\$1,625,95.56	\$1,625,95.56	\$1,625,95.56	\$1,625,95.56	\$1,625,95.56	\$1,625,95.56	\$1,625,95.56
eeine	\$182,492.67	\$2,065,830.78	\$132,249.42	\$147,700.29	\$152,500.36	\$1,725,844.30	\$1,725,844.30	\$1,725,844.30	\$1,725,844.30	\$1,725,844.30	\$1,725,844.30	\$1,725,844.30	\$1,725,844.30
ayette	\$468,766.03	\$182,945.83	\$122,622.83	\$122,622.83	\$122,622.83	\$1,725,844.30	\$1,725,844.30	\$1,725,844.30	\$1,725,844.30	\$1,725,844.30	\$1,725,844.30	\$1,725,844.30	\$1,725,844.30
rest	\$240,903.19	\$33,074.05	\$1,725,705.65	\$1,725,705.65	\$1,725,705.65	\$1,725,705.65	\$1,725,705.65	\$1,725,705.65	\$1,725,705.65	\$1,725,705.65	\$1,725,705.65	\$1,725,705.65	\$1,725,705.65
arklin	\$51,008.62	\$62,450.72	\$1,725,705.65	\$1,725,705.65	\$1,725,705.65	\$1,725,705.65	\$1,725,705.65	\$1,725,705.65	\$1,725,705.65	\$1,725,705.65	\$1,725,705.65	\$1,725,705.65	\$1,725,705.65
indiana	\$1,162,841.57	\$2,219,559.24	\$1,80,407.05	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22
reenie	\$92,583.64	\$74,246.54	\$144,941.26	\$109,955.32	\$132,249.42	\$177,867.01	\$1,725,844.30	\$1,725,844.30	\$1,725,844.30	\$1,725,844.30	\$1,725,844.30	\$1,725,844.30	\$1,725,844.30
untingdon	\$105,351.15	\$152,500.36	\$147,700.29	\$122,622.83	\$122,622.83	\$1,725,844.30	\$1,725,844.30	\$1,725,844.30	\$1,725,844.30	\$1,725,844.30	\$1,725,844.30	\$1,725,844.30	\$1,725,844.30
iana	\$1,162,841.57	\$2,219,559.24	\$1,80,407.05	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22
highligh	\$138,101.61	\$107,733.72	\$78,844.94	\$1,725,705.65	\$1,725,705.65	\$1,725,705.65	\$1,725,705.65	\$1,725,705.65	\$1,725,705.65	\$1,725,705.65	\$1,725,705.65	\$1,725,705.65	\$1,725,705.65
zerne	\$39,460.64	\$2,450,337.09	\$1,80,407.05	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22
onning	\$1,162,841.57	\$2,219,559.24	\$1,80,407.05	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22
onnington	\$1,162,841.57	\$2,219,559.24	\$1,80,407.05	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22
kean	\$1,162,841.57	\$2,219,559.24	\$1,80,407.05	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22
ncaster	\$1,162,841.57	\$2,219,559.24	\$1,80,407.05	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22
rence	\$1,162,841.57	\$2,219,559.24	\$1,80,407.05	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22
ebanon	\$1,162,841.57	\$2,219,559.24	\$1,80,407.05	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22
ohnone	\$1,162,841.57	\$2,219,559.24	\$1,80,407.05	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22
ontgomery	\$1,162,841.57	\$2,219,559.24	\$1,80,407.05	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22
orthampton	\$1,162,841.57	\$2,219,559.24	\$1,80,407.05	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22
erly	\$1,162,841.57	\$2,219,559.24	\$1,80,407.05	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22
hiladelphia	\$1,162,841.57	\$2,219,559.24	\$1,80,407.05	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22
llian	\$1,162,841.57	\$2,219,559.24	\$1,80,407.05	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22
uehanna	\$1,162,841.57	\$2,219,559.24	\$1,80,407.05	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22
otter	\$1,162,841.57	\$2,219,559.24	\$1,80,407.05	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22
orthumberland	\$1,162,841.57	\$2,219,559.24	\$1,80,407.05	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22
erry	\$1,162,841.57	\$2,219,559.24	\$1,80,407.05	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22
iladelphia	\$1,162,841.57	\$2,219,559.24	\$1,80,407.05	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22
llian	\$1,162,841.57	\$2,219,559.24	\$1,80,407.05	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22
uehanna	\$1,162,841.57	\$2,219,559.24	\$1,80,407.05	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22
ostmoreland	\$1,162,841.57	\$2,219,559.24	\$1,80,407.05	\$1,624,231.22	\$1,624,231.22	\$1,624,231.22	\$1,624,						

Figure 5: Percent of Sales by Category in County, Based on Dollar Sale, RY 2013–14



COUNTY AND STORE REPORTS



Table 6 displays the dollar share for each county. The top five counties Allegheny, Philadelphia, Montgomery, Bucks and Chester comprise 48.26 percent of the total dollar sales.

Table 6: Share by County, Based on Dollar Sales

Rank	County	RY 2012–13 Dollar Sales	RY 2013–14 Dollar Sales	RY 2013–14 County Share
1	Allegheny	\$260,054,637.43	\$271,212,474.75	13.68%
2	Philadelphia	\$231,297,323.14	\$228,424,798.19	11.53%
3	Montgomery	\$194,464,742.89	\$200,801,436.82	10.13%
4	Bucks	\$132,558,344.89	\$135,700,317.31	6.85%
5	Chester	\$116,156,848.66	\$120,388,495.05	6.07%
6	Delaware	\$74,591,397.98	\$77,696,292.72	3.92%
7	Lehigh	\$68,083,349.34	\$70,209,394.60	3.54%
8	Lancaster	\$56,225,668.29	\$58,132,089.65	2.93%
9	Westmoreland	\$52,052,044.44	\$53,806,032.05	2.71%
10	York	\$50,979,299.28	\$52,268,914.02	2.64%
11	Berks	\$50,410,337.17	\$52,109,662.18	2.63%
12	Luzerne	\$45,013,049.68	\$46,419,729.14	2.34%
13	Dauphin	\$44,354,240.87	\$45,501,801.38	2.30%
14	Cumberland	\$43,999,140.29	\$45,427,782.14	2.29%
15	Erie	\$43,693,780.71	\$44,439,162.94	2.24%
16	Northampton	\$43,640,889.51	\$41,606,625.89	2.10%
17	Lackawanna	\$38,732,136.94	\$39,502,307.50	1.99%
18	Butler	\$33,366,464.85	\$33,200,772.60	1.68%
19	Monroe	\$31,770,267.51	\$32,309,430.25	1.63%
20	Washington	\$28,586,651.77	\$29,186,736.96	1.47%
21	Centre	\$27,070,013.47	\$28,347,785.68	1.43%
22	Beaver	\$18,422,560.99	\$19,061,790.25	0.96%
23	Lycoming	\$16,574,608.09	\$16,627,417.06	0.84%
24	Cambria	\$14,022,166.59	\$14,157,442.51	0.71%
25	Blair	\$13,808,371.58	\$14,113,509.64	0.71%
26	Mercer	\$12,826,758.14	\$13,285,273.84	0.67%
27	Schuylkill	\$12,139,332.30	\$12,063,656.32	0.61%
28	Franklin	\$11,542,443.29	\$11,937,638.13	0.60%
29	Lebanon	\$10,929,547.44	\$11,347,765.71	0.57%
30	Wayne	\$10,831,218.32	\$11,327,303.16	0.57%
31	Fayette	\$11,154,142.08	\$11,185,682.91	0.56%
32	Indiana	\$8,554,421.40	\$8,655,828.89	0.44%
33	Crawford	\$8,378,918.23	\$8,562,106.45	0.43%
34	Lawrence	\$7,851,164.08	\$8,202,159.88	0.41%
35	Columbia	\$7,681,270.36	\$7,805,144.37	0.39%
36	Clearfield	\$7,272,929.00	\$7,365,793.72	0.37%
37	Pike	\$6,505,715.17	\$6,750,784.80	0.34%
38	Northumberland	\$6,584,307.14	\$6,609,106.29	0.33%
39	Adams	\$5,639,599.98	\$5,831,082.99	0.29%
40	Bradford	\$5,205,978.94	\$5,050,246.01	0.25%

COUNTY AND STORE REPORTS

Table 6: Share by County, Based on Dollar Sales (continued)

Rank	County	RY 2012–13 Dollar Sales	RY 2013–14 Dollar Sales	RY 2013–14 County Share
41	Union	\$4,674,153.96	\$4,730,913.04	0.24%
42	Carbon	\$4,680,916.85	\$4,706,119.56	0.24%
43	Somerset	\$4,522,053.88	\$4,672,025.15	0.24%
44	Venango	\$4,228,151.32	\$4,298,739.92	0.22%
45	McKean	\$4,045,273.14	\$4,202,877.69	0.21%
46	Armstrong	\$3,871,490.42	\$4,031,995.22	0.20%
47	Warren	\$3,789,416.75	\$3,906,727.85	0.20%
48	Clarion	\$3,750,877.74	\$3,708,474.88	0.19%
49	Tioga	\$3,826,680.47	\$3,630,589.02	0.18%
50	Bedford	\$3,167,639.25	\$3,224,830.90	0.16%
51	Mifflin	\$3,083,130.10	\$3,175,600.74	0.16%
52	Montour	\$3,073,010.25	\$3,120,628.23	0.16%
53	Clinton	\$3,017,099.80	\$2,919,884.67	0.15%
54	Huntingdon	\$2,813,275.28	\$2,902,878.46	0.15%
55	Jefferson	\$2,806,554.04	\$2,852,136.32	0.14%
56	Susquehanna	\$2,883,927.38	\$2,785,438.04	0.14%
57	Snyder	\$2,576,352.01	\$2,707,760.73	0.14%
58	Elk	\$2,520,650.25	\$2,522,816.98	0.13%
59	Wyoming	\$2,523,789.14	\$2,520,026.13	0.13%
60	Greene	\$2,268,647.80	\$2,342,033.77	0.12%
61	Perry	\$2,211,558.01	\$1,539,692.55	0.08%
62	Potter	\$1,213,357.29	\$1,273,189.63	0.06%
63	Juniata	\$826,455.64	\$1,063,110.56	0.05%
64	Sullivan	\$802,456.99	\$770,469.65	0.04%
65	Forest	\$738,282.41	\$742,457.53	0.04%
66	Fulton	\$545,849.46	\$566,394.25	0.03%
67	Cameron	\$422,958.06	\$430,572.62	0.02%
TOTAL		\$1,937,910,089.92	\$1,981,980,158.84	100.00%



Table 7 contains the top counties by dollar growth. Juniata (28.63%), Snyder (5.10%), Potter (4.93%), Centre (4.72%) and Wayne (4.58%) were the top five. Growth was not limited to smaller counties. Allegheny (4.29%), Delaware (4.16%) and Chester (3.64%) were among the top in dollar volume and showed growth beyond the statewide increase (2.84%).

Table 7: Percentage Change by County, Based on Dollar Sales

Rank	County	RY 2012-13 Dollar Sales	RY 2013-14 Dollar Sales	% Change
1	Juniata	\$826,455.64	\$1,063,110.56	28.63%
2	Snyder	\$2,576,352.01	\$2,707,760.73	5.10%
3	Potter	\$1,213,357.29	\$1,273,189.63	4.93%
4	Centre	\$27,070,013.47	\$28,347,785.68	4.72%
5	Wayne	\$10,831,218.32	\$11,327,303.16	4.58%
6	Lawrence	\$7,851,164.08	\$8,202,159.88	4.47%
7	Allegheny	\$260,054,637.43	\$271,212,474.75	4.29%
8	Delaware	\$74,591,397.98	\$77,696,292.72	4.16%
9	Armstrong	\$3,871,490.42	\$4,031,995.22	4.15%
10	McKean	\$4,045,273.14	\$4,202,877.69	3.90%
11	Lebanon	\$10,929,547.44	\$11,347,765.71	3.83%
12	Pike	\$6,505,715.17	\$6,750,784.80	3.77%
13	Fulton	\$545,849.46	\$566,394.25	3.76%
14	Chester	\$116,156,848.66	\$120,388,495.05	3.64%
15	Mercer	\$12,826,758.14	\$13,285,273.84	3.57%
16	Beaver	\$18,422,560.99	\$19,061,790.25	3.47%
17	Franklin	\$11,542,443.29	\$11,937,638.13	3.42%
18	Adams	\$5,639,599.98	\$5,831,082.99	3.40%
19	Lancaster	\$56,225,668.29	\$58,132,089.65	3.39%
20	Berks	\$50,410,337.17	\$52,109,662.18	3.37%

Table 8 shows the rank of each store by dollar sales. Due to the size of the report it has been placed in Appendix B. Stores designated as licensee service centers are marked with an asterisk after their store number. Note that, due to closings, reopenings and new openings, not all stores on the list are currently active.





SALE
CLOS DU BOIS
NORTH COAST
CHARDONNAY
ORIG. \$20.99
\$10.99
CLOS DU BOIS
400

SPARKLING

SPARKLING

SPARKLING



BRAND AND ITEM PERFORMANCE



Sales for brands and items are indicators of shopper preferences. The reports in this section show the top brands and items, both statewide and regionally.

Table 9 is a list of the top 100 brands. Barefoot (4,100,206), Jacquin's (3,547,440), Sutter Home (3,372,867), Bacardi (2,998,272) and Captain Morgan (2,946,164) were the top five based on units sold. Fireball (267.68%), New Amsterdam (121.29%), Tito's (62.86%), Svedka (60.37%) and Mirassou (41.60%) had the largest increase in unit sales compared to the previous year⁶.



⁶ Changes in brand due to adding items, one-time buys and holiday codes may create different totals between year-to-year reports. The brands with the highest increases may change for different reasons. For example Fireball, Tito's and Mirassou had the same items offered for most of the past two full retail years. New Amsterdam and Svedka had changes in sales due to new listings, closeouts, one-time buys and holiday offerings.

BRAND AND ITEM PERFORMANCE

Table 9: Top 100 Brands

Rank	Brand	RY 2012–13 Unit Sales	RY 2013–14 Unit Sales	% Change
1	Barefoot	3,227,889	4,100,206	27.02%
2	Jacquin's	3,668,212	3,547,440	-3.29%
3	Sutter Home	3,356,755	3,372,867	0.48%
4	Bacardi	3,119,713	2,998,272	-3.89%
5	Captain Morgan	2,966,544	2,946,164	-0.69%
6	Smirnoff	2,969,445	2,730,216	-8.06%
7	Woodbridge	2,431,255	2,584,786	6.31%
8	Franzia	2,440,613	2,573,467	5.44%
9	Yellow Tail	2,577,812	2,485,004	-3.60%
10	Nikolai	2,422,688	2,382,212	-1.67%
11	Absolut	2,264,362	2,236,238	-1.24%
12	Jack Daniel's	2,178,605	2,230,512	2.38%
13	Seagram's	1,937,417	1,838,908	-5.08%
14	Cavit	1,535,276	1,710,048	11.38%
15	Pinnacle	1,895,408	1,691,541	-10.76%
16	Arbor Mist	1,422,429	1,545,769	8.67%
17	New Amsterdam	689,070	1,524,836	121.29%
18	Banker's Club	1,504,750	1,449,970	-3.64%
19	Jim Beam	1,206,378	1,334,895	10.65%
20	E & J	1,152,621	1,185,584	2.86%
21	Beringer	1,230,876	1,168,726	-5.05%
22	José Cuervo	1,146,049	1,148,346	0.20%
23	Dekuyper	1,174,278	1,127,542	-3.98%
24	Calico Jack	990,215	1,100,050	11.09%
25	Vladimir	1,110,858	1,064,064	-4.21%
26	Grey Goose	1,070,515	1,061,641	-0.83%
27	Jägermeister	1,113,988	1,056,644	-5.15%
28	Carlo Rossi	1,082,908	1,048,909	-3.14%
29	Kendall-Jackson	942,505	1,043,581	10.72%
30	Cupcake	1,011,494	1,040,633	2.88%
31	Concha y Toro	889,076	936,702	5.36%
32	Gallo	993,854	936,443	-5.78%
33	Rex Goliath	779,258	930,992	19.47%
34	Crown Royal	960,582	922,164	-4.00%
35	Black Velvet	905,274	904,761	-0.06%
36	Taylor	954,263	904,011	-5.27%
37	Fireball	239,794	881,663	267.68%
38	Southern Comfort	940,726	867,649	-7.77%
39	Svedka	531,467	852,288	60.37%
40	Burnett's	913,253	847,476	-7.20%
41	Three Olives	1,067,491	813,764	-23.77%
42	Jameson	724,835	804,482	10.99%
43	Crown Russe	741,606	782,810	5.56%
44	Riunite	861,170	781,508	-9.25%
45	Fish Eye	811,900	761,817	-6.17%
46	Stolichnaya	825,700	753,345	-8.76%
47	Daily's	721,057	745,810	3.43%
48	Robert Mondavi	723,137	692,503	-4.24%
49	Chateau Ste. Michelle	652,678	671,751	2.92%
50	Ketel One	658,086	666,257	1.24%



Rank	Brand	RY 2012–13 Unit Sales	RY 2013–14 Unit Sales	% Change
51	Martini & Rossi	664,797	661,080	-0.56%
52	Black Box	558,513	641,289	14.82%
53	Hennessy	602,504	637,419	5.79%
54	Windsor	645,145	617,927	-4.22%
55	Rumple Minze	548,668	598,208	9.03%
56	Francis Coppola	533,281	596,263	11.81%
57	Malibu	614,922	582,096	-5.34%
58	Christian Brothers	595,637	559,967	-5.99%
59	Peter Vella	591,107	536,941	-9.16%
60	Corbett Canyon	557,558	536,606	-3.76%
61	Baileys	548,771	533,663	-2.75%
62	Cîroc	651,431	532,811	-18.21%
63	Elmo Pio	582,343	529,398	-9.09%
64	Wild Turkey	497,592	522,627	5.03%
65	Admiral Nelson	491,926	520,708	5.85%
66	Ménage à Trois	494,104	519,208	5.08%
67	Bolla	527,136	517,340	-1.86%
68	Platinum	450,615	508,940	12.94%
69	Almaden	543,712	501,833	-7.70%
70	Tanqueray	506,788	499,638	-1.41%
71	Skyy	501,673	478,636	-4.59%
72	Manischewitz	498,849	470,377	-5.71%
73	Korbel	460,712	467,338	1.44%
74	Mirassou	316,654	448,390	41.60%
75	Gordon's	461,687	440,422	-4.61%
76	Jacob's Creek	490,379	440,228	-10.23%
77	Clos du Bois	404,570	439,845	8.72%
78	Kahlúa	433,812	435,067	0.29%
79	Apothic	312,856	424,163	35.58%
80	Table Leaf	481,495	417,170	-13.36%
81	Evan Williams	346,411	416,598	20.26%
82	Hazlitt	456,170	416,051	-8.79%
83	Dewars	403,569	414,649	2.75%
84	Yukon Jack	394,875	407,537	3.21%
85	Turning Leaf	527,511	400,653	-24.05%
86	Patrón	405,536	398,589	-1.71%
87	Tito's	233,874	380,884	62.86%
88	André	376,108	373,914	-0.58%
89	Ruffino	375,086	371,144	-1.05%
90	Johnnie Walker	358,994	369,549	2.94%
91	M D 20/20	410,548	359,353	-12.47%
92	Ecco Domani	337,551	356,740	5.68%
93	Montezuma	359,050	350,830	-2.29%
94	Bogle	322,815	349,627	8.31%
95	Maker's Mark	333,831	339,407	1.67%
96	Tortilla	340,192	334,776	-1.59%
97	Skinny Girl	399,102	333,206	-16.51%
98	Cruzan	279,574	332,609	18.97%
99	Sterling	314,058	320,426	2.03%
100	Bota	283,648	318,775	12.38%

BRAND AND ITEM PERFORMANCE

Tables 10 through 12 contain the top brands by unit sales in each region. Bacardi, Barefoot, Jacquin's, Smirnoff, Sutter Home and Woodbridge all made the top 10 lists in each region. Barefoot was the top brand in both region 1 and 2.

