

Liquor Market Review

Fiscal 2024/25 Q2

September 2024



**LIQUOR
DISTRIBUTION
BRANCH**



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Introduction

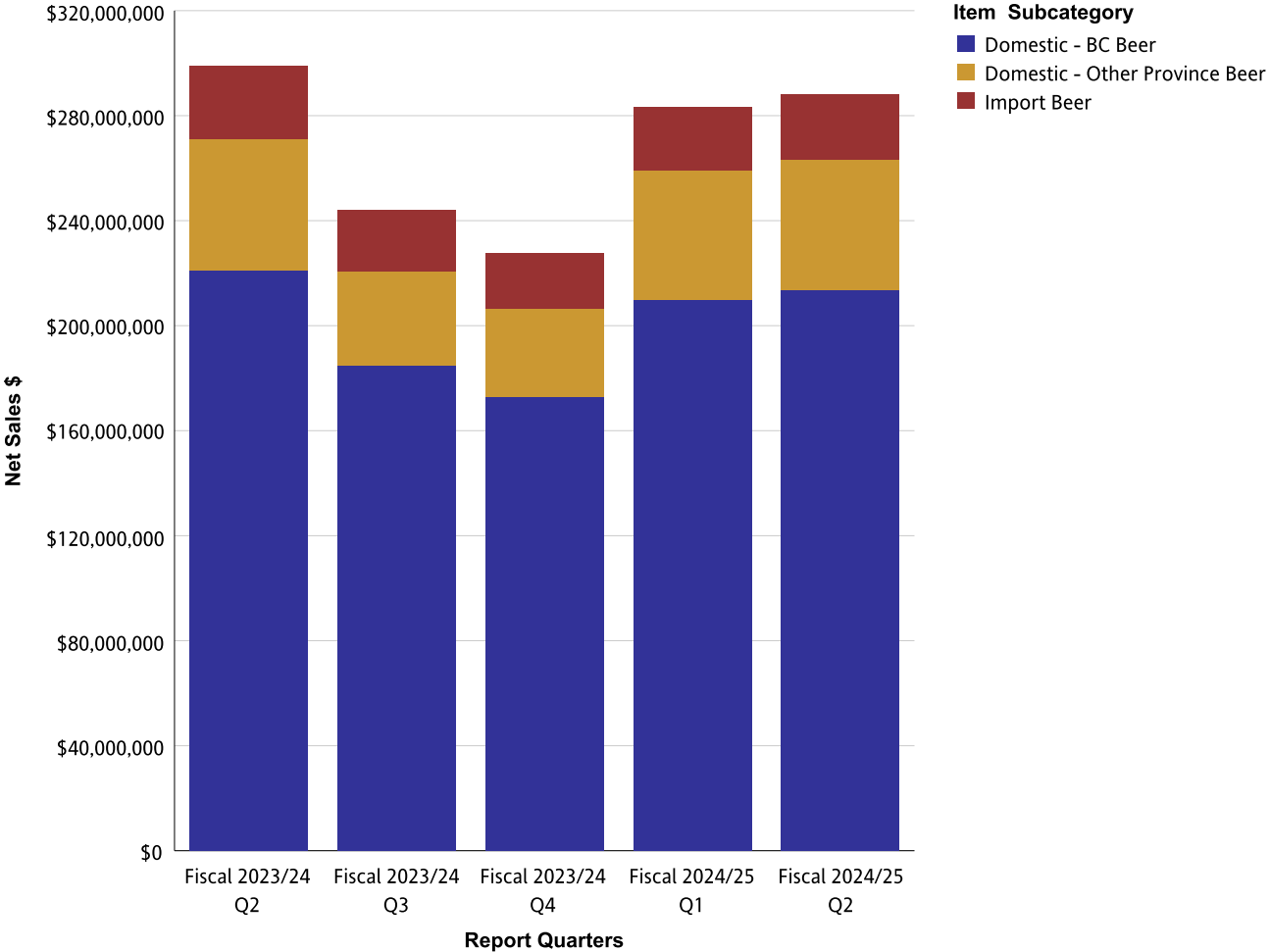
The Liquor Market Review provides provincial sales through the Wholesale channel for beer, refreshment beverages, spirits and wine. Sales are provided in net dollar value and litres. Net dollar value is based on the price paid by the customer and excludes any applicable taxes. For each reporting period, the Liquor Market Review provides summarized sales data for the current quarter and previous four quarters.

The Liquor Distribution Branch fiscal calendar begins on April 1st and ends on March 31st and is comprised of 12 periods. A period can vary in length but roughly follows a calendar month. For example, Q1 reflects Periods 1 – 3 (April, May and June).

The Liquor Distribution Branch produces the Liquor Market Review four times per year for reporting periods ending in March, June, September and December.

While every effort has been made to ensure accuracy and completeness of figures, this is not guaranteed. It is the express condition of the use of this publication that the Liquor Distribution Branch shall incur no liability.

Beer Sales (Net \$)

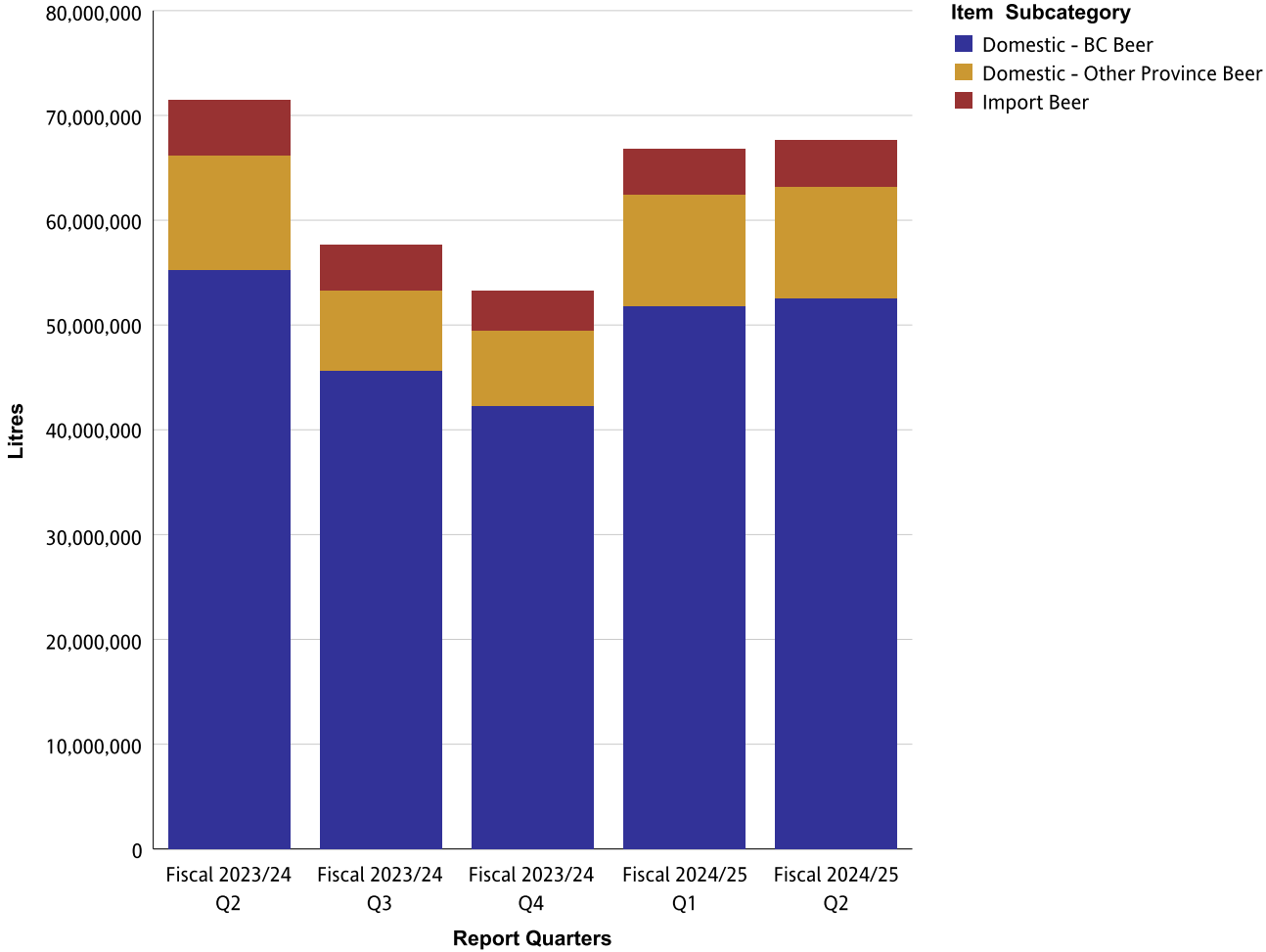


Beer Sales (Net \$)

Beer

Net Sales \$		Fiscal 2023/24 Q2	Fiscal 2023/24 Q3	Fiscal 2023/24 Q4	Fiscal 2024/25 Q1	Fiscal 2024/25 Q2
Domestic - BC Beer	Domestic - BC Commercial Beer	\$124,774,113	\$105,270,259	\$99,773,566	\$117,590,077	\$118,316,563
	Domestic - BC Micro Brew Beer	\$42,246,397	\$33,113,089	\$30,326,136	\$37,554,195	\$40,088,320
	Domestic - BC Regional Beer	\$53,869,498	\$46,439,797	\$42,718,350	\$54,643,287	\$54,986,022
	Summary	\$220,890,007	\$184,823,144	\$172,818,052	\$209,787,559	\$213,390,904
Domestic - Other Province Beer	Domestic - Other Province Commercial Beer	\$49,322,746	\$34,905,095	\$33,210,351	\$48,808,102	\$49,330,280
	Domestic - Other Province Micro Brew Beer	\$148,389	\$206,981	\$83,605	\$102,222	\$171,650
	Domestic - Other Province Regional Beer	\$852,263	\$606,289	\$424,913	\$555,957	\$503,591
	Summary	\$50,323,398	\$35,718,366	\$33,718,869	\$49,466,281	\$50,005,521
Import Beer	Asia And South Pacific Beer	\$1,672,812	\$1,558,647	\$1,558,737	\$1,770,352	\$1,924,996
	Europe Beer	\$21,172,119	\$18,568,604	\$16,454,885	\$17,997,735	\$18,357,904
	Mexico And Caribbean Beer	\$3,366,585	\$1,953,174	\$2,087,743	\$2,945,867	\$3,310,488
	Other Country Beer	\$644,477	\$612,907	\$615,115	\$647,958	\$716,862
	USA Beer	\$848,487	\$600,338	\$448,256	\$615,480	\$515,628
	Summary	\$27,704,481	\$23,293,669	\$21,164,736	\$23,977,393	\$24,825,878
Summary		\$298,917,886	\$243,835,180	\$227,701,657	\$283,231,232	\$288,222,303

Beer Sales (Litres)

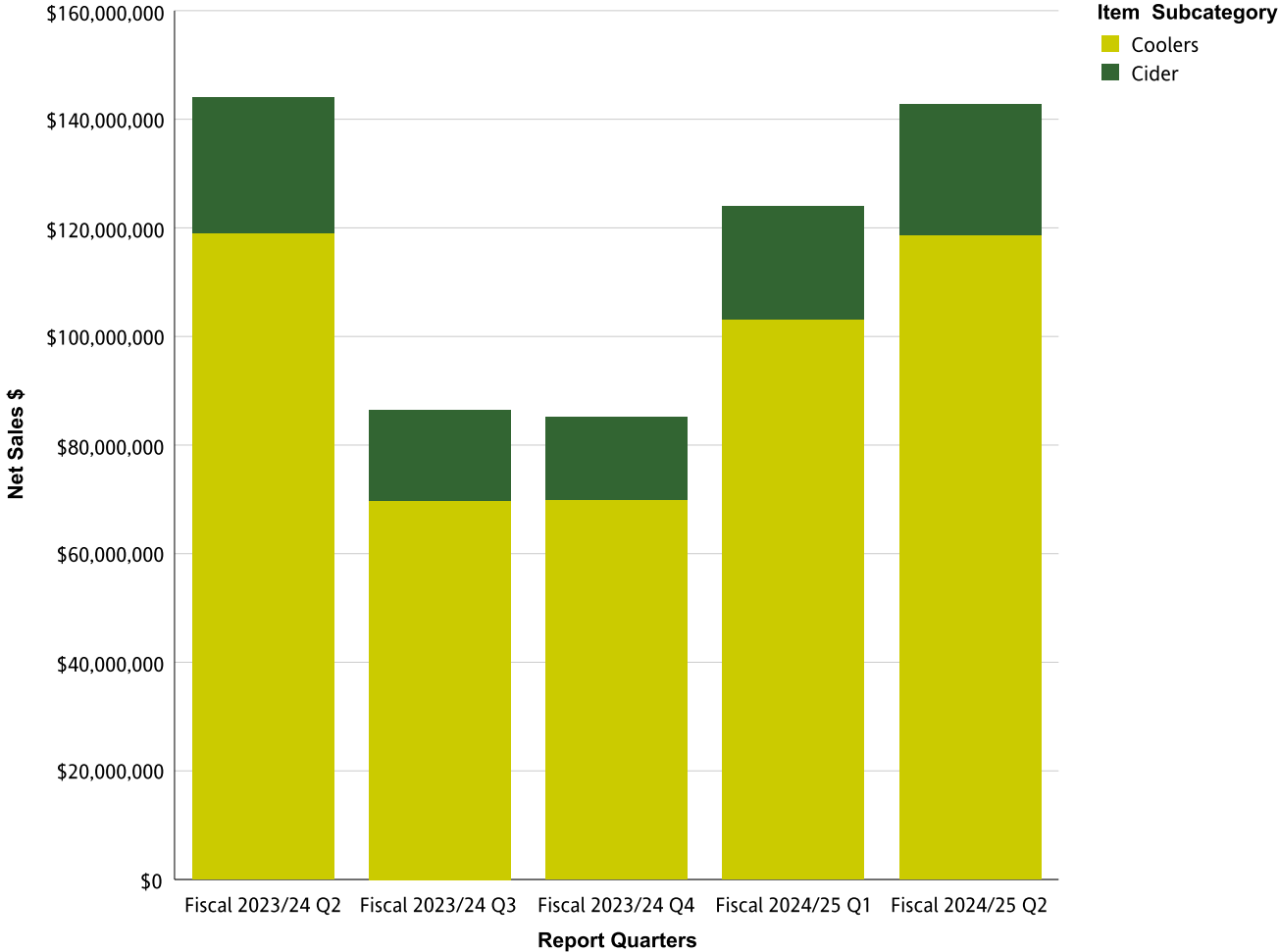


Beer Sales (Litres)