Table 10: Top 10 Brands, Region 1

Rank	Brand	RY 2012–13 Unit Sales	RY 2013–14 Unit Sales	% Change
1	Barefoot	1,338,182	1,613,573	20.58%
2	Jacquin's	1,337,031	1,293,543	-3.25%
3	Sutter Home	1,301,051	1,293,521	-0.58%
4	Bacardi	1,254,730	1,206,954	-3.81%
5	Smirnoff	1,219,800	1,109,259	-9.06%
6	Woodbridge	966,827	1,027,540	6.28%
7	Yellow Tail	1,041,863	1,000,041	-4.01%
8	Absolut	978,244	951,230	-2.76%
9	New Amsterdam	410,755	922,191	124.51%
10	Cavit	734,345	781,531	6.43%

Table 11: Top 10 Brands, Region 2

Rank	Brand	RY 2012–13 Unit Sales	RY 2013–14 Unit Sales	% Change
1	Barefoot	1,089,201	1,441,573	32.35%
2	Captain Morgan	1,181,684	1,173,499	-0.69%
3	Jacquin's	1,191,767	1,148,085	-3.67%
4	Sutter Home	1,122,951	1,138,942	1.42%
5	Franzia	975,020	1,036,247	6.28%
6	Bacardi	1,051,043	1,009,897	-3.91%
7	Smirnoff	1,004,675	926,111	-7.82%
8	Woodbridge	804,380	872,758	8.50%
9	Yellow Tail	872,415	851,058	-2.45%
10	Jack Daniel's	810,402	819,716	1.15%

Table 12: Top 10 Brands, Region 3

Rank	Brand	RY 2012–13 Unit Sales	RY 2013–14 Unit Sales	% Change
1	Jacquin's	1,139,414	1,105,818	-2.95%
2	Captain Morgan	1,103,768	1,093,604	-0.92%
3	Barefoot	800,506	1,045,067	30.55%
4	Nikolai	944,025	942,076	-0.21%
5	Sutter Home	932,753	940,408	0.82%
6	Bacardi	813,940	781,425	-3.99%
7	Franzia	738,579	777,271	5.24%
8	Jack Daniel's	682,898	698,244	2.25%
9	Smirnoff	744,970	694,851	-6.73%
10	Woodbridge	660,048	684,493	3.70%



The top 100 items by units sold are presented in Table 13⁷. The most frequent categories and sizes appearing on the list are Vodka, 1.75 L (11); Vodka, 750 mL (9); 5 L Box Wine (5) and Vodka, 1 L (5).

In the list, four of the top five unit increases were Vodka items (New Amsterdam Peach Vodka, 750 mL⁸, New Amsterdam Vodka, 750 mL, Tito's Vodka, 750 mL, New Amsterdam Red Berry Vodka, 750 mL) and a Flavored Whiskey (Fireball Cinnamon Whisky, 750 mL).



⁷Plastic bottles are labeled as PET.

⁸New Amsterdam Peach Vodka 750 mL was active for 8 of 12 months in Retail Year 2012–13. Therefore, the increase is not based on two full years of sales.

BRAND AND ITEM PERFORMANCE

Table 13: Top 100 Items by Units

Rank	Product	Size	RY 2013–14 Avg. Price	RY 2012–13 Unit Sales	RY 2013–14 Unit Sales	% Change
1	Captain Morgan Original Spiced Rum	750 mL	\$15.53	1,008,437	955,997	-5.20%
2	Jack Daniel's Black Label Whiskey 4 Year Old	750 mL	\$22.50	887,263	875,687	-1.30%
3	Nikolai Vodka	375 mL	\$4.29	845,979	843,433	-0.30%
4	Fireball Cinnamon Whisky	750 mL	\$16.32	233,795	769,764	229.25%
5	Vladimir Vodka	1.75 L	\$11.93	750,669	733,143	-2.33%
6	Jacquin's Vodka	375 mL	\$4.35	668,946	715,759	7.00%
7	Captain Morgan Original Spiced Rum	1.75 L	\$27.84	660,425	654,872	-0.84%
8	Absolut Vodka	750 mL	\$18.05	591,584	642,734	8.65%
9	Kendall-Jackson VR Chardonnay	750 mL	\$12.65	551,781	620,652	12.48%
10	Jägermeister Liqueur	750 mL	\$18.94	694,956	579,231	-16.65%
11	New Amsterdam Peach Vodka	750 mL	\$11.93	234,723	556,776	137.21%
12	Bacardi Superior Rum	750 mL	\$13.31	544,567	546,312	0.32%
13	Cavit Pinot Grigio	1.5 L	\$12.40	525,740	528,906	0.60%
14	Woodbridge Chardonnay	1.5 L	\$11.60	471,147	509,637	8.17%
15	Crown Russe Vodka PET	1.75 L	\$11.60	478,976	509,593	6.39%
16	Grey Goose Vodka	750 mL	\$28.59	498,927	501,508	0.52%
17	Sutter Home White Zinfandel	1.5 L	\$10.75	529,531	478,840	-9.57%
18	Nikolai Vodka	1 L	\$7.90	499,805	461,577	-7.65%
19	Crown Royal Canadian Whisky	750 mL	\$24.57	457,645	444,452	-2.88%
20	Banker's Club Vodka	1 L	\$7.23	461,666	443,426	-3.95%
21	Jacquin's Vodka	1 L	\$8.66	492,533	441,487	-10.36%
22	Jameson Irish Whiskey	750 mL	\$24.36	390,054	418,728	7.35%
23	Barefoot Pinot Grigio	1.5 L	\$11.65	279,033	416,176	49.15%
24	Smirnoff Vodka	750 mL	\$12.42	447,962	410,930	-8.27%
25	José Cuervo Gold Tequila	750 mL	\$18.44	387,193	399,626	3.21%
26	Smirnoff Vodka	1.75 L	\$23.30	442,752	394,102	-10.99%
27	Jim Beam Bourbon 4 Year Old	750 mL	\$16.15	403,155	389,099	-3.49%
28	Nikolai Vodka	1.75 L	\$13.83	397,840	386,525	-2.84%
29	Barefoot Moscato	1.5 L	\$11.97	267,760	386,207	44.24%
30	Franzia Sunset Blush	5 L	\$13.51	363,331	384,900	5.94%
31	Rumple Minze Peppermint Schnapps	50 mL	\$2.29	320,083	380,682	18.93%
32	Jacquin's Vodka	1.75 L	\$14.60	396,423	380,461	-4.03%
33	Burnett's Vodka PET	1.75 L	\$14.93	405,878	374,087	-7.83%
34	Smirnoff Vodka	375 mL	\$7.29	366,087	352,084	-3.83%
35	Calico Jack Spiced Rum	750 mL	\$7.72	235,257	346,107	47.12%
36	Bacardi Superior Rum	1.75 L	\$23.29	353,352	340,143	-3.74%
37	Southern Comfort	750 mL	\$16.42	391,571	335,710	-14.27%
38	Vladimir Vodka	1 L	\$7.62	360,189	330,921	-8.13%
39	Barefoot Chardonnay	1.5 L	\$11.42	208,563	328,687	57.60%
40	Apothic Red	750 mL	\$10.72	276,035	328,528	19.02%
41	Banker's Club Vodka	1.75 L	\$12.32	340,852	321,683	-5.62%
42	Jack Daniel's Black Label Whiskey 4 Year Old	1.75 L	\$42.94	327,450	319,617	-2.39%
43	Nikolai Vodka	200 mL	\$2.99	286,675	304,658	6.27%
44	Castillo Silver Rum	1 L	\$8.70	336,250	303,876	-9.63%
45	E & J Brandy	750 mL	\$11.36	282,420	300,278	6.32%
46	Woodbridge Cabernet Sauvignon	1.5 L	\$11.00	241,620	296,989	22.92%
47	Absolut Vodka	1.75 L	\$32.96	297,583	295,780	-0.61%
48	Wild Turkey American Honey Liqueur	750 mL	\$18.83	276,241	295,449	6.95%
49	Franzia Chardonnay	5 L	\$16.47	244,728	291,791	19.23%
50	Ketel One Vodka	750 mL	\$24.84	279,917	290,284	3.70%



Rank	Product	Size	RY 2013–14 Avg. Price	RY 2012–13 Unit Sales	RY 2013–14 Unit Sales	% Change
51	Chateau Ste. Michelle Riesling	750 mL	\$10.22	284,365	278,672	-2.00%
52	Smirnoff Vodka	50 mL	\$2.08	284,018	273,797	-3.60%
53	Crown Russe Vodka	1 L	\$7.02	262,630	273,217	4.03%
54	Bacardi Superior Rum PET	1.75 L	\$19.73	269,472	269,568	0.04%
55	Maker's Mark Bourbon	750 mL	\$26.92	253,338	264,204	4.29%
56	Svedka Vodka	1.75 L	\$20.94	188,104	258,576	37.46%
57	Ménage à Trois Red	750 mL	\$10.98	267,787	257,808	-3.73%
58	Hennessy Cognac VS	750 mL	\$30.59	226,988	257,070	13.25%
59	Pinnacle Whipped Vodka	750 mL	\$12.88	339,803	254,215	-25.19%
60	Ecco Domani Pinot Grigio	750 mL	\$10.65	251,565	249,888	-0.67%
61	Malibu Coconut Rum	750 mL	\$13.66	260,803	248,629	-4.67%
62	Woodbridge Pinot Grigio	1.5 L	\$11.11	199,087	239,703	20.40%
63	Franzia Chillable Red	5 L	\$13.52	234,378	238,085	1.58%
64	Stolichnaya Vodka	750 mL	\$18.87	249,302	235,850	-5.40%
65	Beringer White Zinfandel	1.5 L	\$12.60	249,454	235,827	-5.46%
66	Barefoot Moscato	750 mL	\$7.38	224,990	234,792	4.36%
67	Windsor Canadian Whisky 3 Year Old	1.75 L	\$18.75	249,581	233,394	-6.49%
68	Sutter Home White Zinfandel	750 mL	\$6.28	244,216	231,762	-5.10%
69	Baileys Irish Cream Liqueur	750 mL	\$23.45	254,278	230,405	-9.39%
70	Cavit Pinot Grigio	750 mL	\$7.48	194,224	229,930	18.38%
71	Seagram's 7 Crown Blended Whiskey	1.75 L	\$19.51	226,529	229,802	1.44%
72	Franzia White Zinfandel	5 L	\$16.45	224,596	229,387	2.13%
73	Svedka Vodka	750 mL	\$11.43	193,199	228,801	18.43%
74	Jim Beam Bourbon 4 Year Old	1.75 L	\$30.51	190,689	228,630	19.90%
75	Platinum 7X Vodka	1.75 L	\$18.91	190,464	225,754	18.53%
76	New Amsterdam Vodka	750 mL	\$11.23	118,412	224,854	89.89%
77	Montezuma Triple Sec	1 L	\$4.62	225,339	222,560	-1.23%
78	Tanqueray Dry Gin	750 mL	\$23.75	218,991	222,195	1.46%
79	Riunite Lambrusco	1.5 L	\$9.95	251,809	220,566	-12.41%
80	Black Velvet Canadian Whisky	750 mL	\$9.07	249,246	219,263	-12.03%
81	Smirnoff Vodka PET	750 mL	\$13.28	196,485	219,150	11.54%
82	Yellow Tail Chardonnay	1.5 L	\$12.97	220,797	218,357	-1.11%
83	Windsor Canadian Whisky 3 Year Old	750 mL	\$9.30	237,815	217,215	-8.66%
84	Skyy Vodka	1.75 L	\$26.04	228,306	216,903	-4.99%
85	Tito's Vodka	750 mL	\$18.47	116,849	215,625	84.53%
86	Korbel Brut	750 mL	\$13.92	195,684	215,255	10.00%
87	DeKuyper Peachtree Schnapps	750 mL	\$10.98	231,852	213,424	-7.95%
88	Kahlúa Coffee Liqueur	750 mL	\$19.14	209,550	210,969	0.68%
89	Smirnoff Vodka PET	200 mL	\$4.91	211,766	210,116	-0.78%
90	Absolut Vodka	50 mL	\$2.48	211,935	208,757	-1.50%
91	Franzia Fruity Red Sangria	5 L	\$13.62	197,204	207,315	5.13%
92	Martini & Rossi Asti Spumante	750 mL	\$13.65	205,691	206,040	0.17%
93	Woodbridge Merlot	1.5 L	\$10.91	163,455	200,924	22.92%
94	Seagram's 7 Crown Blended Whiskey	750 mL	\$10.37	233,166	199,603	-14.39%
95	New Amsterdam Red Berry Vodka	750 mL	\$11.81	118,184	199,507	68.81%
96	Beringer White Zinfandel	750 mL	\$7.45	216,762	198,763	-8.30%
97	Bacardi Superior Rum	375 mL	\$7.17	214,065	197,038	-7.95%
98	Jacquin's White Rum	1.75 L	\$15.92	209,450	195,697	-6.57%
99	Black Velvet Canadian Whisky PET	1.75 L	\$17.99	206,740	195,615	-5.38%
100	Riunite Lambrusco	3 L	\$15.02	201,178	195,194	-2.97%

BRAND AND ITEM PERFORMANCE



The top 100 items by dollar sales are presented in Table 14. The most frequent categories and sizes in the top 100 items, by dollars, are Vodka, 1.75 L (17); Vodka, 750 mL (6); 5 L Box Wine (5) and Vodka, 1 L (5).

The highest dollar sales increases were Fireball Cinnamon Whisky 1.75 L (1,710.74%) and 750 mL (230.76%); New Amsterdam Peach Vodka (181.43%); Tito's Vodka 750 mL (79.60%) and 1.75 L (48.93%)⁹.

⁹Fireball Cinnamon Whisky 1.75 L and New Amsterdam Peach Vodka 750 mL were not active for the entire previous retail year. Fireball Cinnamon Whisky 1.75 L was active for only 3 months in the previous retail year. New Amsterdam Peach Vodka 750 mL was active for 8 of 12 months.



Table 14: Top 100 Items by Dollar Sales

Rank	Product	Size	RY 2013–14 Avg. Price	RY 2012–13 Dollar Sales	RY 2013–14 Dollar Sales	% Change
1	Jack Daniel's Black Label Whiskey 4 Year Old	750 mL	\$22.50	\$19,312,165.83	\$19,704,868.20	2.03%
2	Captain Morgan Original Spiced Rum	1.75 L	\$27.84	\$18,648,891.09	\$18,230,733.12	-2.24%
3	Captain Morgan Original Spiced Rum	750 mL	\$15.53	\$15,696,284.12	\$14,849,570.51	-5.39%
4	Grey Goose Vodka	750 mL	\$28.59	\$14,104,459.14	\$14,335,768.63	1.64%
5	Jack Daniel's Black Label Whiskey 4 Year Old	1.75 L	\$42.94	\$13,579,015.43	\$13,725,352.02	1.08%
6	Fireball Cinnamon Whisky	750 mL	\$16.32	\$3,797,802.14	\$12,561,667.61	230.76%
7	Absolut Vodka	750 mL	\$18.05	\$10,895,084.75	\$11,599,533.95	6.47%
8	Jägermeister Liqueur	750 mL	\$18.94	\$13,115,454.16	\$10,971,109.57	-16.35%
9	Crown Royal Canadian Whisky	750 mL	\$24.57	\$11,288,159.27	\$10,918,164.22	-3.28%
10	Jameson Irish Whiskey	750 mL	\$24.36	\$9,320,037.76	\$10,202,076.05	9.46%
11	Absolut Vodka	1.75 L	\$32.96	\$9,454,008.67	\$9,748,519.16	3.12%
12	Smirnoff Vodka	1.75 L	\$23.30	\$10,277,298.68	\$9,182,696.73	-10.65%
13	Vladimir Vodka	1.75 L	\$11.93	\$8,826,369.48	\$8,748,910.62	-0.88%
14	Patrón Silver Tequila	750 mL	\$46.51	\$8,296,126.60	\$8,441,611.90	1.75%
15	Bacardi Superior Rum	1.75 L	\$23.29	\$8,267,230.58	\$7,922,530.37	-4.17%
16	Hennessy Cognac VS	750 mL	\$30.59	\$6,709,319.35	\$7,863,311.89	17.20%
17	Kendall-Jackson VR Chardonnay	750 mL	\$12.65	\$7,273,440.06	\$7,851,984.81	7.95%
18	José Cuervo Gold Tequila	750 mL	\$18.44	\$7,269,155.54	\$7,368,723.32	1.37%
19	Bacardi Superior Rum	750 mL	\$13.31	\$7,508,058.70	\$7,272,990.98	-3.13%
20	Ketel One Vodka	750 mL	\$24.84	\$6,868,361.41	\$7,211,999.16	5.00%
21	Maker's Mark Bourbon	750 mL	\$26.92	\$6,474,811.41	\$7,111,188.46	9.83%
22	Jim Beam Bourbon 4 Year Old	1.75 L	\$30.51	\$5,924,068.71	\$6,974,581.22	17.73%
23	New Amsterdam Peach Vodka	750 mL	\$11.93	\$2,360,067.05	\$6,641,979.09	181.43%
24	Cavit Pinot Grigio	1.5 L	\$12.40	\$6,942,382.60	\$6,557,892.60	-5.54%
25	Jim Beam Bourbon 4 Year Old	750 mL	\$16.15	\$6,236,321.44	\$6,283,049.58	0.75%
26	Grey Goose Vodka	1.75 L	\$53.87	\$6,163,837.58	\$5,957,339.11	-3.35%
27	Crown Russe Vodka PET	1.75 L	\$11.60	\$5,475,261.27	\$5,912,133.31	7.98%
28	Woodbridge Chardonnay	1.5 L	\$11.60	\$5,832,770.86	\$5,911,999.21	1.36%
29	Skyy Vodka	1.75 L	\$26.04	\$5,882,095.53	\$5,649,083.71	-3.96%
30	Burnett's Vodka PET	1.75 L	\$14.93	\$5,839,041.92	\$5,584,369.00	-4.36%
31	Wild Turkey American Honey Liqueur	750 mL	\$18.83	\$5,019,943.52	\$5,562,191.36	10.80%
32	Jacquin's Vodka	1.75 L	\$14.60	\$5,748,877.15	\$5,555,354.38	-3.37%
33	Southern Comfort	750 mL	\$16.42	\$6,361,390.43	\$5,511,193.62	-13.36%
34	Svedka Vodka	1.75 L	\$20.94	\$4,273,168.37	\$5,415,539.10	26.73%
35	Bailey's Irish Cream Liqueur	750 mL	\$23.45	\$5,947,597.03	\$5,402,148.64	-9.17%
36	Nikolai Vodka	1.75 L	\$13.83	\$5,473,205.57	\$5,346,088.98	-2.32%
37	Tito's Vodka	1.75 L	\$32.19	\$3,571,927.77	\$5,319,644.40	48.93%
38	Bacardi Superior Rum PET	1.75 L	\$19.73	\$5,314,511.99	\$5,319,214.01	0.09%
39	Tanqueray Dry Gin	750 mL	\$23.75	\$5,251,799.96	\$5,277,827.54	0.50%
40	Franzia Sunset Blush	5 L	\$13.51	\$4,884,945.34	\$5,201,156.93	6.47%
41	Sutter Home White Zinfandel	1.5 L	\$10.75	\$5,699,443.45	\$5,147,349.23	-9.69%
42	Ketel One Vodka	1.75 L	\$43.21	\$5,153,175.68	\$5,114,274.53	-0.75%
43	Crown Royal Canadian Whisky	1.75 L	\$51.73	\$5,047,144.11	\$5,103,191.98	1.11%
44	Smirnoff Vodka	750 mL	\$12.42	\$5,640,229.43	\$5,102,651.36	-9.53%
45	Barefoot Pinot Grigio	1.5 L	\$11.65	\$3,522,733.93	\$4,850,416.22	37.69%
46	Franzia Chardonnay	5 L	\$16.47	\$4,022,867.96	\$4,804,427.44	19.43%
47	Jägermeister Liqueur	1.75 L	\$39.53	\$5,236,163.84	\$4,631,670.69	-11.54%
48	Barefoot Moscato	1.5 L	\$11.97	\$3,415,727.98	\$4,623,269.26	35.35%
49	Ciroc Peach Vodka	750 mL	\$32.23	\$6,140,272.79	\$4,539,851.22	-26.06%
50	Dewar's White Label Scotch	1.75 L	\$38.46	\$4,403,091.92	\$4,506,124.33	2.34%