Beer

Litres		Fiscal 2023/24 Q2	Fiscal 2023/24 Q3	Fiscal 2023/24 Q4	Fiscal 2024/25 Q1	Fiscal 2024/25 Q2
Domestic - BC Beer	Domestic - BC Commercial Beer	32,789,924	27,106,434	25,175,985	30,186,466	30,485,146
	Domestic - BC Micro Brew Beer	8,411,339	6,494,664	6,048,878	7,443,532	7,910,490
	Domestic - BC Regional Beer	14,038,216	12,042,503	11,106,491	14,218,812	14,174,193
	Summary	55,239,480	45,643,601	42,331,354	51,848,810	52,569,829
Domestic - Other Province Beer	Domestic - Other Province Commercial Beer	10,714,712	7,474,447	7,020,072	10,428,791	10,472,755
	Domestic - Other Province Micro Brew Beer	22,048	26,806	12,907	16,622	28,750
	Domestic - Other Province Regional Beer	210,882	158,610	113,011	144,529	128,689
	Summary	10,947,642	7,659,864	7,145,990	10,589,941	10,630,194
Import Beer	Asia And South Pacific Beer	299,035	272,880	276,393	301,859	330,973
	Europe Beer	4,098,331	3,529,702	3,016,284	3,345,865	3,390,434
	Mexico And Caribbean Beer	592,872	325,049	342,183	493,201	541,450
	Other Country Beer	104,708	98,997	97,882	102,750	113,715
	USA Beer	136,841	97,192	70,722	104,565	81,220
	Summary	5,231,788	4,323,821	3,803,464	4,348,239	4,457,793
Summary		71,418,910	57,627,286	53,280,807	66,786,990	67,657,816

Refreshment Beverages Sales (Net \$)

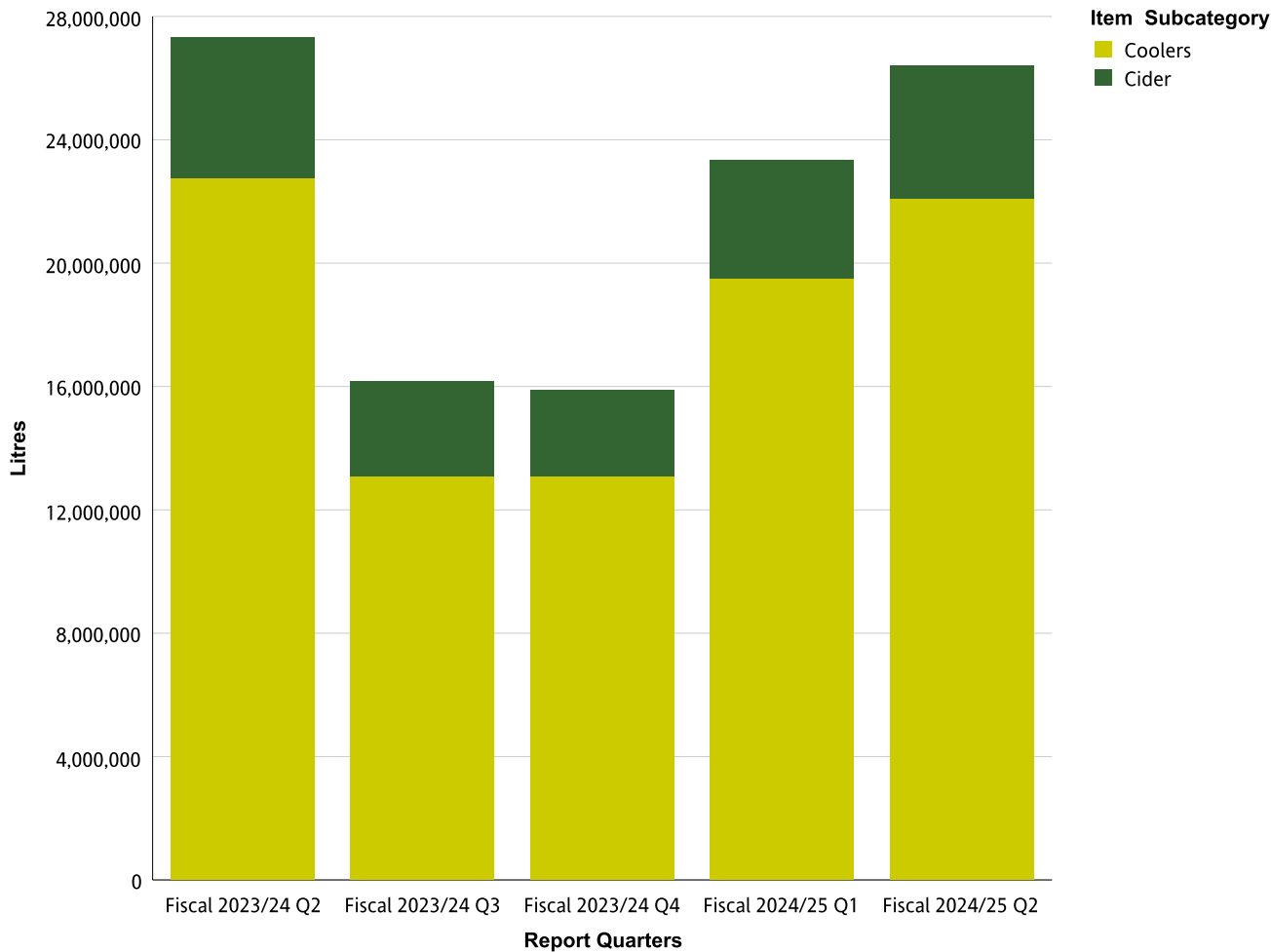


Refreshment Beverages Sales (Net \$)

Refreshment Beverages

Net Sales \$		Fiscal 2023/24 Q2	Fiscal 2023/24 Q3	Fiscal 2023/24 Q4	Fiscal 2024/25 Q1	Fiscal 2024/25 Q2
Cider	Domestic Cider	\$21,392,397	\$13,636,629	\$12,835,506	\$17,478,429	\$20,534,437
	Import Cider	\$3,561,401	\$3,018,955	\$2,436,261	\$3,385,628	\$3,547,950
	Summary	\$24,953,797	\$16,655,584	\$15,271,767	\$20,864,057	\$24,082,387
Coolers	Malt-Based Coolers	\$816,425	\$380,890	\$235,697	\$363,377	\$577,771
	Spirit Coolers	\$116,254,018	\$68,070,153	\$68,725,348	\$101,493,789	\$116,921,169
	Wine/Fruit Coolers	\$2,008,364	\$1,248,176	\$1,040,297	\$1,275,019	\$1,137,198
	Summary	\$119,078,807	\$69,699,219	\$70,001,342	\$103,132,185	\$118,636,138
Summary		\$144,032,605	\$86,354,803	\$85,273,109	\$123,996,242	\$142,718,525

Refreshment Beverages Sales (Litres)