BRAND AND ITEM PERFORMANCE

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

Rank	Product	Size	RY 2013–14 Avg. Price	RY 2012–13 Dollar Sales	RY 2013–14 Dollar Sales	% Change
51	Seagram's 7 Crown Blended Whiskey	1.75 L	\$19.51	\$4,406,616.36	\$4,482,436.23	1.72%
52	Grey Goose Vodka	1 L	\$31.57	\$4,782,912.46	\$4,470,502.82	-6.53%
53	Stolichnaya Vodka	750 mL	\$18.87	\$4,622,276.32	\$4,449,911.98	-3.73%
54	Windsor Canadian Whisky 3 Year Old	1.75 L	\$18.75	\$4,675,326.13	\$4,376,861.20	-6.38%
55	Stolichnaya Vodka	1.75 L	\$34.14	\$4,333,160.99	\$4,270,039.63	-1.46%
56	Platinum 7X Vodka	1.75 L	\$18.91	\$3,628,411.91	\$4,268,239.25	17.63%
57	Kahlúa Coffee Liqueur	750 mL	\$19.14	\$3,950,194.62	\$4,038,555.67	2.24%
58	Johnnie Walker Black Label Scotch 12 Year Old	750 mL	\$35.12	\$4,019,511.81	\$4,011,939.01	-0.19%
59	Tito's Vodka	750 mL	\$18.47	\$2,217,698.31	\$3,982,877.17	79.60%
60	Banker's Club Vodka	1.75 L	\$12.32	\$4,166,972.99	\$3,963,729.14	-4.88%
61	Jack Daniel's Black Label Whiskey	1 L	\$23.51	\$4,073,317.42	\$3,953,731.33	-2.94%
62	Pinnacle Vodka	1.75 L	\$21.16	\$3,338,884.51	\$3,860,237.26	15.61%
63	Jacquin's Vodka	1 L	\$8.66	\$4,225,480.23	\$3,822,781.26	-9.53%
64	Franzia White Zinfandel	5 L	\$16.45	\$3,646,964.66	\$3,772,830.94	3.45%
65	Barefoot Chardonnay	1.5 L	\$11.42	\$2,684,299.90	\$3,752,709.27	39.80%
66	Jack Daniel's Tennessee Honey Whiskey	750 mL	\$22.57	\$3,244,442.51	\$3,723,777.05	14.77%
67	Dewar's White Label Scotch	750 mL	\$22.49	\$3,542,840.43	\$3,688,718.49	4.12%
68	José Cuervo Gold Tequila	1.75 L	\$36.03	\$3,809,214.07	\$3,673,620.28	-3.56%
69	Nikolai Vodka	1 L	\$7.90	\$3,913,445.98	\$3,646,099.02	-6.83%
70	Nikolai Vodka	375 mL	\$4.29	\$3,489,525.99	\$3,618,301.40	3.69%
71	Tanqueray Dry Gin	1.75 L	\$41.39	\$3,347,422.05	\$3,558,018.56	6.29%
72	Santa Margherita Pinot Grigio	750 mL	\$22.15	\$3,459,299.63	\$3,554,897.05	2.76%
73	Southern Comfort PET	1.75 L	\$29.89	\$3,777,117.84	\$3,553,366.41	-5.92%
74	Apothic Red	750 mL	\$10.72	\$2,991,858.22	\$3,521,940.20	17.72%
75	Black Velvet Canadian Whisky PET	1.75 L	\$17.99	\$3,513,894.27	\$3,519,340.21	0.15%
76	Ketel One Vodka	1 L	\$27.56	\$3,370,169.98	\$3,474,471.86	3.09%
77	Fireball Cinnamon Whisky	1.75 L	\$30.92	\$191,093.05	\$3,460,199.53	1710.74%
78	E & J Brandy	750 mL	\$11.36	\$3,222,133.74	\$3,412,435.10	5.91%
79	Malibu Coconut Rum	750 mL	\$13.66	\$3,528,430.03	\$3,395,480.24	-3.77%
80	Rumple Minze Peppermint Schnapps	750 mL	\$20.00	\$3,418,669.99	\$3,363,292.44	-1.62%
81	Jameson Irish Whiskey	1 L	\$27.88	\$3,146,388.77	\$3,330,802.96	5.86%
82	Jameson Irish Whiskey	1.75 L	\$48.31	\$3,046,809.39	\$3,315,978.87	8.83%
83	Pinnacle Whipped Vodka	750 mL	\$12.88	\$4,544,898.29	\$3,273,874.58	-27.97%
84	Woodbridge Cabernet Sauvignon	1.5 L	\$11.00	\$2,930,862.61	\$3,266,242.68	11.44%
85	Franzia Chillable Red	5 L	\$13.52	\$3,129,102.03	\$3,218,550.94	2.86%
86	Banker's Club Vodka	1 L	\$7.23	\$3,336,107.53	\$3,206,063.17	-3.90%
87	Grand Marnier Liqueur	750 mL	\$32.45	\$3,278,694.99	\$3,145,550.80	-4.06%
88	Taylor Port	3 L	\$16.45	\$3,188,378.96	\$3,135,649.00	-1.65%
89	Jacquin's White Rum	1.75 L	\$15.92	\$3,313,013.44	\$3,115,606.38	-5.96%
90	Jacquin's Vodka	375 mL	\$4.35	\$2,913,245.02	\$3,111,812.15	6.82%
91	Hennessy Cognac VS	1.75 L	\$67.09	\$2,748,660.51	\$3,085,480.54	12.25%
92	Seagram's VO Canadian Whisky 6 Year Old PET	1.75 L	\$26.79	\$3,012,112.16	\$3,073,621.25	2.04%
93	Sobieski Vodka	1.75 L	\$20.20	\$2,449,527.72	\$3,039,303.67	24.08%
94	Captain Morgan Original Spiced Rum	1 L	\$18.57	\$3,182,588.92	\$3,033,850.37	-4.67%
95	Franzia Merlot	5 L	\$16.46	\$2,583,648.81	\$3,023,912.79	17.04%
96	Evan Williams Black Label Bourbon 4 Year Old	1.75 L	\$23.18	\$2,580,159.46	\$3,021,487.59	17.10%
97	Korbel Brut	750 mL	\$13.92	\$2,742,021.31	\$2,997,013.19	9.30%
98	Beringer White Zinfandel	1.5 L	\$12.60	\$3,170,678.15	\$2,971,449.27	-6.28%
99	Carlo Rossi Paisano	4 L	\$15.90	\$3,136,896.40	\$2,960,662.46	-5.62%
100	Admiral Nelson Spiced Rum	1.75 L	\$17.68	\$3,278,022.06	\$2,942,341.84	-10.24%



Tables 15 through 17 are the top 10 items sold by region. Captain Morgan Original Spiced Rum 750 mL was the top item for both region 2 and 3. Fireball Cinnamon Whisky 750 mL was the top item in region 1. Four items, Absolut Vodka 750 mL, Jack Daniel's Black Label Whiskey 4 Year Old 750 mL, Nikolai Vodka 375 mL and Vladimir Vodka 1.75 L appear on all three lists.

Table 15: Top 10 Units in Region 1

Rank	Product	Size	RY 2012-13 Unit Sales	RY 2013-14 Unit Sales	% Change
1	Fireball Cinnamon Whisky	750 mL	115,597	371,590	221.45%
2	New Amsterdam Peach Vodka	750 mL	165,445	366,224	121.36%
3	Jacquin's Vodka	375 mL	335,631	346,710	3.30%
4	Kendall-Jackson VR Chardonnay	750 mL	257,615	283,175	9.92%
5	Cavit Pinot Grigio	1.5 L	283,468	277,547	-2.09%
6	Nikolai Vodka	375 mL	263,591	261,401	-0.83%
7	Absolut Vodka	750 mL	218,162	236,805	8.55%
8	Jack Daniel's Black Label Whiskey 4 Year Old	750 mL	232,331	235,424	1.33%
9	Woodbridge Chardonnay	1.5 L	209,488	222,680	6.30%
10	Vladimir Vodka	1.75 L	198,561	191,700	-3.46%

Table 16: Top 10 Units in Region 2

Rank	Product	Size	RY 2012-13 Unit Sales	RY 2013-14 Unit Sales	% Change
1	Captain Morgan Original Spiced Rum	750 mL	408,497	386,300	-5.43%
2	Jack Daniel's Black Label Whiskey 4 Year Old	750 mL	340,974	333,193	-2.28%
3	Vladimir Vodka	1.75 L	322,210	320,679	-0.48%
4	Captain Morgan Original Spiced Rum	1.75 L	279,084	278,147	-0.34%
5	Jägermeister Liqueur	750 mL	307,264	260,339	-15.27%
6	Nikolai Vodka	375 mL	258,341	254,475	-1.50%
7	Crown Russe Vodka PET	1.75 L	216,350	230,213	6.41%
8	Fireball Cinnamon Whisky	750 mL	73,131	227,693	211.35%
9	Absolut Vodka	750 mL	190,243	204,480	7.48%
10	Bacardi Superior Rum	750 mL	202,209	197,384	-2.39%

Table 17: Top 10 Units in Region 3

Rank	Product	Size	RY 2012-13 Unit Sales	RY 2013-14 Unit Sales	% Change
1	Captain Morgan Original Spiced Rum	750 mL	408,421	389,176	-4.71%
2	Nikolai Vodka	375 mL	324,047	327,557	1.08%
3	Jack Daniel's Black Label Whiskey 4 Year Old	750 mL	313,958	307,071	-2.19%
4	Captain Morgan Original Spiced Rum	1.75 L	273,885	268,860	-1.83%
5	Vladimir Vodka	1.75 L	229,898	220,765	-3.97%
6	Crown Royal Canadian Whisky	750 mL	228,374	220,157	-3.60%
7	Jacquin's Vodka	375 mL	187,516	208,538	11.21%
8	Absolut Vodka	750 mL	183,179	201,453	9.98%
9	Jägermeister Liqueur	750 mL	232,469	195,836	-15.76%
10	Nikolai Vodka	1 L	198,570	187,329	-5.66%

SPIRITS DETAILS

The spirits section is a deeper examination of this department. The type of sales, price segment and top categories will be presented. Spirits were mostly off-premises (77%) for Retail Year 2013–14¹⁰.

Figure 6: On-Premises and Off-Premises Unit Sales, Spirits, RY 2013–14

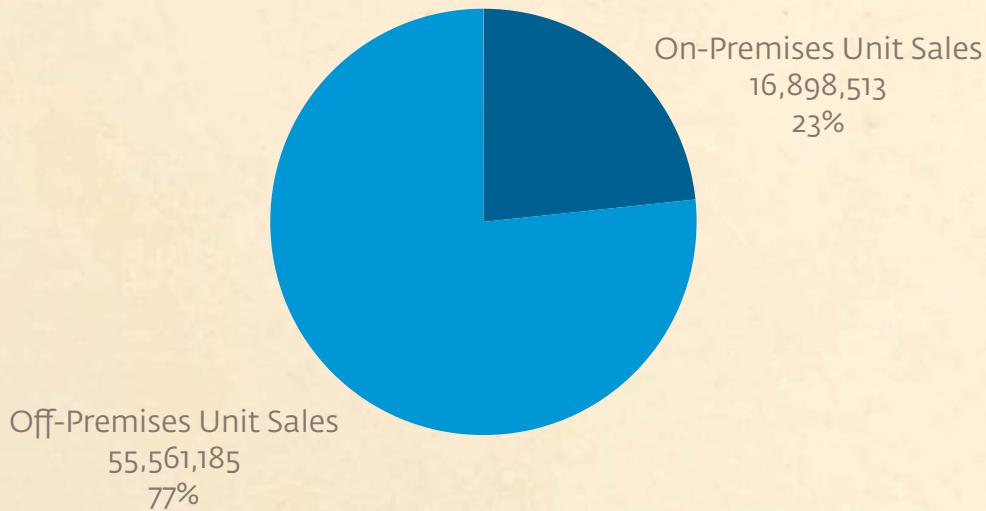
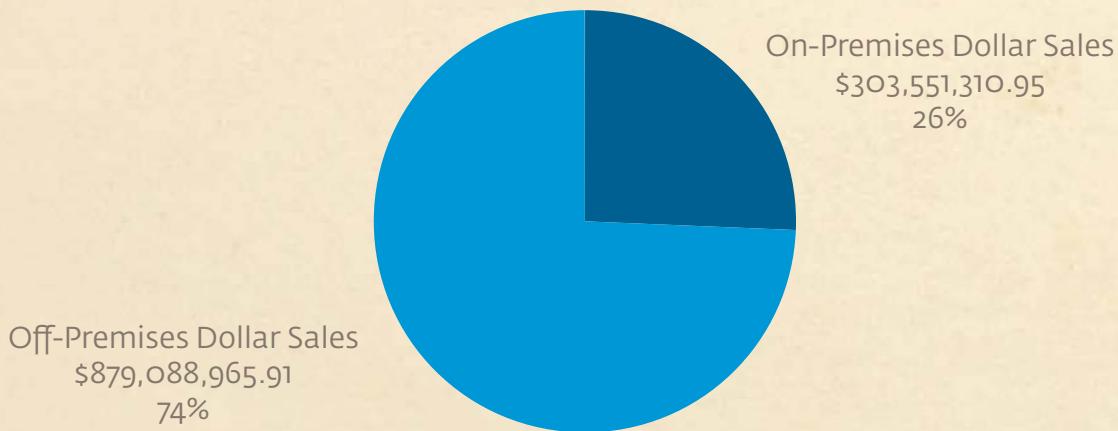


Figure 7 illustrates nearly the same proportion for dollar sales in spirits.

Figure 7: On-Premises and Off-Premises Dollar Sales, Spirits, RY 2013–14



¹⁰ On-premises and off-premises sales include SLO.



Figure 8 breaks out the unit sales by price segment. Standard (24,251,413) and value (20,908,046) had the most. Figure 9, dollar sales amount by price segment, shows premium (\$397,041,294.88) and standard (\$334,246,124.14) were the highest.

Figure 8: Spirits Unit Sales by Price Segment, RY 2013–14

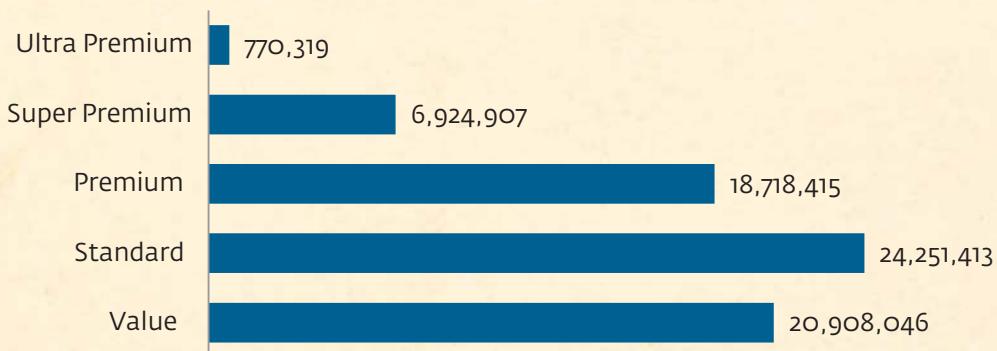
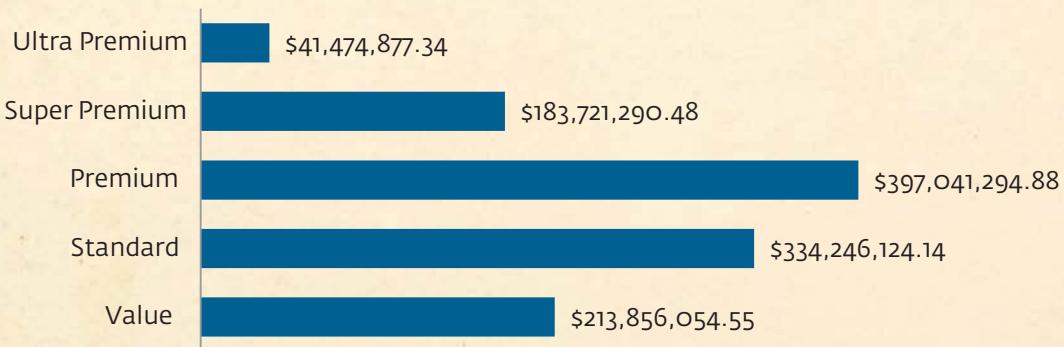


Figure 9: Spirits Dollar Sales by Price Segment, RY 2013–14



SPIRITS DETAILS

Tables 18, 19 and 20 are the top items from the top-selling spirits categories.

Table 18: Top Items in Marketing Category, Vodka

Rank	Product	Size	RY 2013–14 Unit Sales	RY 2013–14 Dollar Sales
1	Grey Goose Vodka	750 mL	501,508	\$14,335,768.63
2	Absolut Vodka	750 mL	642,734	\$11,599,533.95
3	Absolut Vodka	1.75 L	295,780	\$9,748,519.16
4	Smirnoff Vodka	1.75 L	394,102	\$9,182,696.73
5	Vladimir Vodka	1.75 L	733,143	\$8,748,910.62
6	Ketel One Vodka	750 mL	290,284	\$7,211,999.16
7	Grey Goose Vodka	1.75 L	110,580	\$5,957,339.11
8	Crown Russe Vodka PET	1.75 L	509,593	\$5,912,133.31
9	Skyy Vodka	1.75 L	216,903	\$5,649,083.71
10	Burnett's Vodka PET	1.75 L	374,087	\$5,584,369.00

Table 19: Top Items in Marketing Category, Bourbon

Rank	Product	Size	RY 2013–14 Unit Sales	RY 2013–14 Dollar Sales
1	Jack Daniel's Black Label Whiskey 4 Year Old	750 mL	875,687	\$19,704,868.20
2	Jack Daniel's Black Label Whiskey 4 Year Old	1.75 L	319,617	\$13,725,352.02
3	Maker's Mark Bourbon	750 mL	264,204	\$7,111,188.46
4	Jim Beam Bourbon 4 Year Old	1.75 L	228,630	\$6,974,581.22
5	Jim Beam Bourbon 4 Year Old	750 mL	389,099	\$6,283,049.58
6	Jack Daniel's Black Label Whiskey	1 L	168,148	\$3,953,731.33
7	Evan Williams Black Label Bourbon 4 Year Old	1.75 L	130,331	\$3,021,487.59
8	Bulleit Bourbon	750 mL	82,049	\$2,098,481.51
9	Woodford Reserve Bourbon	750 mL	64,476	\$2,067,117.23
10	Maker's Mark Bourbon	1.75 L	33,064	\$1,879,770.31



Table 20: Top Items in Marketing Category, Flavored Vodka

Rank	Product	Size	RY 2013–14 Unit Sales	RY 2013–14 Dollar Sales
1	New Amsterdam Peach Vodka	750 mL	556,776	\$6,641,979.09
2	Cîroc Peach Vodka	750 mL	140,842	\$4,539,851.22
3	Pinnacle Whipped Vodka	750 mL	254,215	\$3,273,874.58
4	New Amsterdam Red Berry Vodka	750 mL	199,507	\$2,355,418.75
5	Pinnacle Whipped Vodka	1.75 L	99,714	\$2,259,818.37
6	Absolut Citron Vodka	750 mL	120,308	\$2,171,873.68
7	Cîroc Red Berry Vodka	750 mL	64,277	\$2,071,298.07
8	Cîroc Coconut Vodka	750 mL	57,305	\$1,852,321.16
9	Absolut Citron Vodka	1.75 L	47,010	\$1,572,325.49
10	Three Olives Cherry Vodka	750 mL	97,145	\$1,533,526.49

Table 21, is the top items for the spirits category with the largest increase, Flavored Whiskey.