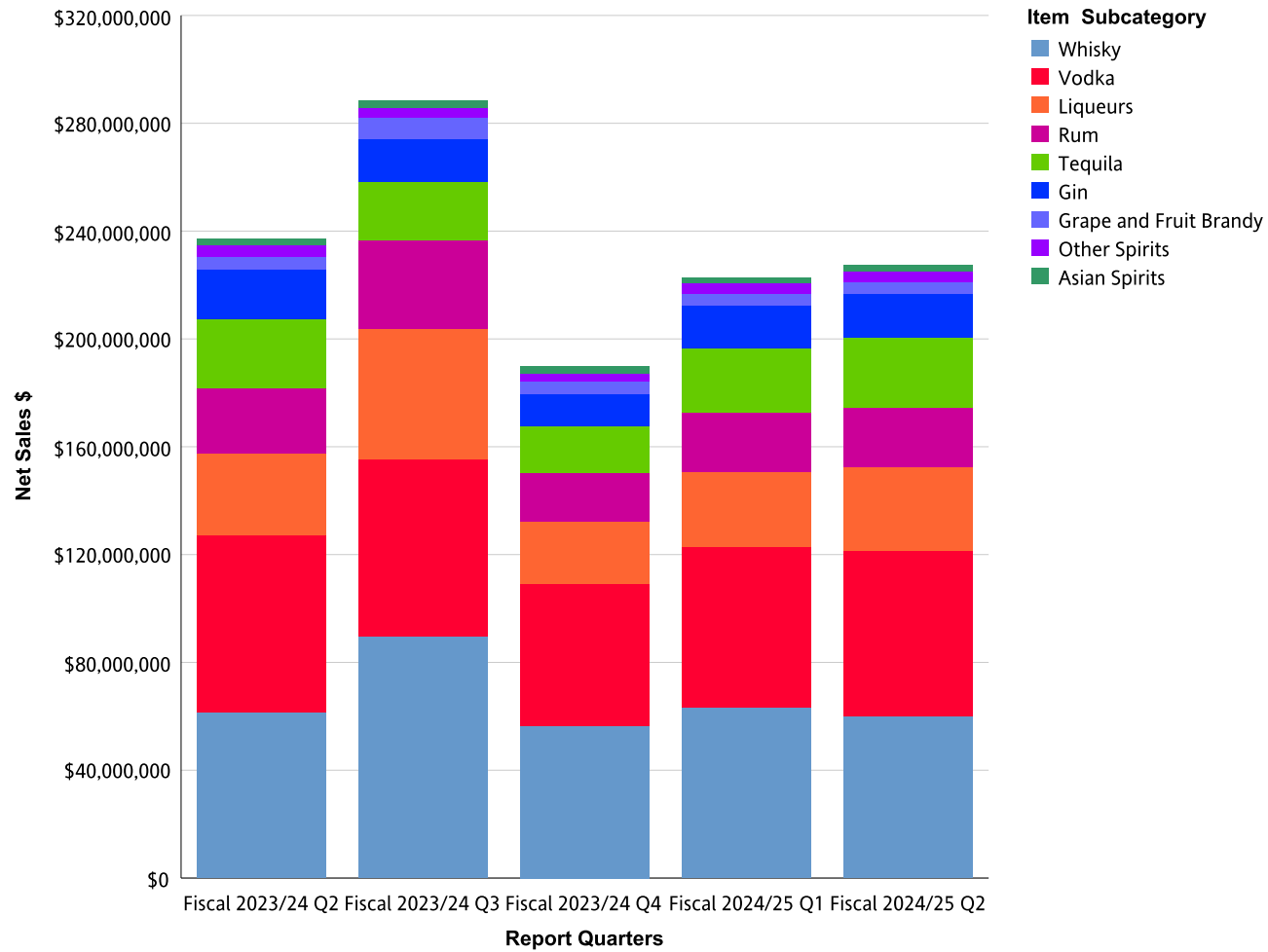


Refreshment Beverages Sales (Litres)

Refreshment Beverages

Litres		Fiscal 2023/24 Q2	Fiscal 2023/24 Q3	Fiscal 2023/24 Q4	Fiscal 2024/25 Q1	Fiscal 2024/25 Q2
Cider	Domestic Cider	3,876,125	2,476,053	2,352,984	3,180,355	3,630,433
	Import Cider	683,887	598,919	456,640	647,830	691,478
	Summary	4,560,011	3,074,971	2,809,624	3,828,184	4,321,911
Coolers	Malt-Based Coolers	165,001	73,898	44,484	70,037	117,201
	Spirit Coolers	22,296,955	12,851,705	12,905,468	19,280,694	21,815,871
	Wine/Fruit Coolers	293,008	181,722	133,809	156,275	142,499
	Summary	22,754,964	13,107,325	13,083,762	19,507,006	22,075,571
Summary		27,314,975	16,182,296	15,893,386	23,335,191	26,397,482

Spirits Sales (Net \$)



Spirits Sales (Net \$)

Spirits

Net Sales \$		Fiscal 2023/24 Q2	Fiscal 2023/24 Q3	Fiscal 2023/24 Q4	Fiscal 2024/25 Q1	Fiscal 2024/25 Q2
Asian Spirits	China Spirits	\$824,345	\$1,282,512	\$1,247,337	\$774,814	\$854,498
	Korea Spirits	\$1,444,622	\$1,419,953	\$1,431,889	\$1,249,008	\$1,420,019
	Other Country Asian Spirits	\$155,042	\$191,820	\$133,718	\$150,099	\$170,605
	Summary	\$2,424,009	\$2,894,284	\$2,812,944	\$2,173,921	\$2,445,122
Gin	Dry Gin	\$16,027,533	\$14,166,380	\$10,657,919	\$13,768,823	\$14,368,142
	Flavoured Gin	\$1,407,588	\$1,111,169	\$762,258	\$1,168,127	\$1,167,853
	Other Gin	\$706,563	\$619,667	\$494,510	\$998,233	\$798,982
	Summary	\$18,141,684	\$15,897,216	\$11,914,687	\$15,935,183	\$16,334,977
Grape and Fruit Brandy	Armagnac	\$49,203	\$104,599	\$103,035	\$27,790	\$38,497
	Brandy	\$2,069,878	\$3,482,770	\$2,195,932	\$1,986,908	\$1,933,817
	Cognac	\$2,431,017	\$3,491,373	\$2,205,775	\$1,867,628	\$1,756,788
	Eau de Vie	\$233,427	\$387,306	\$174,612	\$265,484	\$273,235
	Grappa And Marc	\$65,195	\$78,619	\$63,157	\$61,560	\$53,493
	Pisco	\$129,308	\$128,948	\$115,466	\$137,896	\$132,506
	Summary	\$4,978,030	\$7,673,615	\$4,857,977	\$4,347,266	\$4,188,336
Liqueurs	Anise And Herbal/Spice Liqueurs	\$9,204,718	\$10,982,727	\$7,888,839	\$9,250,684	\$9,300,564
	Coffee And Cocoa Liqueurs	\$1,993,670	\$3,329,663	\$1,717,799	\$1,746,778	\$2,046,634
	Cream/Dairy Liqueurs	\$8,397,978	\$21,455,471	\$5,481,557	\$6,274,718	\$7,828,829
	Fruit Liqueurs	\$6,766,474	\$7,560,534	\$4,990,040	\$6,581,700	\$7,446,253
	Nut Liqueurs	\$1,620,131	\$1,932,002	\$1,076,362	\$1,422,362	\$1,551,869
	Other Liqueurs	\$1,294,273	\$1,385,926	\$992,243	\$1,117,327	\$1,381,326
	Whiskey Liqueurs	\$1,336,095	\$1,989,937	\$1,207,969	\$1,299,387	\$1,319,931
	Summary	\$30,613,340	\$48,636,260	\$23,354,808	\$27,692,957	\$30,875,406
Other Spirits	Cachaca	\$44,814	\$28,068	\$34,859	\$38,574	\$48,140
	Flavoured Spirits	\$187,955	\$395,442	\$91,190	\$123,152	\$152,238
	Miscellaneous/Other Spirits	\$267,397	\$253,023	\$235,871	\$192,584	\$255,170

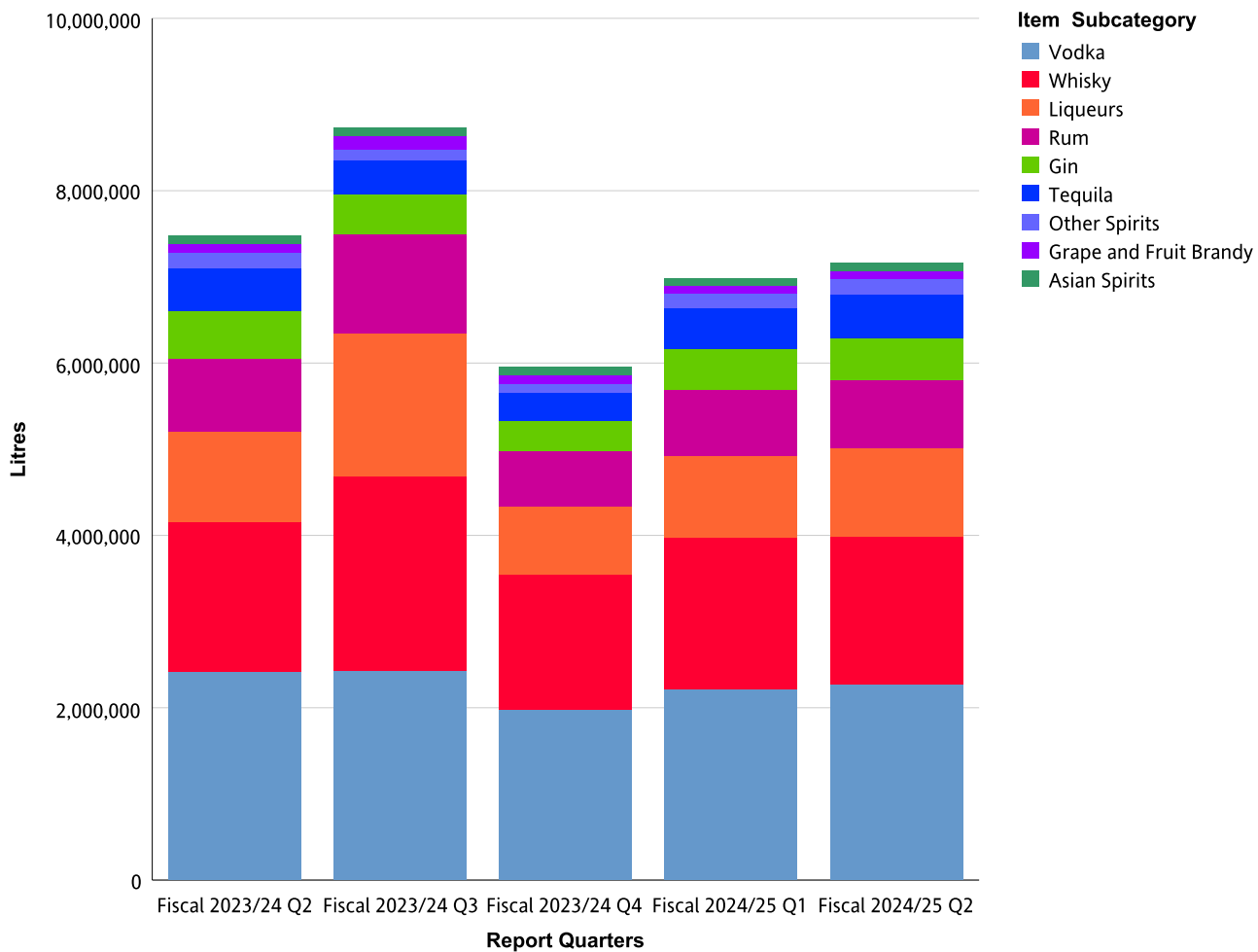
Spirits Sales (Net \$)

Net Sales \$		Fiscal 2023/24 Q2	Fiscal 2023/24 Q3	Fiscal 2023/24 Q4	Fiscal 2024/25 Q1	Fiscal 2024/25 Q2
Other Spirits	Moonshine Spirits	\$688,543	\$689,130	\$513,803	\$545,487	\$653,693
	Ready to Mix Cocktails	\$589,462	\$508,755	\$488,178	\$540,775	\$565,754
	Ready to Serve Cocktails	\$2,246,212	\$1,628,351	\$1,338,739	\$2,305,248	\$2,376,963
	Schnapps and Akvavit	\$38,017	\$50,809	\$37,444	\$36,309	\$35,752
	Summary	\$4,062,400	\$3,553,578	\$2,740,083	\$3,782,130	\$4,087,710
Rum	Amber Rum	\$6,146,286	\$8,587,760	\$4,636,073	\$5,551,258	\$5,752,952
	Dark Rum	\$2,522,369	\$3,880,574	\$2,409,901	\$2,434,481	\$2,347,432
	Flavoured Rum	\$517,200	\$425,712	\$343,742	\$407,629	\$449,130
	Spiced Rum	\$7,417,941	\$12,344,985	\$5,671,746	\$6,637,788	\$6,647,524
	White Rum	\$7,398,290	\$7,497,424	\$5,082,366	\$6,853,216	\$7,084,473
	Summary	\$24,002,087	\$32,736,455	\$18,143,829	\$21,884,372	\$22,281,510
Tequila	Blanco/Silver Tequila	\$11,351,090	\$8,899,184	\$7,356,380	\$10,322,490	\$12,061,795
	Flavoured Tequila	\$899,775	\$801,173	\$542,283	\$994,023	\$1,036,314
	Gold Tequila	\$12,395,635	\$11,005,909	\$8,157,166	\$11,452,337	\$11,721,646
	Mezcal	\$1,135,103	\$1,044,944	\$972,308	\$1,130,809	\$1,182,362
	Summary	\$25,781,603	\$21,751,210	\$17,028,138	\$23,899,660	\$26,002,117
Vodka	Flavoured Vodka	\$5,443,812	\$5,332,826	\$3,806,181	\$4,612,475	\$4,582,028
	Straight Vodka	\$60,084,701	\$60,330,855	\$48,859,960	\$55,318,754	\$56,897,769
	Summary	\$65,528,513	\$65,663,681	\$52,666,141	\$59,931,228	\$61,479,798
Whisky	American Whiskey	\$2,754,113	\$3,882,372	\$2,607,951	\$2,920,597	\$2,752,420
	Blended Malt Scotch Whisky	\$254,372	\$406,663	\$221,485	\$213,457	\$247,446
	Blended Scotch Whisky	\$7,564,064	\$10,068,342	\$6,969,087	\$7,800,875	\$7,157,899
	Bourbon Whiskey	\$5,608,379	\$8,285,996	\$5,418,580	\$6,313,418	\$5,702,506
	Canadian Whisky	\$29,008,008	\$35,628,433	\$24,700,341	\$29,062,401	\$28,577,161
	Flavoured Whisky	\$359,011	\$1,060,595	\$757,234	\$607,639	\$1,032,943
	Irish Whiskey	\$5,308,816	\$7,869,004	\$5,915,524	\$4,674,964	\$5,268,994
	Other Country Whisky	\$1,249,125	\$2,723,834	\$1,456,846	\$1,395,139	\$1,132,184
	Single Malt Scotch Whisky	\$9,465,169	\$19,659,385	\$8,299,645	\$10,098,977	\$8,066,775