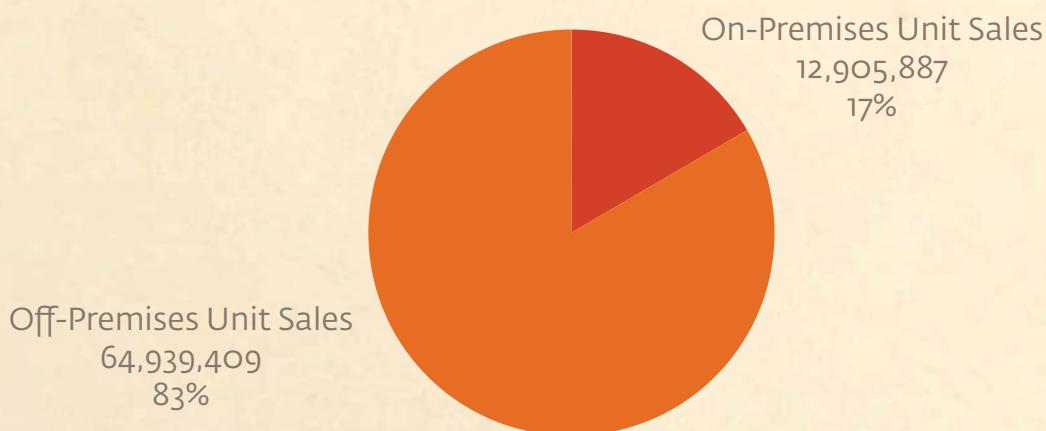
Table 21: Top Items in Marketing Category, Flavored Whiskey

Rank	Product	Size	RY 2013–14 Unit Sales	RY 2013–14 Dollar Sales
1	Fireball Cinnamon Whiskey	750 mL	769,764	\$12,561,667.61
2	Wild Turkey American Honey Liqueur	750 mL	295,449	\$5,562,191.36
3	Jack Daniel's Tennessee Honey Whiskey	750 mL	164,988	\$3,723,777.05
4	Fireball Cinnamon Whisky	1.75 L	111,899	\$3,460,199.53
5	Red Stag Black Cherry Whiskey	750 mL	112,625	\$2,044,324.72
6	Wild Turkey American Honey Liqueur	1.75 L	41,311	\$1,592,230.29
7	Junior Johnson's Midnight Moon Apple Pie Whiskey	750 mL	70,500	\$1,473,468.16
8	Evan Williams Honey Reserve Liqueur	750 mL	86,312	\$1,163,493.72
9	Crown Royal Maple Canadian Whiskey	750 mL	34,421	\$871,351.00
10	Jack Daniel's Tennessee Honey Whiskey	1.75 L	18,852	\$855,110.03

WINE DETAILS

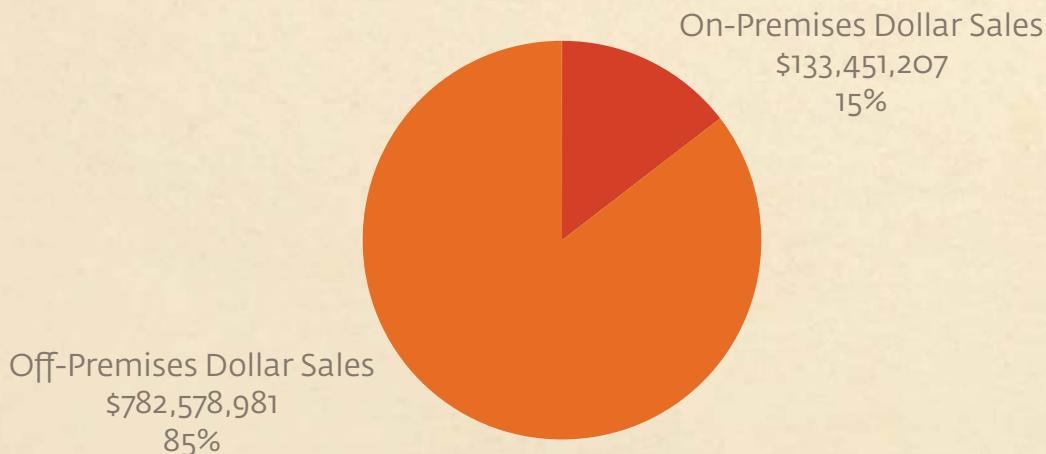
Similar to the previous section, the wine details takes a closer look at the wine department. This section will include results for sales types, price segments, a comparison of imported and domestic wines, top products and the top PA Preferred™ wines. Figure 10 displays the on-premises and off-premises unit sales for wine¹¹. Off-premises accounts for 83 percent of wine units and on-premises 17 percent.

Figure 10: On-Premises and Off-Premises Unit Sales, Wine, RY 2013–14



Off-premises wine accounts for 85 percent of dollar sales. The data is presented visually in Figure 11.

Figure 11: On-Premises and Off-Premises Dollar Sales, Wine, RY 2013–14

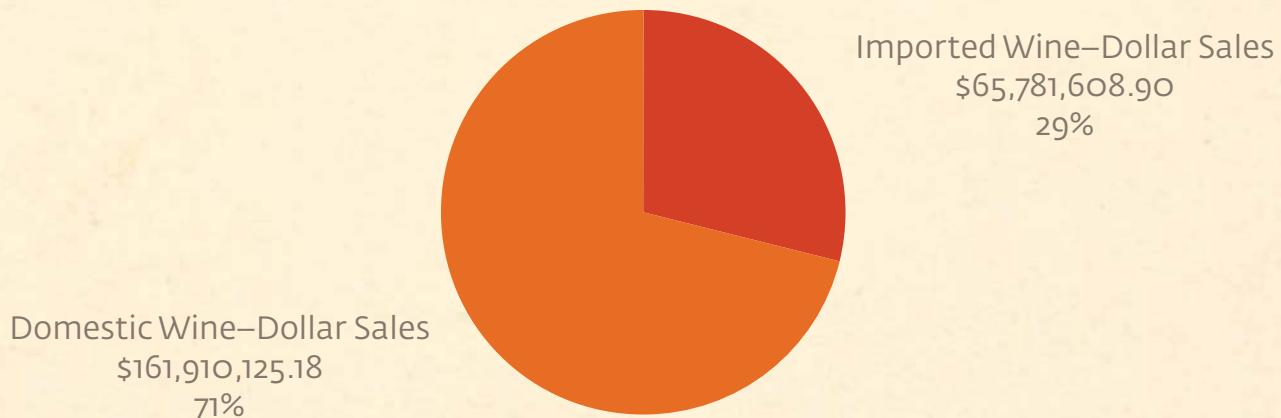


¹¹ On-premises and off-premises sales include SLO.



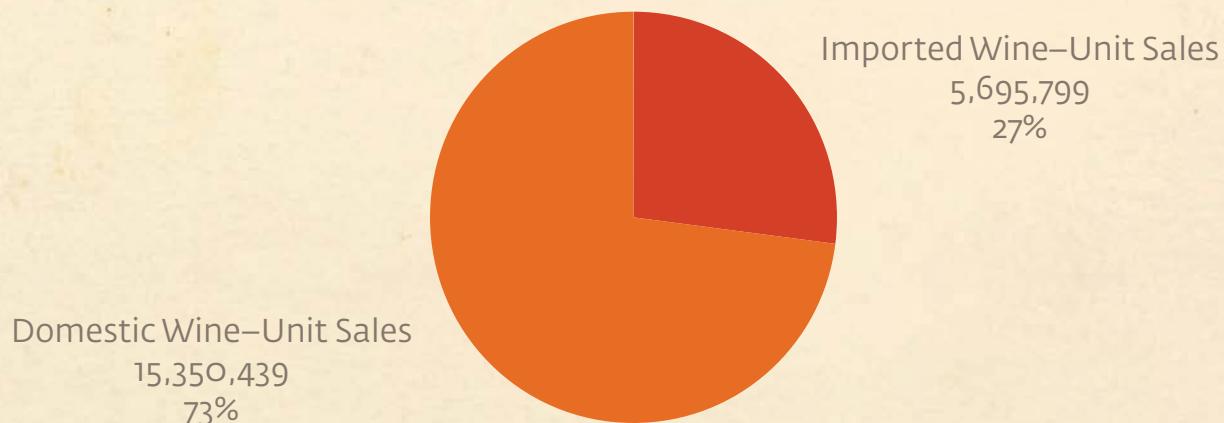
Figures 12 and 13 illustrate imported and domestic wine sales. Based on dollar sales, domestic wine (\$161,910,125.18, 71%) is the larger portion and imported wine (\$65,781,608.90, 29%) is the smaller.

Figure 12: Imported and Domestic Table Wine, by Dollar Sales, RY 2013–14



The same proportions exist for unit sales, with domestic wine (15,350,439, 73%) making up the larger portion.

Figure 13: Imported and Domestic Table Wine, by Unit Sales, RY 2013–14



WINE DETAILS

Most units, are sold in value (34,149,602) and standard (15,033,859) segments. Dollar sales are also highest in value (\$337,668,654.84) and standard (\$180,441,479.56) segments. These results are presented in Figures 14 and 15.

Figure 14: Wine Unit Sales by Price Segment, RY 2013–14

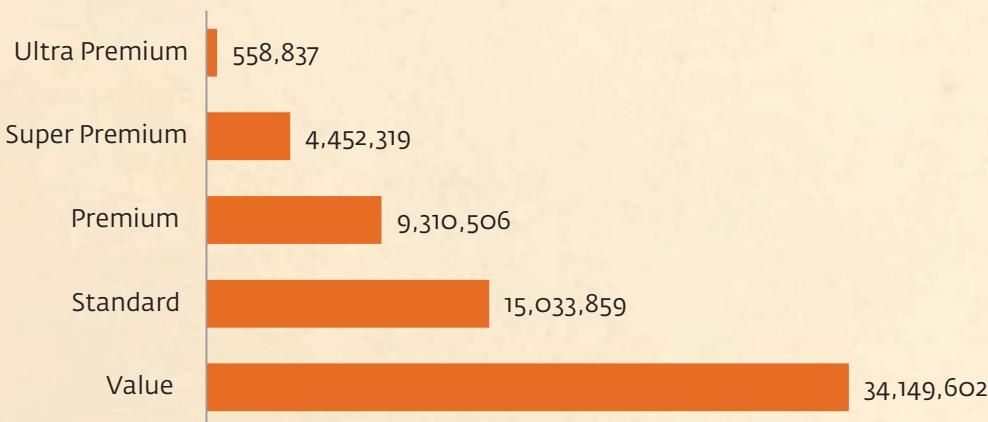


Figure 15: Wine Dollar Sales by Price Segment, RY 2013–14





Tables 22, 23 and 24 are the top 10 items in the top-selling wine market category.

Table 22: Top Items in Marketing Category, US Chardonnay

Rank	Product	Size	RY 2013–14 Unit Sales	RY 2013–14 Dollar Sales
1	Kendall-Jackson VR Chardonnay	750 mL	620,652	\$7,851,984.81
2	Woodbridge Chardonnay	1.5 L	509,637	\$5,911,999.21
3	Barefoot Chardonnay	1.5 L	328,687	\$3,752,709.27
4	Sutter Home Chardonnay	1.5 L	172,708	\$1,836,415.43
5	Cupcake Vineyards Chardonnay Central Coast	750 mL	141,304	\$1,508,284.98
6	Clos du Bois Chardonnay	750 mL	118,810	\$1,430,161.34
7	Clos du Bois Chardonnay	1.5 L	62,497	\$1,404,518.58
8	La Crema Chardonnay	750 mL	72,672	\$1,393,257.16
9	Beringer Founders Chardonnay	1.5 L	66,646	\$1,217,178.93
10	Sonoma Cutrer Chardonnay Russian River Valley	750 mL	53,289	\$1,127,654.78

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

Rank	Product	Size	RY 2013–14 Unit Sales	RY 2013–14 Dollar Sales
1	Woodbridge Cabernet Sauvignon	1.5 L	296,989	\$3,266,242.68
2	Barefoot Cabernet Sauvignon	1.5 L	180,420	\$2,009,180.22
3	J Lohr Cabernet Sauvignon	750 mL	102,839	\$1,564,441.91
4	Robert Mondavi PS Central Coast Cabernet Sauvignon	750 mL	140,127	\$1,382,063.53
5	Francis Ford Coppola Diamond Claret	750 mL	69,420	\$1,228,316.88
6	Sutter Home Cabernet Sauvignon	1.5 L	104,907	\$1,098,394.77
7	Kendall-Jackson VR Cabernet Sauvignon	750 mL	61,201	\$1,077,661.56
8	HRM Rex Goliath Cabernet Sauvignon	1.5 L	106,696	\$1,063,925.63
9	Francis Ford Coppola Diamond Cabernet Sauvignon	750 mL	64,270	\$998,987.79
10	Stag's Leap Wine Cellars Artemis Cabernet Sauvignon Napa Valley	750 mL	18,969	\$969,141.72

WINE DETAILS

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

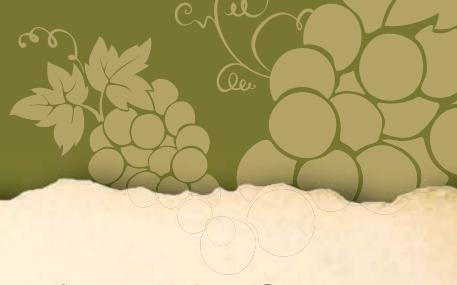
Rank	Product	Size	RY 2013–14 Unit Sales	RY 2013–14 Dollar Sales
1	Franzia Sunset Blush	5 L	384,900	\$5,201,156.93
2	Franzia Chardonnay	5 L	291,791	\$4,804,427.44
3	Franzia White Zinfandel	5 L	229,387	\$3,772,830.94
4	Franzia Chillable Red	5 L	238,085	\$3,218,550.94
5	Franzia Merlot	5 L	183,689	\$3,023,912.79
6	Franzia Fruity Red Sangria	5 L	207,315	\$2,823,048.58
7	Franzia Cabernet Sauvignon	5 L	167,425	\$2,754,966.08
8	Almaden Chardonnay	5 L	145,109	\$2,692,844.90
9	Franzia Crisp White	5 L	189,217	\$2,577,435.71
10	Franzia Refreshing White	5 L	148,979	\$2,047,496.48

The top PA Preferred™ wines are ranked by unit sales in Table 25. Nissley Grapeful Red, 750 mL (3,368); Allegro Punk, 750 mL (2,219) and Courtyard Wineries Barjo Bons First Kiss 750 mL (1,557) were the top three.

Table 25: Top 10 PA Preferred™ wines by Unit Sales

Rank	Product	Size	RY 2013–14 Unit Sales	RY 2013–14 Dollar Sales
1	Nissley Grapeful Red	750 mL	3,368	\$36,660.08
2	Allegro Punk	750 mL	2,219	\$24,386.81
3	Courtyard Wineries Barjo Bons First Kiss	750 mL	1,557	\$13,996.53
4	Allegro Fusion	750 mL	1,542	\$18,487.39
5	Nissley Whisper White	750 mL	1,479	\$16,104.13
6	Courtyard Wineries Barjo Bons Ruby's Rouge	750 mL	1,420	\$15,595.69
7	Courtyard Wineries Barjo Bons Chocopelli	750 mL	927	\$10,186.63
8	Courtyard Wineries Barjo Bons Dazzle	750 mL	836	\$9,179.95
9	Nissley Chambourcin	750 mL	655	\$7,785.57
10	Paradocx Vineyard PDX Twine Tea Infused Wine	750 mL	617	\$8,631.83

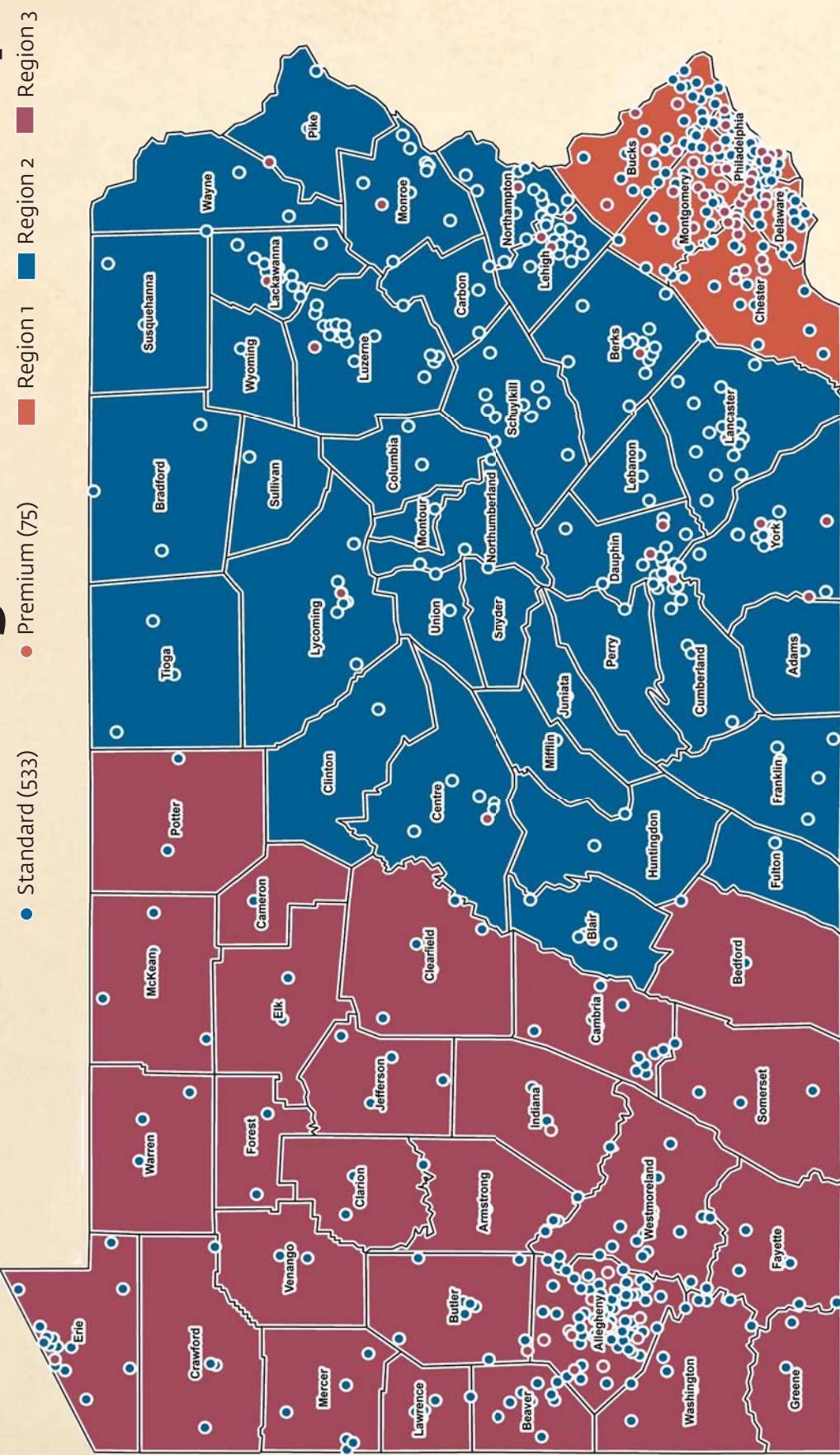
VENDOR REBATES AND COUPONS



One of our current marketing efforts involves facilitating promotions. The savings are a benefit to consumers. In Retail Year 2013-14, vendors reimbursed \$125,159,355 to the PLCB for the sale of promotional items. Another aspect of promotions is vendor coupons. In Retail Year 2013-14, \$2,548,737 in coupons were redeemed in Fine Wine & Good Spirits stores.