Spirits Sales (Net \$)

Net Sales \$		Fiscal 2023/24 Q2	Fiscal 2023/24 Q3	Fiscal 2023/24 Q4	Fiscal 2024/25 Q1	Fiscal 2024/25 Q2
Whisky	Summary	\$61,571,057	\$89,584,624	\$56,346,692	\$63,087,467	\$59,938,328
Summary		\$237,102,723	\$288,390,923	\$189,865,299	\$222,734,183	\$227,633,305

Spirits Sales (Litres)



Spirits Sales (Litres)

Spirits

Litres		Fiscal 2023/24 Q2	Fiscal 2023/24 Q3	Fiscal 2023/24 Q4	Fiscal 2024/25 Q1	Fiscal 2024/25 Q2
Asian Spirits	China Spirits	13,233	18,632	17,502	13,431	13,655
	Korea Spirits	75,313	74,640	75,485	66,314	76,274
	Other Country Asian Spirits	3,558	4,047	3,359	3,506	3,980
	Summary	92,104	97,319	96,346	83,251	93,908
Gin	Dry Gin	490,257	424,590	326,680	424,987	442,089
	Flavoured Gin	39,511	28,847	20,696	32,377	32,506
	Other Gin	13,191	11,336	9,371	19,223	15,605
	Summary	542,958	464,773	356,747	476,586	490,201
Grape and Fruit Brandy	Armagnac	503	874	713	267	378
	Brandy	67,653	116,418	72,726	67,201	62,760
	Cognac	19,611	32,074	18,523	16,195	16,417
	Eau de Vie	5,024	8,038	3,550	5,563	4,776
	Grappa And Marc	1,164	1,522	1,134	1,152	971
	Pisco	3,171	3,184	2,707	3,311	3,042
	Summary	97,124	162,108	99,353	93,688	88,344
Liqueurs	Anise And Herbal/Spice Liqueurs	297,961	362,861	255,641	305,487	301,249
	Coffee And Cocoa Liqueurs	75,301	129,886	65,300	65,638	74,573
	Cream/Dairy Liqueurs	296,061	762,718	199,658	225,650	278,863
	Fruit Liqueurs	223,603	233,256	162,564	216,531	238,864
	Nut Liqueurs	63,528	70,590	38,743	55,137	58,760
	Other Liqueurs	40,681	44,921	30,060	34,126	41,260
	Whiskey Liqueurs	41,293	60,085	38,377	41,857	43,685
	Summary	1,038,428	1,664,319	790,344	944,425	1,037,254
Other Spirits	Cachaca	1,414	832	1,063	1,124	1,442
	Flavoured Spirits	4,155	14,388	1,933	2,369	2,877
	Miscellaneous/Other Spirits	5,032	4,960	4,526	3,968	5,383

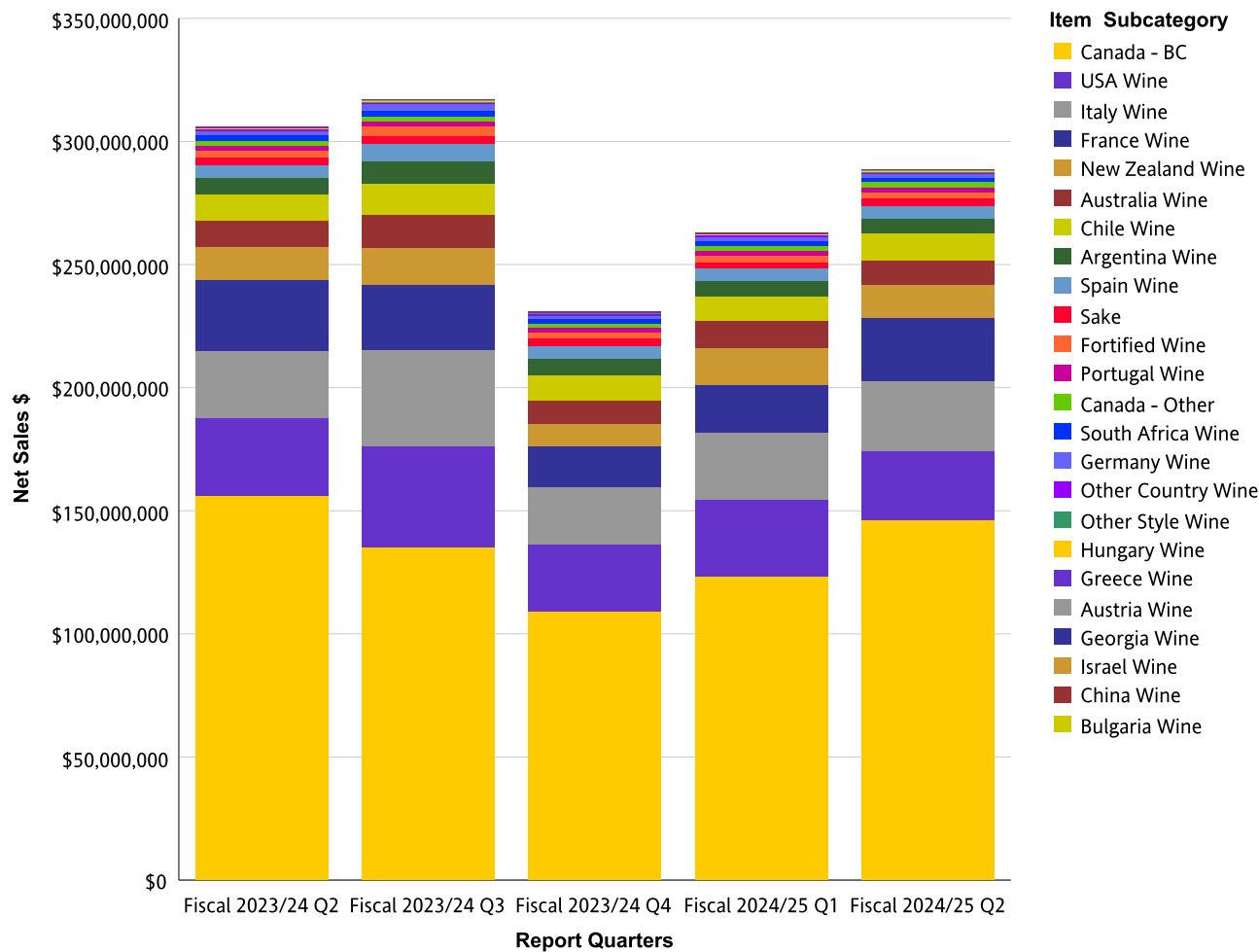
Spirits Sales (Litres)