APPENDIX A-MAP

Retail Regions & Stores 2014



APPENDIX B-TABLE 8



Table 8: Stores Ranked by Total Dollar Sales, RY 2013–14

Rank	Store ¹²	City	Address	Transaction Count	Avg. Value of Transaction	Dollar Sales
1	5103*	Philadelphia	2238 Washington Ave	19,330	\$2,274.14	\$43,959,058.45
2	1516	West Chester	933 Paoli Pike	295,885	\$81.34	\$24,066,478.64
3	247	Pittsburgh	5956 Penn Cir S, Ste 201	373,380	\$51.24	\$19,131,996.57
4	215*	Pittsburgh	1601 Liberty Ave	17,897	\$1,034.54	\$18,515,227.89
5	5144	Philadelphia	1218 Chestnut St	376,112	\$38.11	\$14,332,674.51
6	214	Pittsburgh	The Waterworks 974 Freeport Rd	270,550	\$51.60	\$13,960,132.44
7	4602	Ardmore	Ardmore Plz Shopping Ctr 56 Greenfield Ave	241,418	\$56.56	\$13,655,306.94
8	2301*	Broomall	Lawrence Park Ind Ctr 629 Park Way	7,991	\$1,700.99	\$13,592,600.73
9	9211	Bethel Park	Village Sq Mall 5000 Oxford Dr, Ste 100	282,133	\$48.13	\$13,579,565.16
10	5133	Philadelphia	401 Franklin Mills Cir	277,009	\$48.16	\$13,341,940.94
11	621	Wyomissing	Berkshire Mall West 1101 Woodland Rd	298,032	\$44.18	\$13,165,927.80
12	4623	Flourtown	1440 Bethlehem Pike	256,612	\$48.18	\$12,362,637.09
13	2102	Lemoyne	West Shore Plz Shopping Ctr 1200 Market St	278,509	\$43.82	\$12,204,191.13
14	926	Doylestown	132 Veterans Ln	274,616	\$43.94	\$12,066,874.92
15	1007	Cranberry Twp	Cranberry Mall, Rm 302A 20111 Rt 19	237,892	\$50.25	\$11,954,295.56
16	1405	State College	1690 N Atherton St	282,108	\$41.59	\$11,732,962.58
17	4628	Conshohocken	Whitemarsh Shopping Ctr 44 Ridge Pike	290,010	\$38.95	\$11,296,116.94
18	5185	Philadelphia	180 W Girard Ave	317,568	\$35.20	\$11,176,922.43
19	4620	King Of Prussia	143 S Gulph Rd	168,634	\$66.27	\$11,175,794.64
20	909	Newtown	10 W Centre Ave	245,761	\$44.98	\$11,054,184.26
21	6316	Washington	Washington Mall 301 Oak Spring Rd	207,849	\$52.30	\$10,871,325.73
22	231	Pittsburgh	Robinson Town Centre 1850 Park Manor Blvd	243,164	\$44.04	\$10,709,812.16
23	4814	Easton	Northampton Crossings 3718 Easton-Nazareth Hwy	275,021	\$38.91	\$10,700,439.51
24	2210	Harrisburg	Kmart Shopping Ctr 5070 Jonestown Rd	277,487	\$38.33	\$10,637,258.76
25	5104	Philadelphia	Columbus Commons North Shopping Ctr 1940 S Christopher Columbus Blvd	257,268	\$41.13	\$10,580,293.38
26	3901	Allentown	Crest Plz Shopping Ctr 1516 N Cedar Crest Blvd	238,302	\$43.10	\$10,271,448.14
27	3516	Clarks Summit	222 Northern Blvd, Ste C	215,284	\$47.19	\$10,158,397.96
28	4631	Norristown	Swede Sq Shopping Ctr 2927 Swede Rd	261,233	\$38.78	\$10,131,270.99
29	3614	Lancaster	Hawthorne Centre Shopping Ctr 2076 Fruitville Pike	276,819	\$36.59	\$10,129,395.97
30	9101	Philadelphia	2040 Market St	284,103	\$35.32	\$10,035,023.24
31	940*	Feasterville	855B Pennsylvania Blvd	6,429	\$1,503.71	\$9,667,380.30
32	4633	Lansdale	Allen Forge Shopping Ctr 850 S Valley Forge Rd	276,847	\$34.74	\$9,618,541.63
33	4613	Jenkintown	935 Old York Rd	243,709	\$39.16	\$9,543,142.51
34	227	Monroeville	3845 Northern Pike	232,017	\$40.86	\$9,480,898.78

¹²An asterisk next to the store number indicates a licensee or fulfillment center.

APPENDIX B-TABLE 8

Table 8: Stores Ranked by Total Dollar Sales, RY 2013-14 (continued)

Rank	Store ¹²	City	Address	Transaction Count	Avg. Value of Transaction	Dollar Sales
35	6707	York	Eastern Boulevard Shopping Ctr 2414 Eastern Blvd	265,543	\$35.24	\$9,357,971.79
36	2211	Hummelstown	Hershey Sq Shopping Ctr 1158 Mae St	165,986	\$56.13	\$9,317,011.09
37	4817*	Bethlehem	3084 Emrick Blvd (Rear)	8,151	\$1,079.62	\$8,799,989.69
38	260	Pittsburgh	1955 Wharton St	276,994	\$31.60	\$8,751,853.84
39	3913	Whitehall	2503 Mickley Ave	265,673	\$32.71	\$8,689,149.76
40	4606	Maple Glen	Maple Glen Shopping Ctr 1973 Norristown Rd	190,227	\$45.49	\$8,653,770.20
41	1404	State College	Hamilton Sq Shopping Ctr 230 W Hamilton Ave	159,804	\$54.02	\$8,633,243.61
42	920	Quakertown	Quakertown Shopping Ctr 1465 W Broad St, Ste 19	273,972	\$31.46	\$8,618,221.06
43	9208	Wexford	125 Towne Centre Dr, Ste 500	173,742	\$49.50	\$8,600,397.55
44	3918	Center Valley	The Promenade Shops At Saucon Valley 3060 Ctr Valley Pkwy, Ste 835	156,770	\$54.29	\$8,511,622.14
45	2310	Springfield	149 Baltimore Pike	304,516	\$27.39	\$8,340,240.74
46	1501	Exton	275 Main St	185,559	\$44.19	\$8,200,129.27
47	3616*	Lancaster	1190 Dillerville Rd	7,301	\$1,111.38	\$8,114,176.45
48	2514	Erie	Yorktown Centre 2501 W 12 th St	186,630	\$43.31	\$8,083,410.63
49	277	Pittsburgh	8090 McIntyre Sq Dr	218,284	\$36.36	\$7,935,768.53
50	4610	Collegeville	Market Place Shopping Ctr 201 2 nd Ave, Ste 107	198,742	\$39.87	\$7,923,492.08
51	932	Warrington	1115 Main St	203,109	\$38.51	\$7,822,026.05
52	222*	Bridgeville	United Industr Park, Bldg D 98 Vanadium Rd	5,765	\$1,337.25	\$7,709,259.70
53	6315	Mcmurray	Donaldsons Crossroads S C 3929 Washington Rd	196,439	\$38.91	\$7,644,351.20
54	4614	Bala Cynwyd	119 West City Ave	230,981	\$32.41	\$7,487,030.34
55	2305	Media	315 W Baltimore Ave	218,566	\$34.16	\$7,467,028.13
56	912	New Hope	Logan Sq Shopping Ctr 6542-J Lower York Rd	128,235	\$57.71	\$7,399,806.45
57	1506	Downingtown	Ashbridge Shopping Ctr 861 E Lancaster Ave	211,182	\$34.58	\$7,301,986.24
58	6517	Greensburg	Westmoreland Crossing 5280 Rte 30, Ste 4	171,906	\$42.17	\$7,250,121.03
59	4645	Limerick	Limerick Village 200 West Ridge Pike	187,552	\$38.49	\$7,219,653.59
60	284	Pittsburgh	Bill Green Shopping Ctr 10 Old Clairton Rd	207,923	\$34.60	\$7,194,206.36
61	9205	Pittsburgh	1602 Cochran Rd	200,823	\$34.79	\$6,986,487.63
62	604	Reading	4721 Perkiomen Ave.	214,692	\$32.54	\$6,985,031.06
63	1527	Wayne	821 W Lancaster Ave, Ste 310	133,264	\$52.06	\$6,937,349.60
64	6711	Hanover	Hanover Crossing Shopping Ctr 431 Eisenhower Dr	194,865	\$35.08	\$6,835,507.33
65	911	Fairless Hills	510 S Oxford Valley Rd, Bldg 8	257,454	\$26.46	\$6,812,434.83
66	5191	Philadelphia	2401 Vare Ave	282,644	\$24.03	\$6,792,908.11
67	2516	Erie	Liberty Plaza Shopping Ctr 3702 Liberty St	231,139	\$29.26	\$6,762,797.48



Table 8: Stores Ranked by Total Dollar Sales, RY 2013–14 (continued)

Rank	Store ¹²	City	Address	Transaction Count	Avg. Value of Transaction	Dollar Sales
68	1528	Paoli	Paoli Shopping Ctr 17-19 Leopard Rd, Ste D-1, D-2 & D-3	160,630	\$42.09	\$6,761,464.00
69	6712	York	Commerce Ctr 2148 White St, Ste 3	232,602	\$28.92	\$6,726,856.06
70	1514	Wayne	161 E Swedesford Rd	184,219	\$35.96	\$6,623,986.56
71	3801	Lebanon	102 N 8 th Ave	214,206	\$30.33	\$6,496,223.79
72	2101	Carlisle	Carlisle Marketplace 281 S Spring Garden St	222,898	\$29.14	\$6,496,051.02
73	2801	Chambersburg	Wayne Plz 987 Wayne Ave	185,277	\$34.44	\$6,381,021.40
74	3615	Lancaster	Bridgeport Shopping Ctr 1622 Lincoln Hwy East	228,735	\$27.64	\$6,323,179.06
75	4306	Hermitage	Hermitage Towne Plz 2321 E State St	169,083	\$36.99	\$6,254,647.70
76	1530	West Chester	Bradford Plz Sc 692 Downingtown Pike	201,588	\$30.91	\$6,231,073.44
77	4003	Dallas	2161 Memorial Hwy, Ste 101	162,925	\$38.23	\$6,228,503.46
78	4502	Mt Pocono	Pocono Village Mall 3430 Rte 940, Ste 101	218,287	\$28.49	\$6,219,381.49
79	5140	Philadelphia	2401 E Venango St	254,840	\$24.18	\$6,162,744.56
80	4632	North Wales	Gwynedd Crossing Sc 1200 Bethlehem Pike, Ste 7	163,560	\$37.59	\$6,148,450.26
81	9118	Philadelphia	Ivy Ridge Shopping Ctr 7146 Ridge Ave	221,761	\$27.62	\$6,125,784.05
82	6714	Shrewsbury	Shrewsbury Commons Shopping Ctr 802 Shrewsbury Commons Ave	145,585	\$42.02	\$6,118,074.24
83	1525	Exton	Lionville Shopping Ctr 162 Eagleview Blvd	181,355	\$33.71	\$6,114,178.13
84	619	Reading	Penn Plz 3045 Fifth St Hwy, Unit #3	211,639	\$28.81	\$6,098,337.15
85	4804	Bethlehem	Stefko Shopping Ctr 1844-A Stefko Blvd	221,056	\$27.43	\$6,064,079.49
86	709	Altoona	Pleasant Valley Shopping Ctr 3415 Pleasant Valley Blvd, Ste #82	179,618	\$33.69	\$6,051,000.16
87	4636	Narberth	1 Station Cir	148,932	\$40.37	\$6,012,158.05
88	910	Souderton	Hilltown Plz Sc 766 Rt 113, Str 4	197,845	\$30.38	\$6,009,570.67
89	2306	Wayne	209 W Lancaster Ave	136,770	\$43.64	\$5,968,317.45
90	101	Gettysburg	1275 York Rd, Lot 12	150,833	\$39.38	\$5,939,974.39
91	5135	Philadelphia	5101 Lancaster Ave	297,231	\$19.85	\$5,899,449.37
92	2324	Holmes	Macdade Shopping Ctr 2143 Macdade Blvd	221,618	\$26.49	\$5,870,820.07
93	3607	Lititz	Shoppes At Kissel Village 1020 Lititz Pike	185,302	\$31.39	\$5,816,186.25
94	5160	Philadelphia	Hendrix Ctr 11685 Bustleton Ave	238,453	\$24.29	\$5,791,832.28
95	1010	Seven Fields	206 Seven Fields Blvd	157,407	\$36.47	\$5,741,361.24
96	5112	Philadelphia	2550 Grant Ave, Ste 130	190,504	\$29.96	\$5,706,857.44
97	211	Gibsonia	354 Northtowne Sq 5600 Rte 8	166,348	\$34.26	\$5,698,461.25
98	1502	Phoenixville	550 Kimberton Rd	171,661	\$33.02	\$5,668,165.94

APPENDIX B-TABLE 8

Table 8: Stores Ranked by Total Dollar Sales, RY 2013–14 (continued)

Rank	Store ¹²	City	Address	Transaction Count	Avg. Value of Transaction	Dollar Sales
99	2215	Harrisburg	The Pt Shopping Ctr 4227 Union Deposit Rd	215,967	\$26.07	\$5,629,839.64
100	4110	Williamsport	Loyal Pz Shopping Ctr 1903 E 3 rd St	153,657	\$36.55	\$5,616,493.23
101	2320	Havertown	1305 West Chester Pike, Ste 44B	198,720	\$28.26	\$5,616,410.18
102	5132	Philadelphia	4229 N Broad St	295,183	\$18.94	\$5,591,080.21
103	5190	Philadelphia	7161 Ogontz Ave	266,369	\$20.89	\$5,563,999.41
104	3915	Bethlehem	Westgate Mall 2289 Schoenersville Rd	186,942	\$29.69	\$5,550,818.27
105	4001	Wilkes-Barre	2136 Wilkes-Barre Twp	182,667	\$30.20	\$5,517,436.82
106	2106	Mechanicsburg	6560 Carlisle Pike, Ste 350	169,414	\$32.53	\$5,511,033.75
107	266	Sewickley	521 Beaver St	101,127	\$54.21	\$5,482,318.26
108	3522	Scranton	210 Meadow Ave	178,191	\$30.65	\$5,460,981.05
109	1507	Kennett Square	New Garden Town Sq Sc 350 Scarlett Rd, Ste 1-3-5	127,257	\$42.80	\$5,446,179.58
110	6518	North Huntingdon	Norwin Hills Plz 8865 Norwin Ave	179,951	\$30.22	\$5,437,940.61
111	207	Pittsburgh	One Oxford Centre 320 Smithfield St	138,398	\$39.26	\$5,433,744.07
112	4635	Willow Grove	Regency Square Shopping Plz 1029 N Easton Rd	172,636	\$31.15	\$5,378,129.22
113	1902	Bloomsburg	1231 Columbia Blvd	162,820	\$32.93	\$5,361,763.59
114	929	Chalfont	4275 County Line Rd	162,056	\$33.01	\$5,349,114.36
115	5173	Philadelphia	Woodland Village Shopping Ctr 6036 Woodland Ave	286,601	\$18.61	\$5,334,849.71
116	915	Bristol	3920 New Falls Rd	212,751	\$24.96	\$5,310,419.49
117	6705	York	Queensgate Shopping Ctr 2075 Springwood Rd, Unit #30	170,623	\$30.63	\$5,227,011.62
118	1523	West Chester	Shoppes Dilworthtown, Ste B 1363 Dilworthtown Crossing	120,602	\$43.01	\$5,186,972.95
119	3206	Indiana	Town Fair Plz 475 Ben Franklin S, Ste 5	160,636	\$32.08	\$5,153,368.76
120	4501	East Stroudsburg	Pocono Plz 414 Lincoln Ave	199,761	\$25.75	\$5,143,892.44
121	3916	Trexertown	Trexler Mall Unit 2-A 6900 Hamilton Blvd P.O. Box 93	175,483	\$29.27	\$5,135,745.31
122	5141	Philadelphia	4906-4908 Baltimore Ave	260,915	\$19.55	\$5,101,913.47
123	4621	Blue Bell	Ctr Sq Plz, Ste 100 1301 Skippack Pike	120,789	\$42.13	\$5,088,305.98
124	4608	Bryn Mawr	922 W Lancaster Ave	119,450	\$42.40	\$5,064,661.56
125	5169	Philadelphia	1935 Fairmount Ave	186,766	\$26.55	\$4,957,940.22
126	2501	Erie	Summit Towne Centre 7200 Peach St	120,772	\$40.76	\$4,922,617.67
127	5201	Milford	106 W Harford St	148,830	\$32.79	\$4,880,651.26
128	6401	Hawley	74 Welwood Ave, Ste 103	110,362	\$43.99	\$4,855,216.09
129	5155	Philadelphia	Society Hill Shopping Ctr 326 S 5 th St	144,720	\$33.54	\$4,853,743.27
130	3606	Lancaster	Centerville Sq 586 Centerville Rd	175,492	\$27.31	\$4,792,941.45
131	4622	Rockledge	404 Huntingdon Pike	157,160	\$30.32	\$4,765,000.56



Table 8: Stores Ranked by Total Dollar Sales, RY 2013–14 (continued)

Rank	Store ¹²	City	Address	Transaction Count	Avg. Value of Transaction	Dollar Sales
132	2207*	Harrisburg	1303 N 7 th St	3,881	\$1,221.93	\$4,742,327.87
133	5157	Philadelphia	1237 S 11 th St	175,718	\$26.94	\$4,734,082.23
134	928	Langhorne	Shoppes At Flowers Mill 118 N Flowers Mill Rd	143,441	\$32.95	\$4,726,084.70
135	5122	Philadelphia	8 Penn Center Plz 1628 John F Kennedy Blvd	245,564	\$19.15	\$4,703,219.76
136	226	Pittsburgh	132 Ben Avon Heights Rd	161,823	\$29.00	\$4,692,089.32
137	2319	Glen Mills	Concordville Towne Ctr 301 Byers Dr, Space K-013	124,218	\$37.06	\$4,604,021.03
138	4626	Norristown	2501 West Ridge Pike	169,994	\$27.06	\$4,600,229.65
139	925	Richboro	Crossroads Shopping Ctr 800 Bustleton Ave	146,233	\$31.19	\$4,561,590.72
140	299	Pittsburgh	Penn Hills Shopping Ctr 11685 Penn Hills Dr	193,424	\$23.47	\$4,539,393.28
141	6709	York	The Crossroads Shopping Ctr 351 Loucks Rd	164,137	\$27.40	\$4,498,111.98
142	4015*	Wilkes-Barre	112 Stevens Rd	3,701	\$1,188.58	\$4,398,931.32
143	267	Coraopolis	Moon Plz, Ste 24 5990 University Blvd	140,508	\$31.29	\$4,396,286.18
144	4639	Gilbertsville	Gilbertsville Shopping Ctr 1050 E Philadelphia Ave	136,227	\$32.25	\$4,393,490.51
145	238	Pittsburgh	Shady Hill Ctr 6320 Shakespeare St	240,409	\$18.23	\$4,382,025.88
146	228	Pittsburgh	Edgewood Towne Centre 1749 S Braddock Ave	176,810	\$24.73	\$4,373,151.33
147	4617	Harleysville	2710 Shelly Rd	130,264	\$33.31	\$4,339,615.49
148	3903	Allentown	1918 Allen St	164,030	\$26.40	\$4,330,177.72
149	5150	Philadelphia	4301 Chestnut St	161,923	\$26.70	\$4,323,422.89
150	4607	Ambler	132 E Butler Ave	106,045	\$40.73	\$4,319,576.21
151	2105	Mechanicsburg	Mechanicsburg Plz 5301 Simpson Ferry Rd	157,269	\$27.31	\$4,295,764.89
152	2332	Broomall	Lawrence Park Shopping Ctr 1991 Sproul Rd, Space 37	155,174	\$27.44	\$4,257,435.25
153	5142	Philadelphia	Plaza Americana 2717 N American St	190,101	\$22.15	\$4,209,984.55
154	298	Bridgeville	Chartiers Valley Shopping Ctr 1025 Washington Pike	133,172	\$31.60	\$4,208,707.49
155	5134	Philadelphia	32 S Second St	92,911	\$45.29	\$4,207,664.57
156	3909	Allentown	906 Club Ave	123,980	\$33.82	\$4,193,390.82
157	914	Feasterville	Southampton Village Sc 162 E Street Rd	130,868	\$32.01	\$4,189,475.34
158	5111	Philadelphia	3720 Main St	141,461	\$29.61	\$4,189,052.80
159	3617	Lancaster	Wheatland Shopping Ctr 1761A Columbia Ave	144,946	\$28.88	\$4,186,609.62
160	938	Warminster	Center Point Plz Sc 748 West St Rd	148,447	\$27.87	\$4,137,045.38
161	615	Douglassville	Douglassville Shopping Ctr 180 Old Swede Rd, Ste #6	137,335	\$29.71	\$4,079,995.54
162	2314	Newtown Square	Newtown Sq Shopping Ctr 42 Alpha Dr	128,659	\$31.64	\$4,070,405.35

APPENDIX B-TABLE 8

Table 8: Stores Ranked by Total Dollar Sales, RY 2013–14 (continued)

Rank	Store ¹²	City	Address	Transaction Count	Avg. Value of Transaction	Dollar Sales
163	6519	Lower Burrell	Crossroads Plz 2501 Leechburg Rd, Ste F	130,937	\$31.06	\$4,066,730.54
164	2331	Drexel Hill	5035 Township Line Rd	140,845	\$28.77	\$4,052,640.46
165	4637	Audubon	Audubon Village Shopping Ctr 2860 Audubon Vill Dr	123,889	\$32.47	\$4,022,850.64
166	4611	Royersford	Park Towne Plz 301 N Lewis Rd, Ste #170	151,616	\$26.49	\$4,015,824.22
167	2107	Camp Hill	3760 Market St	123,039	\$32.63	\$4,015,263.65
168	4509	Tannersville	R.R. #1 Tannersville Plz 2838 Rt 611, Ste 107	148,520	\$26.92	\$3,998,257.21
169	6521	Murrysville	4610 William Penn Hwy	111,018	\$35.94	\$3,990,180.82
170	286	Pittsburgh	1130 Perry Hwy #20 Pines Plz	88,026	\$44.90	\$3,952,255.49
171	6523	Latrobe	1038 Latrobe 30 Plz, Ste 311	120,036	\$32.84	\$3,942,282.46
172	4638	Glenside	123 S Easton Rd	142,651	\$27.63	\$3,940,740.74
173	2001	Meadville	Downtown Mall 900 Water St	127,832	\$30.80	\$3,937,112.26
174	4627	Lansdale	Hillcrest Shopping Ctr 644 E Main St	148,284	\$26.47	\$3,925,215.91
175	5165	Philadelphia	2118 Cottman Ave	182,068	\$21.53	\$3,920,342.33
176	3508	Dunmore	70 Keystone Industrial Pk	136,934	\$28.60	\$3,916,407.60
177	919	Bensalem	2223 Galloway Rd	135,683	\$28.66	\$3,889,205.46
178	249	Pittsburgh	519 Towne Sq Way	149,767	\$25.85	\$3,871,997.95
179	290	Pittsburgh	Noble Manor Shopping Ctr 2350 Noblestown Rd	142,075	\$27.16	\$3,859,365.84
180	1003	Butler	608 Moraine Pointe Plz	124,352	\$30.94	\$3,846,837.18
181	4630	Pottstown	North End Shopping Ctr 1300 N Charlotte St	146,522	\$26.20	\$3,839,169.23
182	906	Morrisville	Pennsbury Plz Sc 229 Plz Blvd #3133	157,642	\$24.19	\$3,813,705.15
183	5119	Philadelphia	724 South St	130,340	\$28.88	\$3,763,703.55
184	1702	Dubois	5730 Shaffer Rd	119,727	\$31.14	\$3,727,983.31
185	4033	Hazle Township	Church Hill Mall 1089 N. Church St.	119,815	\$30.62	\$3,669,321.95
186	4510	East Stroudsburg	232 Fox Run Ln, Ste 101	142,643	\$25.69	\$3,664,006.81
187	2329	Eddystone	Eddystone Shopping Ctr 1562 Chester Pike, Unit D-6	159,040	\$23.02	\$3,660,680.80
188	4506	Stroudsburg	1060 N 9 th St	139,316	\$26.25	\$3,657,377.31
189	6001	Lewisburg	334 Market St	103,267	\$35.30	\$3,645,080.86
190	3904	Allentown	3300 Lehigh St	114,026	\$31.72	\$3,617,062.71
191	292	Pittsburgh	N Hills Village, Rm 9 4801 McKnight Rd	113,872	\$31.73	\$3,612,995.68
192	2610	Uniontown	Fayette Plz Shopping Ctr 619 Pittsburgh Rd	88,115	\$40.80	\$3,594,980.90
193	6404	Honesdale	1199 Texas-Palmyra Hwy, Ste O	110,282	\$32.56	\$3,590,277.20
194	605	Kutztown	Village Sq Plz 45 Constitution Blvd	110,551	\$32.39	\$3,581,281.43
195	274	Pittsburgh	Lebanon Shops 300 Mount Lebanon Blvd	125,987	\$28.12	\$3,542,886.51
196	2327	Villanova	789 E Lancaster Ave	61,103	\$57.78	\$3,530,530.59
197	5143	Philadelphia	2429 S St	117,877	\$29.74	\$3,505,153.14
198	409	Beaver Falls	Chippewa Mall, Rm 5 & 6 2546 Constitution Blvd	109,818	\$31.77	\$3,488,646.58



Table 8: Stores Ranked by Total Dollar Sales, RY 2013–14 (continued)

Rank	Store ¹²	City	Address	Transaction Count	Avg. Value of Transaction	Dollar Sales
199	1510	Coatesville	Barley Station Sc 2715 E Lincoln Hwy	140,771	\$24.66	\$3,471,025.56
200	3919	Allentown	Allentown Towne Ctr 4777 Tilghman St	111,938	\$30.98	\$3,467,744.51
201	224	Pittsburgh	1824 Murray Ave	128,957	\$26.79	\$3,455,367.01
202	414	Monaca	1476 Brodhead Rd	108,968	\$31.71	\$3,454,977.74
203	1508	Parkesburg	West Sadsbury Commons Sc 324 Commons Dr, Ste C-6	125,330	\$27.55	\$3,453,007.88
204	5105	Philadelphia	5 North 12 th St	181,048	\$19.03	\$3,445,520.62
205	4507	Blakeslee	248 Rt 940, Ste #109 P.O. Box 640	100,968	\$33.98	\$3,430,880.37
206	4505	Brodheadsville	Kinsley Plz 107 Kinsley Plz, Ste 104	133,751	\$25.44	\$3,402,002.09
207	9114	Philadelphia	Adams And Tabor Ctr 730 Adams Ave	114,376	\$29.74	\$3,401,013.95
208	296	Bethel Park	5249 Library Rd	123,761	\$27.41	\$3,391,895.93
209	9111	Philadelphia	Roosevelt Plz 6577 Roosevelt Blvd	149,905	\$22.57	\$3,382,841.52
210	2214	Harrisburg	Vlge Of Oakhurst Shopping Ctr 4404 Oakhurst Blvd	118,700	\$28.44	\$3,376,025.96
211	907	Yardley	Edgewood Village Shopping Ctr 635 Heacock Rd	118,690	\$28.43	\$3,374,065.66
212	5101	Philadelphia	135 W Chelten Ave	210,885	\$15.97	\$3,367,655.44
213	2110	Carlisle	Stonehedge Sq Shopping Ctr 950 Walnut Bottom Rd	104,501	\$32.19	\$3,364,329.88
214	6524	Belle Vernon	321 Tri-County Lane	123,284	\$27.27	\$3,361,836.78
215	6710	Red Lion	Windsor Commons Shopping Ctr 3159 Cape Horn Rd	135,707	\$24.57	\$3,334,486.66
216	2509	Erie	Giant Eagle Plz 4466 Buffalo Rd	120,072	\$27.62	\$3,316,900.46
217	2302	Upper Darby	128 S 69 th St	182,896	\$18.09	\$3,308,249.88
218	2103	Shippensburg	Shippen Towne Centre 109 S Conestoga Drive	121,825	\$27.00	\$3,288,854.27
219	2502	Erie	105 W 18 th St	116,222	\$28.20	\$3,277,184.10
220	3908	Macungie	199 W Main St	99,769	\$32.74	\$3,266,413.83
221	1402	State College	Hills Plz 2051 S Atherton St	91,342	\$35.35	\$3,228,837.95
222	5121	Philadelphia	Top Of The Hill Shopping Ctr 8705 Germantown Ave	87,980	\$36.69	\$3,227,557.16
223	2333	Upper Darby	Barclay Sq Shopping Ctr 1500 Garrett Rd	134,316	\$24.02	\$3,226,855.76
224	3611	Elizabethtown	1575 S Market St, Ste 109	114,126	\$28.20	\$3,218,024.48
225	213	Pittsburgh	217 Atwood St	148,441	\$21.58	\$3,203,775.75
226	6201	Warren	44 Market St Plz	104,042	\$30.79	\$3,203,395.63
227	4401	Lewistown	129 S Main St, Ste 400	115,147	\$27.69	\$3,188,440.16
228	1522	Pottstown	Suburbia Sc 76 Glocker Way	98,891	\$32.10	\$3,173,948.16
229	5153	Philadelphia	2115 N 22 nd St	158,446	\$20.00	\$3,168,396.86
230	4807	Hellertown	Creekside Market Place 1848 Leithsville Rd	106,697	\$29.67	\$3,166,151.42
231	5602	Somerset	Somerset Commons, Ste 110 1534 N Ctr Ave	89,850	\$35.16	\$3,159,467.66
232	3914	Allentown	1620 S 4 th St	137,415	\$22.91	\$3,147,730.99

APPENDIX B-TABLE 8

Table 8: Stores Ranked by Total Dollar Sales, RY 2013–14 (continued)

Rank	Store ¹²	City	Address	Transaction Count	Avg. Value of Transaction	Dollar Sales
233	4701	Danville	604 Continental Blvd	102,075	\$30.80	\$3,144,217.93
234	5116	Philadelphia	101 E Olney Ave	159,812	\$19.56	\$3,125,474.49
235	4508*	Marshalls Creek	Jay Park Plz 288 Dartmouth Dr	2,179	\$1,433.00	\$3,122,496.93
236	703	Duncansville	202 Hollidaysburg Plz	96,147	\$32.33	\$3,108,497.92
237	272	Pittsburgh	233 Shiloh St	96,902	\$31.90	\$3,091,627.88
238	937	Yardley	Oxford Oaks Shopping Ctr 1601 Big Oak Rd	93,223	\$33.08	\$3,083,970.12
239	1406	State College	Benner Pike Shops 323 Benner Pike	98,289	\$31.36	\$3,082,313.59
240	5114	Philadelphia	8844 Frankford Ave	142,522	\$21.52	\$3,066,508.76
241	201	Bridgeville	3239 Washington Pike	110,299	\$27.75	\$3,061,327.46
242	607	Hamburg	1772 Tilden Ridge Dr	86,726	\$35.13	\$3,047,044.99
243	620	Shillington	2207 Lancaster Pike	93,460	\$32.59	\$3,046,029.23
244	410	Aliquippa	Aliquippa Shopping Ctr 2719 Brodhead Rd, Ste 13	108,332	\$28.04	\$3,038,155.27
245	5138	Philadelphia	7204 Germantown Ave	130,905	\$23.07	\$3,020,377.63
246	602	Reading	Rockland Plz 1202 Rockland St	118,374	\$25.39	\$3,006,077.06
247	2503	Erie	Asbury Sq 2421 Asbury Rd	106,608	\$28.19	\$3,005,215.22
248	501	Bedford	409 E Pitt St	81,621	\$36.74	\$2,998,579.82
249	6403	Hamlin	Hamlin Shopping Ctr, Rt 590	96,085	\$31.12	\$2,989,988.82
250	4629	Dresher	1825 Limekiln Pike, Ste 1	111,327	\$26.79	\$2,982,239.26
251	3920	Emmaus	East Penn Plz 1325 Chestnut St	96,419	\$30.91	\$2,980,391.98
252	4640	Wyncote	8156 Ogontz Ave	152,062	\$19.53	\$2,969,375.14
253	901	Hatfield	Hilltown Crossings Shopping Ctr 1547 Bethlehem Pike	104,321	\$28.34	\$2,956,564.66
254	3608	Lancaster	Manor Shopping Ctr 1234 Millersville Pike	121,887	\$24.24	\$2,954,164.63
255	5195	Philadelphia	7702 City Ave	127,509	\$23.08	\$2,943,440.65
256	1801	Lock Haven	137 E Main St	84,434	\$34.78	\$2,936,432.09
257	1512	Malvern	Lincoln Court Shopping Ctr 215 Lancaster Ave	98,180	\$29.83	\$2,928,741.66
258	4102	Williamsport	Hepburn Ctr 449 Hepburn St	90,292	\$32.37	\$2,922,373.94
259	263	Pittsburgh	418 E Ohio St	151,933	\$19.18	\$2,914,494.59
260	4605	Cheltenham	Melrose Shopping Ctr 103 W Cheltenham Ave	121,519	\$23.97	\$2,913,273.30
261	4024	Pittston	140 Laurel Plz	101,202	\$28.71	\$2,905,027.36
262	4615	East Greenville	26 E Fourth St	95,599	\$30.33	\$2,899,245.62
263	4006	Luzerne	Luzerne Shopping Ctr 468 Union St	106,895	\$27.11	\$2,897,715.51
264	3907	Allentown	The Shops At Cedar Pt 333 S Cedar Crest Blvd	90,179	\$32.00	\$2,885,900.35
265	4815	Easton	Forks Town Ctr 341 Town Ctr Blvd	112,019	\$25.73	\$2,882,179.04
266	917	Southampton	500 S Second St Pike	90,105	\$31.73	\$2,859,058.99
267	2312	Lansdowne	920 Baltimore Ave	136,812	\$20.82	\$2,848,507.22
268	2109	Camp Hill	Harrisburg West Sc 3441 Simpson Ferry Rd	97,789	\$29.09	\$2,844,265.70



Table 8: Stores Ranked by Total Dollar Sales, RY 2013–14 (continued)

Rank	Store ¹²	City	Address	Transaction Count	Avg. Value of Transaction	Dollar Sales
269	927	Pipersville	Plumstead Sq Shopping Ctr 5837 Easton Rd	95,291	\$29.79	\$2,839,134.60
270	5158	Philadelphia	McKeown Shopping Ctr 6824 Rising Sun Ave	135,514	\$20.91	\$2,833,908.90
271	203	Pittsburgh	Braddock Hills Shopping Ct 230 Yost Blvd	99,626	\$28.38	\$2,827,734.91
272	9108	Philadelphia	Pennypack Circle Shopping Ctr 8204 E. Roosevelt Blvd.	112,323	\$25.11	\$2,819,947.93
273	3604	Ephrata	31 W Main St	104,632	\$26.75	\$2,799,412.09
274	3921	Allentown	Airport Plz Shopping Ctr 1247 Airport Rd	79,194	\$35.16	\$2,784,293.63
275	5152	Philadelphia	Erie Plz 3772 L St	120,457	\$23.07	\$2,779,166.72
276	4201	Bradford	38 Davis St	90,014	\$30.87	\$2,778,539.61
277	4026	Edwardsburg	26 Gateway Shopping Ctr, Ste B	103,361	\$26.80	\$2,769,972.73
278	280	Pittsburgh	2800 Robinson Blvd	131,528	\$21.04	\$2,767,583.69
279	3803	Palmyra	Palmyra Shopping Ctr 901 E Main St, Ste 12	100,257	\$27.60	\$2,767,141.08
280	608	Sinking Spring	Springtown Shopping Ctr 2671 Shillington Rd	98,935	\$27.85	\$2,755,276.21
281	5501	Selinsgrove	517 N Market St	87,904	\$31.17	\$2,739,926.03
282	1520	Glenmoore	Ludwigs Village Shopping Ctr 2910 Conestoga Rd	73,042	\$37.38	\$2,730,147.05
283	288	Pittsburgh	530-A Caste Village Sc	86,358	\$31.59	\$2,728,210.60
284	6507	Ligonier	613 W Main St	62,085	\$43.74	\$2,715,806.16
285	6525	Greensburg	6041 Rte 30, Ste 55	95,601	\$28.30	\$2,705,156.35
286	3708	New Castle	2410 Wilmington Rd	94,467	\$28.61	\$2,702,412.58
287	1118	Johnstown	Geistown Shopping Ctr 2451 Bedford St	86,485	\$31.22	\$2,699,672.46
288	4813	Bethlehem	30 E 4 th St	96,006	\$28.11	\$2,698,469.01
289	4805	Northampton	1910 Ctr St	99,877	\$26.98	\$2,695,096.43
290	404	East Rochester	Rochester Plz 730 Ohio River Blvd	92,323	\$29.18	\$2,694,148.88
291	933	Holicong	Buckingham Green 4950 Old York Rd	63,317	\$42.39	\$2,684,015.93
292	209	Pittsburgh	4104 Butler St	83,790	\$31.91	\$2,673,989.05
293	4625	King Of Prussia	Valley Forge Shopping Ctr 109 Town Ctr Rd	99,707	\$26.66	\$2,658,163.17
294	4810	Bethlehem	Bethlehem Sq Sc 3926 Nazareth Pike, Unit 11	98,877	\$26.87	\$2,656,441.49
295	9206	McKees Rocks	Kenmawr Plz 510 Pine Hollow Rd	96,863	\$27.31	\$2,645,191.69
296	218	Pittsburgh	2947 W Liberty Ave	90,368	\$29.22	\$2,640,164.41
297	1119	Johnstown	1735 Lyter Dr	83,751	\$31.50	\$2,638,443.03
298	1518	West Chester	The Marketplace Shopping Ctr 1502 W Chester Pike	99,943	\$26.38	\$2,636,418.32
299	935	Jamison	Warwick Sq Shop Ctr 2395 Old York Rd	80,922	\$32.43	\$2,623,980.05
300	1521	Downingtown	Brandywine Village Shopping Ctr 1239 Horseshoe Pike, Rt 322	90,129	\$29.03	\$2,616,270.65
301	3510	Peckville	Plz 1500 1531 Main St	88,772	\$29.46	\$2,615,288.19

APPENDIX B-TABLE 8

Table 8: Stores Ranked by Total Dollar Sales, RY 2013–14 (continued)