Litres		Fiscal 2023/24 Q2	Fiscal 2023/24 Q3	Fiscal 2023/24 Q4	Fiscal 2024/25 Q1	Fiscal 2024/25 Q2
Other Spirits	Moonshine Spirits	15,223	15,069	11,410	11,808	14,665
	Ready to Mix Cocktails	29,918	25,622	24,980	27,133	28,841
	Ready to Serve Cocktails	126,082	61,930	59,226	121,388	124,088
	Schnapps and Akvavit	957	1,242	877	874	870
	Summary	182,782	124,043	104,015	168,663	178,166
Rum	Amber Rum	199,497	273,174	148,687	176,788	181,273
	Dark Rum	87,920	132,072	85,054	84,682	80,504
	Flavoured Rum	18,331	14,373	12,045	14,267	15,657
	Spiced Rum	247,267	415,689	184,954	219,930	221,764
	White Rum	304,296	309,158	206,580	278,179	284,130
	Summary	857,311	1,144,466	637,320	773,846	783,328
Tequila	Blanco/Silver Tequila	236,423	174,654	148,923	210,349	244,509
	Flavoured Tequila	18,476	12,890	10,364	18,072	20,366
	Gold Tequila	231,150	192,495	151,754	221,990	222,106
	Mezcal	16,816	15,564	14,742	16,769	17,782
	Summary	502,866	395,603	325,783	467,181	504,763
Vodka	Flavoured Vodka	178,085	167,956	122,220	145,939	145,912
	Straight Vodka	2,244,285	2,262,499	1,848,933	2,068,204	2,121,436
	Summary	2,422,370	2,430,455	1,971,153	2,214,143	2,267,348
Whisky	American Whiskey	70,639	88,821	65,037	73,116	69,545
	Blended Malt Scotch Whisky	3,793	5,554	3,309	3,365	4,379
	Blended Scotch Whisky	214,461	262,227	198,001	220,489	201,197
	Bourbon Whiskey	124,108	171,050	119,428	136,296	124,175
	Canadian Whisky	1,067,436	1,297,095	917,874	1,066,937	1,045,930
	Flavoured Whisky	8,828	29,818	21,533	17,906	31,126
	Irish Whiskey	134,551	190,610	149,786	115,937	133,056
	Other Country Whisky	14,741	25,215	14,428	19,022	13,961
	Single Malt Scotch Whisky	101,420	184,334	87,416	107,401	90,776

Spirits Sales (Litres)

Litres		Fiscal 2023/24 Q2	Fiscal 2023/24 Q3	Fiscal 2023/24 Q4	Fiscal 2024/25 Q1	Fiscal 2024/25 Q2
Whisky	Summary	1,739,978	2,254,723	1,576,812	1,760,469	1,714,145
Summary		7,475,922	8,737,808	5,957,873	6,982,253	7,157,457

Wine Sales (Net \$)



Wine Sales (Net \$)

Wine

Net Sales \$		Fiscal 2023/24 Q2	Fiscal 2023/24 Q3	Fiscal 2023/24 Q4	Fiscal 2024/25 Q1	Fiscal 2024/25 Q2
Argentina Wine	Argentina Red Wine	\$5,761,332	\$8,597,038	\$6,363,956	\$5,672,540	\$5,479,716
	Argentina Rose Wine	\$110,009	\$44,794	\$42,009	\$104,550	\$105,396
	Argentina Sparkling Wine	\$11,257	\$13,760	\$9,051	\$6,592	\$10,974
	Argentina White Wine	\$443,256	\$375,046	\$274,184	\$292,790	\$324,104
	Summary	\$6,325,854	\$9,030,639	\$6,689,199	\$6,076,472	\$5,920,190
Australia Wine	Australia Fruit and Dessert Wine	\$192	\$192	\$192	\$520	\$192
	Australia Red Wine	\$5,599,869	\$7,577,918	\$5,656,830	\$6,108,347	\$5,393,024
	Australia Rose Wine	\$302,442	\$358,304	\$221,624	\$290,981	\$230,973
	Australia Sparkling Wine	\$782,227	\$1,413,161	\$659,670	\$792,734	\$770,180
	Australia White Wine	\$4,038,169	\$4,125,035	\$3,248,239	\$3,918,695	\$3,715,642
	Summary	\$10,722,899	\$13,474,610	\$9,786,556	\$11,111,277	\$10,110,010
Austria Wine	Austria Fruit and Dessert Wine	\$2,245	\$3,013	\$4,658	\$4,474	\$2,779
	Austria Red Wine	\$37,856	\$52,720	\$44,125	\$34,782	\$35,434
	Austria Rose Wine	\$10,990	\$8,098	\$5,488	\$5,309	\$9,542
	Austria Sparkling Wine	\$4,416	\$1,978	\$1,781	\$3,324	\$5,270
	Austria White Wine	\$123,660	\$84,281	\$90,942	\$88,325	\$116,264
	Summary	\$179,167	\$150,090	\$146,995	\$136,213	\$169,290
Bulgaria Wine	Bulgaria Red Wine	\$0	\$0	\$0	\$0	\$0
	Bulgaria Rose Wine	\$0	\$0	\$0	\$0	\$0
	Bulgaria White Wine	\$0	\$0	\$0	\$0	\$0
	Summary	\$0	\$0	\$0	\$0	\$0
Canada - BC	Canada - BC Dessert Wine	\$387,909	\$161,975	\$148,228	\$129,770	\$320,969
	Canada - BC Fruit Wine	\$1,633,203	\$1,154,577	\$648,646	\$898,196	\$1,402,655
	Canada - BC Ice Wine	\$1,226,587	\$774,387	\$715,424	\$742,252	\$1,118,280
	Canada - BC Red Wine	\$65,280,453	\$67,131,178	\$51,336,459	\$51,095,963	\$60,749,895
	Canada - BC Rose Wine	\$14,165,163	\$6,409,823	\$6,530,375	\$10,762,040	\$12,985,956

Wine Sales (Net \$)

Net Sales \$		Fiscal 2023/24 Q2	Fiscal 2023/24 Q3	Fiscal 2023/24 Q4	Fiscal 2024/25 Q1	Fiscal 2024/25 Q2
Canada - BC	Canada - BC Sparkling Wine	\$6,194,297	\$5,055,816	\$3,661,425	\$5,299,050	\$6,791,460
	Canada - BC White Wine	\$67,097,423	\$54,390,476	\$46,150,263	\$54,224,991	\$62,688,434
	Summary	\$155,985,034	\$135,078,232	\$109,190,821	\$123,152,262	\$146,057,649
Canada - Other	Canada - Other Dessert Wine	\$8,229	\$7,359	\$4,198	\$4,503	\$6,752
	Canada - Other Fruit Wine	\$3,732	\$1,860	\$2,453	\$2,498	\$4,724
	Canada - Other Ice Wine	\$887,606	\$612,367	\$779,586	\$599,585	\$573,495
	Canada - Other Red Wine	\$241,275	\$230,550	\$247,535	\$253,242	\$318,354
	Canada - Other Rose Wine	\$48,036	\$31,007	\$51,054	\$100,155	\$83,292
	Canada - Other Sparkling Wine	\$387,758	\$638,791	\$371,277	\$541,032	\$535,291
	Canada - Other White Wine	\$511,006	\$478,198	\$397,159	\$594,583	\$485,133
	Summary	\$2,087,642	\$2,000,132	\$1,853,263	\$2,095,597	\$2,007,041
Chile Wine	Chile Fruit and Dessert Wine	\$959	\$959	\$160	\$320	\$640
	Chile Red Wine	\$6,491,489	\$8,648,468	\$6,528,574	\$5,761,819	\$6,136,002
	Chile Rose Wine	\$524,962	\$348,766	\$353,409	\$742,419	\$697,032
	Chile Sparkling Wine	\$60,016	\$81,150	\$52,629	\$40,166	\$43,468
	Chile White Wine	\$3,712,499	\$3,423,930	\$3,173,340	\$3,420,081	\$3,845,838
	Summary	\$10,789,925	\$12,503,273	\$10,108,112	\$9,964,805	\$10,722,980
China Wine	China Fruit and Dessert Wine	\$14,792	\$12,102	\$13,450	\$12,225	\$7,279
	China Red Wine	\$0	\$7,589	\$9,551	\$125	\$251
	China White Wine	\$125	\$3,263	\$2,791	\$125	\$125
	Summary	\$14,917	\$22,954	\$25,792	\$12,475	\$7,656
Fortified Wine	Other Fortified Domestic Wine	\$804,351	\$762,327	\$630,077	\$621,728	\$831,063
	Other Fortified Import Wine	\$365,649	\$574,435	\$385,159	\$331,262	\$302,519
	Port Wine	\$503,862	\$1,156,794	\$470,324	\$434,341	\$492,996
	Sherry Wine	\$197,580	\$488,820	\$227,309	\$235,806	\$211,104
	Vermouth Wine	\$803,255	\$996,093	\$807,790	\$862,885	\$845,878
	Summary	\$2,674,696	\$3,978,469	\$2,520,659	\$2,486,021	\$2,683,560
France Wine	France Champagne Wine	\$5,114,824	\$8,198,289	\$2,611,539	\$3,293,085	\$4,275,605