Rank	Store ¹²	City	Address	Transaction Count	Avg. Value of Transaction	Dollar Sales
302	5145	Philadelphia	5235 Frankford Ave	177,333	\$14.69	\$2,604,802.83
303	3610	Denver	Muddy Creek Shoppes 2350 N Reading Rd, St 11	79,626	\$32.30	\$2,571,651.81
304	2206	Middletown	Midtown Plz 430 E Main St	101,473	\$25.30	\$2,567,473.49
305	2217	Harrisburg	Swatara Sq 6301 Grayson Rd, Ste A118	100,172	\$25.60	\$2,564,604.08
306	6302	Canonsburg	43 E Pike St	89,413	\$28.67	\$2,563,605.72
307	285	Allison Park	Hampton Plz 4706 William Flynn Hwy, Ste 8	78,396	\$32.70	\$2,563,490.76
308	1515	Exton	Marchwood Shopping Ctr 23 Marchwood Rd	83,923	\$30.41	\$2,552,342.54
309	3504	Childs	529 Main St	80,104	\$31.81	\$2,548,483.95
310	916	Bristol	Bristol Park 238 Commerce Cir	109,793	\$23.18	\$2,545,295.12
311	2201	Harrisburg	Kline Village Shopping Ctr 29 Kline Village	120,399	\$21.08	\$2,537,739.04
312	2309	Brookhaven	4117 Edgmont Ave	114,324	\$22.12	\$2,528,710.44
313	6601	Tunkhannock	2 Village Ctr	82,867	\$30.51	\$2,528,575.44
314	5189	Philadelphia	2807 S Front St	85,720	\$29.40	\$2,520,412.25
315	2511	Erie	737 E 38 th St	98,398	\$25.55	\$2,514,303.47
316	6708	New Cumberland	Fairview Ctr 128 Old York Rd	96,137	\$26.15	\$2,513,614.99
317	264	Pittsburgh	Shaler Plz, Ste 7 880 Butler St	85,283	\$29.43	\$2,509,825.92
318	9213	Pittsburgh	2356 Golden Mile Hwy	93,004	\$26.96	\$2,507,404.93
319	1901	Berwick	35 Briar Creek Rd	83,379	\$30.01	\$2,502,514.74
320	4035	Mountaintop	Weis Markets Sc 223 South Mountain Blvd, Ste 2	80,420	\$31.05	\$2,497,235.27
321	2601	Uniontown	111 W Fayette St	77,585	\$32.05	\$2,486,502.68
322	2518	Edinboro	Washington Towne Ctr 140 Washington Towne Blvd	85,890	\$28.89	\$2,481,257.31
323	921	Yardley	Yardley Shopping Ctr 25 S Main St	64,888	\$37.99	\$2,465,035.52
324	282	White Oak	Oak Park Mall 2001 Lincoln Way	91,285	\$26.80	\$2,446,761.22
325	3602	Lancaster	252 N Queen St, 1 st Fl	127,441	\$19.15	\$2,440,790.17
326	5108	Philadelphia	3250 N Broad St	138,519	\$17.62	\$2,440,384.89
327	5180	Philadelphia	3521 Cottman Ave	110,905	\$21.97	\$2,436,562.56
328	1002	Harmony	9 Northgate Plz, Unit 5	86,911	\$28.03	\$2,435,936.67
329	4903	Sunbury	Sunbury Plz 1135 N. 4 th St	80,144	\$30.22	\$2,421,987.39
330	6703	Hanover	Grandview Plz Complex 1446 Baltimore St, Unit G	84,335	\$28.69	\$2,419,281.45
331	3603	Columbia	Columbia Shopping Ctr 36 S 18 th St	96,519	\$25.06	\$2,418,413.34
332	5183	Philadelphia	2913 N. 22 nd St	145,525	\$16.56	\$2,409,467.14
333	5401	Pottsville	530 Pottsville Park Plz, Rte 61 N	87,699	\$27.36	\$2,399,561.95
334	6702	Etters	150 Newberry Commons	85,517	\$27.96	\$2,391,144.20
335	3101	Huntingdon	7657 Lake Raystown Sc	83,155	\$28.64	\$2,381,237.85
336	4642	Huntingdon Valley	Marketplace At Huntingdon 2080 County Line Rd	79,050	\$30.08	\$2,377,885.23



Table 8: Stores Ranked by Total Dollar Sales, RY 2013–14 (continued)

Rank	Store ¹²	City	Address	Transaction Count	Avg. Value of Transaction	Dollar Sales
337	3609	Mount Joy	Mount Joy Sq 921 E Main St	87,051	\$27.31	\$2,376,965.16
338	3902	Schnecksville	5041 Rt 873	86,492	\$27.30	\$2,361,319.36
339	1005	Butler	110 Bon Aire Plz	84,554	\$27.78	\$2,348,588.06
340	308	Kittanning	Franklin Village Shopping Ctr 13 Franklin Village Mall	80,134	\$29.17	\$2,337,836.00
341	289	Pittsburgh	Perry Shops 7920 Perry Hwy	56,424	\$41.27	\$2,328,848.76
342	234	Pittsburgh	West View Sc 1012 West View Park Dr	95,042	\$24.49	\$2,327,754.48
343	2006	Meadville	19017 Park Ave Plz	70,168	\$33.10	\$2,322,784.25
344	923	Warminster	864 E St Rd	74,605	\$31.04	\$2,315,788.60
345	1526	Phoenixville	785 Starr St	90,860	\$25.46	\$2,312,885.95
346	4013	Wilkes-Barre	S Main Plz 379 S Main St	109,365	\$21.09	\$2,306,139.12
347	2208	Harrisburg	Uptown Plz 2943 N 7 th St	112,954	\$20.23	\$2,285,569.38
348	1503	West Grove	Shoppes At Jenners Village 831 W Baltimore Pike, Ste E	89,099	\$25.62	\$2,282,297.79
349	220	Oakmont	624 Allegheny River Blvd	54,746	\$41.61	\$2,278,176.03
350	230	Pittsburgh	529 Liberty Ave	131,051	\$17.38	\$2,277,248.86
351	4032	West Hazleton	12 Diana Lane	73,562	\$30.90	\$2,272,875.69
352	275	Pittsburgh	826 Hazelwood Ave	82,183	\$27.64	\$2,271,223.45
353	6512	Delmont	Salem 22 Plz 6518 Rte 22, Ste 444	76,941	\$29.48	\$2,268,215.20
354	3618	Morgantown	Clock Tower Plz II, Ste 1 2846 Main St	80,906	\$27.85	\$2,253,103.76
355	4104	Muncy	1274 E Penn St	72,923	\$30.75	\$2,242,464.43
356	4644	Horsham	900 Village Mall	102,235	\$21.87	\$2,236,111.26
357	4007	Nanticoke	13 Weis Plz	85,164	\$26.25	\$2,235,764.10
358	6501	Greensburg	105 Harrison Ave	63,992	\$34.91	\$2,234,219.31
359	294	McKeesport	Olympia Shopping Ctr 4313 Walnut St	71,730	\$31.04	\$2,226,810.38
360	3520	Scranton	Green Ridge Plz 1600 Nay Aug Ave	90,263	\$24.59	\$2,219,428.71
361	1513	Berwyn	552 Lancaster Ave	66,299	\$33.29	\$2,207,409.78
362	1519	Malvern	The Shops At Great Valley 20 Liberty Blvd	64,882	\$33.96	\$2,203,245.95
363	3601	New Holland	New Holland Shopping Ctr 681 W Main St	77,757	\$28.22	\$2,194,167.96
364	216	Carnegie	102 E Main St	89,584	\$24.42	\$2,187,335.31
365	3502	Dickson City	1512 Scranton Carbondale H	70,411	\$31.00	\$2,182,668.60
366	3805	Cleona	Cleona Sq Shopping Ctr 471 W Penn Ave	73,971	\$29.50	\$2,182,286.49
367	5120	Philadelphia	Academy Plz 3246 Red Lion Rd	103,999	\$20.97	\$2,180,953.01
368	9212	Imperial	Penn Lincoln Ctr 440 Penn Lincoln Dr	73,024	\$29.67	\$2,166,539.95
369	2606	Uniontown	140 Walnut Hill Rd	75,329	\$28.47	\$2,144,463.34
370	2603	Connellsville	808 Vanderbilt Rd	70,648	\$30.26	\$2,137,917.90
371	6314	Washington	980 Jefferson Ave	96,498	\$22.15	\$2,136,989.59

APPENDIX B-TABLE 8

Table 8: Stores Ranked by Total Dollar Sales, RY 2013–14 (continued)

Rank	Store ¹²	City	Address	Transaction Count	Avg. Value of Transaction	Dollar Sales
372	801	Sayre	2323 N Elmira St	69,535	\$30.70	\$2,134,848.97
373	2304	Newtown Square	Edgemont Sq Shopping Ctr 4839 West Chester Pike	61,715	\$34.52	\$2,130,676.14
374	904	Perkasie	Perkasie Sq 511 Constitution Ave	82,693	\$25.63	\$2,119,808.34
375	4308	Grove City	33 Pine Grove Sq Dr	76,974	\$27.43	\$2,111,449.01
376	4031	Hazleton	Hazleton Shopping Ctr 534 W Broad St	68,770	\$30.67	\$2,109,010.06
377	931	Perkasie	341 Dublin Pike	70,972	\$29.71	\$2,108,315.02
378	295	North Versailles	Great Valley Mart 355 Lincoln Hwy	99,599	\$21.12	\$2,103,734.77
379	2805	Chambersburg	Lincoln Way Shopping Ctr 1670 Lincoln Way E	90,884	\$23.13	\$2,102,392.99
380	918	Trevose	Trevose Shopping Plz 560 Andrews Rd	83,336	\$25.22	\$2,102,086.01
381	4801	Walnutport	Walnutport Shopping Ctr 200C S Best Ave	74,437	\$28.24	\$2,101,861.84
382	705	Altoona	Chestnut Plz 220 E Chestnut Ave	83,968	\$24.98	\$2,097,266.64
383	4034	Wyoming	1008 Wyoming Ave	73,675	\$28.46	\$2,096,753.92
384	3503	Scranton	Price Chopper Shopping Ctr 1520 S Main Ave	86,226	\$24.28	\$2,093,263.86
385	3202	Indiana	575 Philadelphia St	68,109	\$30.65	\$2,087,630.61
386	603	Sinking Spring	Sinking Spring Plz 4880 Penn Ave	69,412	\$29.99	\$2,081,455.70
387	1009	Sarver	240 Buffalo Plz	67,734	\$30.55	\$2,069,586.92
388	3518	Scranton	Keyser Oak Plz, Str 11 1762 Keyser Oak Ave	79,263	\$26.05	\$2,064,780.43
389	5198	Philadelphia	Freedom Sq Shopping Ctr 5113 Germantown Ave	118,505	\$17.40	\$2,061,718.39
390	930	Warrington	Doylestown Pt Plz 1661 Easton Rd	66,421	\$30.86	\$2,049,910.94
391	261	Pittsburgh	2629 Brownsville Rd	79,159	\$25.72	\$2,036,079.01
392	1102	Johnstown	East Hills Plz 1513 Scalp Ave	72,894	\$27.75	\$2,022,691.30
393	210	South Park	The Bavarian Village 2550 Brownsville Rd	67,332	\$30.03	\$2,022,050.96
394	4303	Greenville	100 Hadley Rd, #7	62,454	\$32.32	\$2,018,623.00
395	3521	Covington Twp	921 Drinker Tpke, Ste 23	70,777	\$28.49	\$2,016,391.52
396	255	Cheswick	Cheswick Plz 1302 Pittsburgh St	66,403	\$30.14	\$2,001,061.89
397	2111	Enola	E Penn Ctr 736 Wertzville Road	73,465	\$27.16	\$1,995,512.51
398	4902	Coal Twp	The Plz At Coal Twp 9345 State Rte 61	65,609	\$30.40	\$1,994,591.22
399	252	Pittsburgh	4643 Centre Ave	82,786	\$24.09	\$1,994,309.12
400	4803	Pen Argyl	1375 Blue Valley Dr	78,252	\$25.46	\$1,992,403.69
401	6509	Mt Pleasant	208 Countryside Plz	73,864	\$26.87	\$1,984,628.84
402	4818*	Bethlehem	3030 Emrick Blvd (Rear)	19,546	\$101.53	\$1,984,456.41
403	2802	Waynesboro	Wayne Heights Mall 1507-1509 E Main St	63,315	\$31.30	\$1,981,696.25
404	5408	Pottsville	888 Gordon Nagle Trail	67,262	\$29.35	\$1,974,203.45
405	1006	Butler	340 Greater Butler Mart	61,437	\$32.04	\$1,968,547.03



Table 8: Stores Ranked by Total Dollar Sales, RY 2013–14 (continued)

Rank	Store ¹²	City	Address	Transaction Count	Avg. Value of Transaction	Dollar Sales
406	283	Natrona Heights	Heights Plz 1632 Pacific Ave	75,725	\$25.85	\$1,957,288.49
408	5127	Philadelphia	2511 W Girard Ave	109,570	\$17.73	\$1,943,152.34
409	5174	Philadelphia	Baker's Centre, Space #6-A 3413 Fox St	69,252	\$28.06	\$1,943,131.21
410	4809	Bath	Bath Shopping Ctr 362 S Walnut St	66,259	\$29.32	\$1,942,668.20
411	2218	Hershey	731 Cherry Dr	75,737	\$25.64	\$1,941,915.17
412	5403	Tamaqua	141 N Railroad St	71,429	\$26.92	\$1,922,817.04
413	2317	Ridley Park	12 E Hinckley Ave	81,265	\$23.63	\$1,920,273.10
414	4028	Wilkes-Barre	850 Sans Souci Pky	73,490	\$26.09	\$1,917,562.33
415	6102	Franklin	541 Allegheny Blvd	62,813	\$30.51	\$1,916,306.07
416	2325	Aston	3486 Concord Rd, Str 11	83,025	\$23.07	\$1,915,357.07
417	5202	Hawley	Vill Ctr At Lords Valley Hc8 Box 8416, Rt 739	71,775	\$26.52	\$1,903,596.08
418	9210	Verona	Community Plz 1103 Milltown Rd	74,332	\$25.52	\$1,897,310.88
419	1008	Slippery Rock	Slippery Rock Plz, Ste 2 223 Grove City Rd	74,618	\$25.36	\$1,891,967.89
420	1304	Lehighton	143 South St	68,558	\$27.50	\$1,885,097.51
421	610	Kenhorst	300 Kenhorst Plz	77,609	\$24.28	\$1,884,042.80
422	4107	Montoursville	803 N Loyalsock Ave	65,881	\$28.54	\$1,880,370.09
423	2517	Erie	3412 W Lake Rd	53,946	\$34.82	\$1,878,602.39
424	2402	St Marys	St Marys Plz Shopping Ctr 832 S St Marys Rd	59,473	\$31.58	\$1,878,313.72
425	3505	Old Forge	305 S Main St	60,277	\$31.12	\$1,875,844.52
426	3605	Manheim	Manheim Shopping Ctr 97 Doe Run Rd	67,138	\$27.85	\$1,869,678.49
427	617	Womelsdorf	Tulpehocken Village Shopping Ctr 430 N Third St	62,702	\$29.74	\$1,864,532.73
428	202	Verona	River Town Shops 90 Allegheny River Blvd	67,880	\$27.45	\$1,863,572.01
429	4106	Williamsport	2067 Lycoming Creek Rd	67,877	\$27.36	\$1,857,303.24
430	2513	Erie	E Erie Plz Shopping Ctr 828 E Sixth St	73,149	\$25.24	\$1,846,425.69
431	2108	Enola	Summerdale Plz Shopping Ctr 443 N Enola Rd	64,880	\$28.43	\$1,844,271.43
432	2520	Girard	Imperial Point Plz 9135 Ridge Rd	63,173	\$29.02	\$1,833,413.77
433	273	Pittsburgh	3202 Brighton Rd	90,547	\$19.92	\$1,803,397.13
434	3702	Ellwood City	729 Lawrence Ave	59,976	\$30.00	\$1,799,531.41
435	5802	Montrose	Price Chopper Plz 16750 State Rte 706, Ste 6	53,586	\$33.58	\$1,799,377.11
436	408	New Brighton	816 3 rd Ave	73,197	\$24.34	\$1,781,761.22
437	908	Penndel	Us 1 Plz 315 W Lincoln Hwy	74,008	\$23.89	\$1,768,161.06
438	1705	Clearfield	Clearfield Mall 1824 Daisy St	61,650	\$28.57	\$1,761,367.30
439	206	McKees Rocks	136 McKees Rocks Plz	84,457	\$20.79	\$1,755,771.14
440	281	Glenshaw	1706 Mt Royal Blvd	68,495	\$25.49	\$1,745,973.08

APPENDIX B-TABLE 8

Table 8: Stores Ranked by Total Dollar Sales, RY 2013–14 (continued)

Rank	Store ¹²	City	Address	Transaction Count	Avg. Value of Transaction	Dollar Sales
441	6506	Mount Pleasant	656 Main St	30,099	\$57.93	\$1,743,636.36
442	242	Monroeville	Haymaker Village Shops 4524 Broadway Blvd	66,428	\$26.13	\$1,735,885.92
443	4025	Conyngham	Valley Plz 653 State Rte 93, Str 3	60,544	\$28.52	\$1,726,679.57
444	217	Coraopolis	1110 Fourth Ave	67,495	\$25.52	\$1,722,598.14
445	4634	Norristown	2014 Old Arch Rd, Str 4	75,633	\$22.45	\$1,697,733.38
446	236	Elizabeth	820 Mckeesport Rd	63,443	\$26.72	\$1,694,984.90
447	297	West Mifflin	Village Shopping Ctr 1874 Homeville Rd	57,685	\$29.34	\$1,692,211.77
448	936	New Britain	Town Ctr Shopping Ctr 300 Town Ctr	66,618	\$25.32	\$1,687,100.23
449	802	Towanda	85 Reuter Blvd	58,048	\$29.05	\$1,686,067.71
450	6701	York	Yorktowne Mall 131 N Duke St, Ste 4	67,468	\$24.93	\$1,682,157.33
451	6511	Belle Vernon	4627 Rte 51, Ste 520	57,506	\$29.23	\$1,681,115.00
452	1302	Jim Thorpe	1215 N St	47,400	\$35.26	\$1,671,406.74
453	6514	Vandergrift	147 Columbia Ave	55,065	\$30.27	\$1,666,977.96
454	4806	Nazareth	34 S Broad St	62,827	\$26.46	\$1,662,333.79
455	4802	Easton	111 Northampton St	71,488	\$23.10	\$1,651,601.99
456	5903	Wellsboro	16 Crafton St	52,774	\$31.01	\$1,636,763.63
457	4002	Wilkes-Barre	7 George Ave	66,081	\$24.69	\$1,631,812.85
458	4904	Milton	Weis Market Shopping Ctr 551 Mahoning St	59,785	\$27.24	\$1,628,283.33
459	4816	Wind Gap	Wind Gap Plz 813 Male Rd	63,307	\$25.64	\$1,622,886.80
460	1603	Clarion	78 Clarion Plz	53,005	\$30.61	\$1,622,607.27
461	204	Homestead	139 E 8 th Ave	65,203	\$24.78	\$1,615,765.73
462	3523	Eynon	771 Scranton Carbondale Hwy	53,508	\$29.82	\$1,595,679.83
463	2504	North East	Plz 10720 W Main St	52,822	\$29.96	\$1,582,382.40
464	5905	Mansfield	Mansfield Plz 181 N Main St	51,561	\$30.58	\$1,576,653.03
465	4023	W Pittston	801 Wyoming Ave	59,268	\$26.56	\$1,574,355.18
466	6522	New Stanton	111 Westmore Ave	52,747	\$29.83	\$1,573,566.66
467	223	Pittsburgh	126 Grant Ave	63,379	\$24.57	\$1,557,321.35
468	219	West Mifflin	Kennywood Shops 1326 Hoffman Blvd	73,858	\$20.79	\$1,535,377.41
469	6510	Lower Burrell	249 Hillcrest Shopping Ctr 3220 Leechburg Rd	54,605	\$27.87	\$1,521,651.55
470	403	Ambridge	999 Merchant St	60,292	\$25.06	\$1,510,661.95
471	3001	Waynesburg	Widewaters Commons 55 Sugar Run Rd, Ste 105	53,750	\$27.97	\$1,503,587.88
472	2515	Erie	Commodore Perry Plz 2208 Broad St	70,228	\$21.23	\$1,490,597.00
473	5412	Schuylkill Haven	515 Dock St	53,047	\$27.91	\$1,480,775.39
474	9209	Monroeville	Monroeville Mall 326-328 Mall Blvd	49,927	\$29.60	\$1,477,758.51
475	3612	Gap	Village At Gap Shopping Ctr 5360 Lincoln Hwy, Str 14	52,325	\$28.16	\$1,473,662.27
476	2002	Titusville	126 S Martin St	51,769	\$28.39	\$1,469,646.06
477	6304	Charleroi	105 3 rd St	45,613	\$32.01	\$1,459,924.73



Table 8: Stores Ranked by Total Dollar Sales, RY 2013–14 (continued)

Rank	Store ¹²	City	Address	Transaction Count	Avg. Value of Transaction	Dollar Sales
478	3706	New Castle	4 Cascade Galleria 100 S Jefferson St	67,000	\$21.74	\$1,456,418.35
479	5002	Duncannon	53 Main St	46,073	\$31.61	\$1,456,271.14
480	402	Hopewell Twp	Green Garden Shopping Ctr 3113 Green Garden Rd	55,707	\$26.06	\$1,451,641.82
481	1601	Clarion	800 Ctr 845 Main St	43,098	\$33.36	\$1,437,898.07
482	9203	Leetsdale	3 Quaker Village Shopping Ctr	48,778	\$29.28	\$1,428,022.57
483	5409	Orwigsburg	Federal Sq 705 W Market St, Ste 3	38,775	\$36.75	\$1,425,113.32
484	3302	Punxsutawney	567 W Mahoning St	47,058	\$30.28	\$1,424,745.22
485	6516	Jeannette	Penn Crossing Shopping Ctr 2012 Penny Ln	50,678	\$28.04	\$1,420,913.99
486	1706	Philipsburg	4A Peebles Plz	56,368	\$25.12	\$1,416,160.92
487	4017	Plains	Plains Plz 21 N River St	53,372	\$26.52	\$1,415,535.24
488	2204	Steelton	325 N Front St	58,706	\$24.08	\$1,413,688.05
489	6311	California	327 Third St	49,729	\$27.40	\$1,362,483.39
490	1524	Oxford	Oxford Sq Shopping Ctr 449 N Third St	54,917	\$24.57	\$1,349,320.73
491	2506	Corry	Corry Plz 350 W Columbus Ave	45,712	\$29.41	\$1,344,385.56
492	4301	Sharon	Sharon Ctr City Shopping Ctr 120 S Water Ave	58,398	\$22.60	\$1,319,865.08
493	6306	Monongahela	245 W Main St	51,688	\$25.46	\$1,316,015.78
494	6505	New Kensington	328 Central City Plz	61,343	\$21.41	\$1,313,622.30
495	412	Baden	Northern Lights Shoppers City 1603 State St, W	51,798	\$25.24	\$1,307,288.91
496	6101	Oil City	Seneca St Plz 50 Seneca St	43,410	\$30.00	\$1,302,345.81
497	6706	Manchester	Chester Sq Shopping Ctr 4169 N George St Extended	53,970	\$24.10	\$1,300,432.56
498	279	Pittsburgh	722 Brookline Blvd	58,578	\$22.13	\$1,296,158.09
499	5402	Shenandoah	9 Gold Star Plz	50,987	\$25.26	\$1,288,033.88
500	205	Mckeesport	149 5 th Ave	76,797	\$16.71	\$1,283,394.44
501	2315	Boothwyn	643 Conchester Pike	34,168	\$37.05	\$1,265,915.76
502	4604	Pottstown	212 E High St	69,372	\$17.97	\$1,246,447.55
503	2213	Halifax	3775 Peters Mountain Rd	43,469	\$28.65	\$1,245,466.61
504	244	Glassport	739 Monongahela Ave	52,124	\$23.84	\$1,242,439.87
505	3501	Moosic	3364 Birney Plz	42,783	\$28.96	\$1,239,167.85
506	6504	Jeannette	114 S Fifth St	43,485	\$28.34	\$1,232,247.23
507	1110	Ebensburg	607 W High St	40,355	\$30.28	\$1,221,768.20
508	902	Doylestown	19 W Court St	28,736	\$42.50	\$1,221,157.04
509	4103	Jersey Shore	354 Allegheny St	43,954	\$27.77	\$1,220,809.10
510	2219	Harrisburg	333 Market St	50,111	\$24.22	\$1,213,855.22
511	5171	Philadelphia	4177 Ridge Ave	51,028	\$23.76	\$1,212,589.70
512	1401	Bellefonte	114 N Spring St	43,076	\$28.12	\$1,211,127.49
513	2316	Newtown Sq	Newtown Sq Shopping Ctr 3590 West Chester Pike	48,776	\$24.51	\$1,195,547.50
514	3201	Blairsville	215 E Market St	40,101	\$29.61	\$1,187,468.13
515	4304	Mercer	535 Greenville Rd	40,478	\$29.22	\$1,182,575.14

APPENDIX B-TABLE 8

Table 8: Stores Ranked by Total Dollar Sales, RY 2013–14 (continued)

Rank	Store ¹²	City	Address	Transaction Count	Avg. Value of Transaction	Dollar Sales
516	1106	Ebensburg	College Plz 881 Hills Plz Dr, Ste 10	39,950	\$29.58	\$1,181,851.06
517	271	Munhall	3408 Main St	49,556	\$23.71	\$1,175,048.29
518	2803	Greencastle	Greencastle Market Pl Shopping Ctr 512 N Antrim Way	44,422	\$26.29	\$1,167,843.40
519	4503	Cresco	1152 Rte 390	41,202	\$28.01	\$1,154,208.38
520	3701	New Castle	Lawrence Village Plz 2656 Ellwood Rd	47,291	\$24.34	\$1,151,249.66
521	3707	New Castle	Westgate Shopping Ctr 2034 W State St	40,427	\$28.42	\$1,148,767.67
522	4616	Schwenksville	100 Main St	44,147	\$25.79	\$1,138,450.02
523	5603	Windber	1607 Jefferson Ave	34,077	\$32.93	\$1,122,226.83
524	6002	Mifflinburg	30 E Chestnut St	40,371	\$27.70	\$1,118,413.67
525	601	Reading	537 Penn St	63,147	\$17.53	\$1,107,230.12
526	6305	Mcdonald	Mcdonald Shopping Plz 301 W Barr St	38,132	\$28.82	\$1,098,824.97
527	6103	Cranberry	17 Kimberly Ln, Unit 6	47,310	\$23.22	\$1,098,436.25
528	4020	White Haven	White Haven Shopping Ctr 501 Main St	37,292	\$29.25	\$1,090,759.93
529	212	Pittsburgh	959 Liberty Ave	53,163	\$20.42	\$1,085,398.78
530	3401	Mifflin	P.O. Box 350	40,398	\$26.41	\$1,066,758.09
531	5129	Philadelphia	1446 Point Breeze Ave	75,019	\$14.08	\$1,056,387.92
532	9113	Philadelphia	1913 Chestnut St	38,042	\$27.63	\$1,051,271.22
533	704	Tyrone	1260 Pennsylvania Ave	43,541	\$23.66	\$1,030,010.39
534	4109	S Williamsport	510 W Southern Ave	41,608	\$24.69	\$1,027,327.23
535	1101	Johnstown	426 Main St	44,817	\$22.77	\$1,020,701.51
536	4511	Brodheadsville	Kinsley Plz 107 Kinsley Dr, Ste 104	39,083	\$25.39	\$992,277.34
537	1001	Butler	Pullman Sq Shopping Ctr 180 Pullman Sq, Box 15	43,393	\$22.42	\$972,941.97
538	1104	Cresson	101 Park Ave	37,079	\$25.85	\$958,467.31
539	903	Ottsville	8794 Easton Rd, Ste 1	28,377	\$33.63	\$954,272.76
540	3301	Brookville	160 Main St	32,855	\$28.97	\$951,844.45
541	5301	Coudersport	151 Rte 6 W	32,502	\$29.10	\$945,953.79
542	1103	Northern Cambria	910 Philadelphia Ave, Ste 1	27,460	\$33.77	\$927,218.35
543	2004	Linesville	211 E Erie St	24,607	\$36.09	\$887,983.56
544	5413	Pine Grove	16 Tremont Rd	28,118	\$30.81	\$866,322.09
545	6502	Latrobe	313 Depot St	26,111	\$33.13	\$865,173.76
546	3002	Carmichaels	Brodak Commons 554 S 88 Rd	32,059	\$26.38	\$845,807.55
547	4504	Stroudsburg	761 Main St	20,073	\$40.07	\$804,254.42
548	5701	Dushore	121 W Main St	27,000	\$28.60	\$772,088.09
549	5102	Philadelphia	4346 Frankford Ave	50,619	\$15.14	\$766,537.36
550	1115	Johnstown	20 th Ward Shopping Ctr 358 N Sheridan St	34,094	\$22.41	\$764,203.94
551	4618	Norristown	504 W Marshall St	39,266	\$19.46	\$763,937.76
552	4619	Bridgeport	24 E 4 th St	27,302	\$27.50	\$750,691.19
553	5148	Philadelphia	1111 Locust St	21,570	\$34.55	\$745,155.42
554	2202	Harrisburg	1200 N 3 rd St	40,835	\$18.11	\$739,636.24
555	1303	Palmerton	221 Delaware Ave	26,791	\$26.77	\$717,126.32
556	3621	Lancaster	The Shoppes At Landis Valley 2347 Oregon Pike, Ste 105	22,717	\$31.05	\$705,396.42



Table 8: Stores Ranked by Total Dollar Sales, RY 2013–14 (continued)

Rank	Store ¹²	City	Address	Transaction Count	Avg. Value of Transaction	Dollar Sales
557	2205	Lykens	529 S Market St	22,257	\$31.45	\$700,045.66
558	2318	Chester	2709 W 9 th St	39,127	\$17.88	\$699,513.63
559	6503	Monessen	925 Donner Ave	20,843	\$32.74	\$682,305.79
560	4202	Kane	124 Fraley St	20,360	\$32.87	\$669,241.59
561	270	Pittsburgh	3643 California Ave	31,507	\$21.11	\$665,100.17
562	2401	Ridgway	305 N Broad St	19,875	\$33.20	\$659,851.72
563	804	Wyalusing	41871 Rte 6	21,253	\$30.65	\$651,361.11
564	302	Kittanning	137 S Jefferson St	16,429	\$39.28	\$645,315.74
565	1407	Bellefonte	Weis Market Shopping Ctr 178 Buckaroo Ln	20,801	\$30.34	\$631,035.39
566	4612	Hatboro	225 N York Rd	23,648	\$26.61	\$629,361.83
567	303	Leechburg	163 Third St	17,180	\$35.68	\$612,983.88
568	4901	Mount Carmel	136 S Oak St	20,624	\$29.51	\$608,665.91
569	265	Russellton	908 Little Deer Creek Rd P.O. Box 295	20,558	\$29.22	\$600,677.26
570	6312	Fredericktown	524 Front St	16,410	\$36.55	\$599,745.18
571	5803	Susquehanna	The Shops 236 Erie Blvd	17,933	\$33.31	\$597,274.82
572	803	Troy	752 Canton St	16,786	\$35.46	\$595,186.07
573	2901	Mcconnellsburg	Ayr Town Ctr 362 S Second St	20,201	\$28.13	\$568,347.07
574	1111	Portage	3670 Portage St, Ste 3	16,976	\$33.07	\$561,450.00
575	6307	Burgettstown	Kwik Stop Plz 2038 Smith Twp Rd, Ste 2	18,737	\$29.05	\$544,323.74
576	2512	Union City	66 N Main St	18,148	\$29.92	\$543,069.34
577	3102	Mt Union	25 W Water St	20,773	\$25.65	\$532,818.21
578	6203	Youngsville	107 E Main St	15,209	\$34.39	\$522,967.64
579	6508	Irwin	310 Main St	15,696	\$32.72	\$513,570.36
580	4302	Farrell	837 Sharon New Castle Rd	24,013	\$21.36	\$513,003.52
581	1004	Petrolia	102 Main St	9,595	\$49.49	\$474,817.82
582	1301	Lansford	46 W Ridge St	20,403	\$23.14	\$472,109.49
583	307	Apollo	206 N Warren Ave	17,796	\$26.48	\$471,274.94
584	405	Midland	508 Midland Ave	17,670	\$26.07	\$460,743.35
585	2604	Masontown	1890 McClellandtown Rd	16,758	\$26.46	\$443,404.51
586	1201	Emporium	54 E Fourth St	13,200	\$32.74	\$432,147.23
587	5904	Westfield	126 W Main St	11,191	\$38.42	\$429,952.75
588	2608	Perryopolis	3532 Pittsburgh Rd, Ste A	14,167	\$29.17	\$413,226.99
589	2702	Tionesta	644 Elm St	13,794	\$29.42	\$405,878.71
590	4203	Smethport	433 W Main St	12,465	\$32.08	\$399,890.65
591	5801	Forest City	605 Main St	13,700	\$29.08	\$398,399.13
592	4204	Port Allegany	66 Mill St	12,689	\$29.76	\$377,642.09
593	2804	Mercersburg	9 S Main St	8,374	\$44.95	\$376,408.13
594	1602	New Bethlehem	452 Broad St	11,576	\$31.36	\$363,069.41
595	2701	Marienville	121 Chestnut St	10,332	\$32.79	\$338,751.94
596	5302	Galetton	17 West St	10,759	\$30.80	\$331,332.26
597	6704	Manchester	East Manchester Village Ctr Glen Dr, Ste #185-195	12,500	\$24.65	\$308,172.14
598	1604	Knox	506 Main St	7,272	\$41.73	\$303,441.65
599	5404	Ashland	630 Centre St	10,764	\$28.11	\$302,537.57
600	3303	Brockway	445 Main St	8,086	\$36.77	\$297,332.71

APPENDIX B-TABLE 8

Table 8: Stores Ranked by Total Dollar Sales, RY 2013-14 (continued)

Rank	Store ¹²	City	Address	Transaction Count	Avg. Value of Transaction	Dollar Sales
601	3203	Clymer	560 Franklin St	7,714	\$37.74	\$291,143.65
602	1703	Houtzdale	821 Centennial St	9,853	\$29.43	\$289,943.59
603	502	Saxton	600 Main St	9,414	\$30.67	\$288,720.88
604	5405	Frackville	500 W Oak St	10,025	\$27.88	\$279,514.05
605	1107	East Conemaugh	513 Chestnut St	6,694	\$39.65	\$265,410.21
606	5606	Boswell	212 Ohio St	7,834	\$31.13	\$243,840.10
607	5406	Mahanoy City	7 S Main St	8,671	\$26.23	\$227,470.96
608	6513	Avonmore	P.O. Box 38	6,835	\$32.38	\$221,296.78
609	1704	Curwensville	449 State St	7,192	\$28.29	\$203,451.04
610	6202	Sheffield	212 S Main St	6,167	\$31.48	\$194,124.55
611	3305	Reynoldsville	410 Main St	6,037	\$31.32	\$189,093.45
612	5601	Meyersdale	686 Market Sq	4,004	\$46.18	\$184,906.78
613	1403	Snow Shoe	15 W Olive St	4,781	\$32.90	\$157,317.36
614	2605	Point Marion	213 Penn St	3,965	\$33.52	\$132,894.68
615	5001	Newport	8 Newport Plz	3,154	\$28.09	\$88,587.91
616	4811	Wind Gap	15 N Broadway	3,037	\$22.87	\$69,463.52

OFFICE OF THE DIRECTOR OF MARKETING AND MERCHANDISING

The Office of the Director of Marketing and Merchandising is responsible for the executive management of Marketing and Merchandising. This responsibility includes a strategic direction, budgetary planning and control, and business partner and industry stakeholder relationship management. The office is also responsible for managing special Board projects and initiatives. The PLCB Office of Marketing and Merchandising is dedicated to superior analysis and market research to inform all our business decisions, ensuring maximum return on investment for citizens and customers. Reporting to the Director are three Bureaus; Marketing Communications, Branding and Design, Product Selection, Market and Store Analytics.

If you have any questions or would like additional information regarding the content of this report, please do not hesitate to contact any member of our team.

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MARKETING AND MERCHANDISING BUREAUS

Bureau of Marketing Communications, Branding and Design

The Bureau of Marketing Communications, Branding and Design is responsible for the communication of marketing-related initiatives to our customers, the development and ongoing maintenance of the retail brand and the establishment and application of design standards for all aspects of the retail business. This involves responsibility for advertising, promotional planning and execution, eCommerce, digital marketing, retail design and decor, and consistent application of the brand style and communication guidelines in all consumer touch points. The bureau also plans and executes consumer-engagement events such as tastings, bottle signings, and wine and spirits festivals. In addition, it also administers the mystery shopper program and other customer service-oriented functions.

Michelle Bonsick | Director

April Stover | Administrative Assistant

Missy Wydra | Chief, Retail Marketing

Bruce Becker | Merchandising and Pricing Coordinator

Shawn Smith | Merchandising and Pricing Coordinator

Matt Sweeny | Retail Design Manager

Kim Hoover | Creative Manager

Bobby Jo Klinepeter | Artist Illustrator II

B. Tom McCall | Artist Illustrator II

Yidi Outhier | Digital Media Manager

Brian Phillips | Information Writer





Bureau of Product Selection

The Bureau of Product Selection is responsible for the marketing of wine and spirit beverages and accessories sold through the Board's retail wine and spirits stores. The bureau analyzes the marketing, pricing, proper inventory levels, category-management development and refinement of product-merchandising policies. It also analyzes product listings and de-listings, special purchase allowances, promotions and develops product price change recommendations for presentation to the Board for approval. The bureau serves as a liaison between the Board and various representatives of the liquor industry and manages the luxury wine offerings and the coordination of related point-of-sale activities. Finally, the Bureau of Product Selection ensures all items sold through Pennsylvania's Fine Wine and Good Spirits stores meet product wholesomeness guidelines and conform to all federal, state and PLCB-developed standards.

Pam Bernd | Chief, Product Selection,
Category Management Division

Gwen Weihbrecht | Clerk Typist III

Emory Finklea | Spirits Category Manager

Christine Leiby | Domestic Category Manager

Sue Schneider | Import Category Manager

John Gunyuzlu | Merchandiser

Adam Krokovitz | Liquor Purchasing Tech

Karen Romberger | Merchandising and
Pricing Coordinator

Jane Bailey | Liquor Purchasing Agent

Jennifer Smith | Liquor Purchasing Agent

Bonnie Stailey | Clerk Typist II

Bob Trimble | Chief, Product Selection,
Luxury Category Division

Joshua Hull | CSW, Buyer, Luxury Product
Management Division, California, Oregon
and Washington

Stephen Reso | Buyer, Luxury Product Management
Division, Italy, Spain and Portugal

Jacqueline Spironello | Buyer, Luxury Product
Management Division, Australia, Canada, New Zealand,
South Africa, South America, Cider, Fruit Wines USA, PA
Wines, Vermont and Virginia

Jennifer Brown | Buyer Luxury Product Management
Division, France, Austria, Germany, and Misc. Europe

Betty Kreder | CSW, CSS, Buyer Luxury Product
Management Division, Wine Club Manager, Kosher
and Sake

Steve Pollack | Supervisor, Chairman's Selection

Luke Ashton | Merchandising and Pricing Coordinator,
Chairman's Selection

Jane Merritt | CSW, eCommerce Manger,
FineWineAndGoodSpirits.com

Richard Hogg | eCommerce Coordinator,
FineWineAndGoodSpirits.com



MARKETING AND MERCHANDISING BUREAUS

Bureau of Market and 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 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.

All editions of the Retail Year in Review can be found on the PLCB website www.lcb.state.pa.us, under About, Facts & Figures and Marketing Reports.

Bill Harlan | Director

Robert Isenberg | Chief, Market Research Division

Brian Erickson | Intern, Market Research Division

Doug Thompson Leader | Chief, Business Intelligence Division







FINE WINE & GOOD SPIRITS