Wine Sales (Net \$)

Net Sales \$		Fiscal 2023/24 Q2	Fiscal 2023/24 Q3	Fiscal 2023/24 Q4	Fiscal 2024/25 Q1	Fiscal 2024/25 Q2
France Wine	France Fruit and Dessert Wine	\$25,939	\$48,391	\$18,204	\$9,128	\$51,886
	France Red Wine	\$13,698,394	\$9,979,420	\$7,255,428	\$6,106,737	\$10,868,773
	France Rose Wine	\$4,306,753	\$1,961,643	\$1,771,982	\$4,281,462	\$4,493,437
	France Sparkling Wine	\$713,098	\$1,279,580	\$631,890	\$822,712	\$940,650
	France White Wine	\$4,908,553	\$5,062,315	\$4,091,837	\$5,117,386	\$5,138,335
	Summary	\$28,767,562	\$26,529,638	\$16,380,880	\$19,630,509	\$25,768,687
Georgia Wine	Georgia Red Wine	\$56,838	\$104,239	\$86,855	\$77,163	\$60,762
	Georgia Rose Wine	\$593	\$3,414	\$2,140	\$1,586	\$399
	Georgia Sparkling Wine	\$419	\$644	\$3,648	\$3,865	\$1,288
	Georgia White Wine	\$6,505	\$18,001	\$18,432	\$19,242	\$15,880
	Summary	\$64,355	\$126,297	\$111,076	\$101,856	\$78,330
Germany Wine	Germany Fruit and Dessert Wine	\$0	\$0	\$0	\$0	\$1,560
	Germany Red Wine	\$42,567	\$43,586	\$47,341	\$37,182	\$34,209
	Germany Rose Wine	\$11,115	\$5,995	\$5,952	\$6,625	\$5,821
	Germany Sparkling Wine	\$706,346	\$1,366,618	\$460,401	\$784,746	\$558,139
	Germany White Wine	\$954,882	\$1,225,868	\$814,434	\$803,004	\$858,105
	Summary	\$1,714,910	\$2,642,066	\$1,328,128	\$1,631,557	\$1,457,835
Greece Wine	Greece Fruit and Dessert Wine	\$0	\$0	\$0	\$3,658	\$0
	Greece Red Wine	\$101,528	\$144,188	\$100,145	\$129,090	\$79,848
	Greece Rose Wine	\$12,065	\$8,532	\$10,545	\$21,174	\$20,167
	Greece Sparkling Wine	\$7,415	\$6,107	\$6,335	\$3,644	\$3,838
	Greece White Wine	\$114,711	\$79,001	\$99,810	\$171,754	\$118,999
	Summary	\$235,720	\$237,828	\$216,835	\$329,320	\$222,853
Hungary Wine	Hungary Fruit and Dessert Wine	\$16,064	\$34,344	\$22,444	\$18,354	\$18,675
	Hungary Red Wine	\$17,183	\$36,097	\$17,227	\$14,170	\$16,365
	Hungary Rose Wine	\$900	\$900	\$2,293	\$300	\$901
	Hungary Sparkling Wine	\$188,912	\$148,897	\$65,846	\$89,877	\$103,994
	Hungary White Wine	\$126,272	\$101,404	\$113,599	\$58,399	\$84,220

Wine Sales (Net \$)

Net Sales \$		Fiscal 2023/24 Q2	Fiscal 2023/24 Q3	Fiscal 2023/24 Q4	Fiscal 2024/25 Q1	Fiscal 2024/25 Q2
Hungary Wine	Summary	\$349,331	\$321,642	\$221,409	\$181,101	\$224,154
Israel Wine	Israel Red Wine	\$42,671	\$32,488	\$26,537	\$37,032	\$24,376
	Israel Rose Wine	\$6,797	\$2,670	\$2,428	\$6,318	\$4,379
	Israel White Wine	\$15,393	\$7,755	\$8,359	\$10,757	\$6,102
	Summary	\$64,862	\$42,913	\$37,324	\$54,107	\$34,858
Italy Wine	Italy Fruit and Dessert Wine	\$6,261	\$9,703	\$11,209	\$12,611	\$14,910
	Italy Red Wine	\$10,630,455	\$17,558,355	\$11,955,774	\$11,191,726	\$10,791,407
	Italy Rose Wine	\$488,863	\$193,900	\$238,502	\$440,735	\$431,305
	Italy Sparkling Wine	\$2,387,385	\$2,888,118	\$1,787,555	\$2,318,491	\$2,526,075
	Italy White Wine	\$6,162,314	\$6,573,241	\$5,341,632	\$6,195,322	\$6,545,400
	Prosecco Wine	\$7,516,522	\$11,704,200	\$4,347,209	\$7,031,176	\$7,885,962
	Summary	\$27,191,801	\$38,927,517	\$23,681,881	\$27,190,062	\$28,195,058
New Zealand Wine	New Zealand Fruit and Dessert Wine	\$0	\$0	\$0	\$0	\$0
	New Zealand Red Wine	\$508,083	\$875,999	\$370,169	\$495,618	\$504,934
	New Zealand Rose Wine	\$471,778	\$228,496	\$191,224	\$395,464	\$388,213
	New Zealand Sparkling Wine	\$75,202	\$154,273	\$59,155	\$65,685	\$65,406
	New Zealand White Wine	\$12,607,305	\$13,870,196	\$8,345,169	\$13,724,700	\$12,427,887
	Summary	\$13,662,368	\$15,128,963	\$8,965,718	\$14,681,467	\$13,386,440
Other Country Wine	Other Country Fruit and Dessert Wine	\$355,128	\$441,174	\$362,371	\$336,479	\$325,207
	Other Country Red Wine	\$104,571	\$160,136	\$122,488	\$121,584	\$123,044
	Other Country Rose Wine	\$22,694	\$11,373	\$10,921	\$20,834	\$20,075
	Other Country Sparkling Wine	\$14,378	\$21,687	\$12,927	\$28,438	\$26,997
	Other Country White Wine	\$45,937	\$84,881	\$57,913	\$77,055	\$90,144
	Summary	\$542,708	\$719,251	\$566,621	\$584,389	\$585,466
Other Style Wine	Aperitif And Flavoured Wine	\$62,753	\$86,115	\$73,779	\$74,441	\$73,867
	Mead	\$232,168	\$143,840	\$182,956	\$148,338	\$298,847
	Rice Wine	\$62,604	\$82,786	\$87,451	\$69,799	\$68,782
	Summary	\$357,524	\$312,742	\$344,186	\$292,578	\$441,496

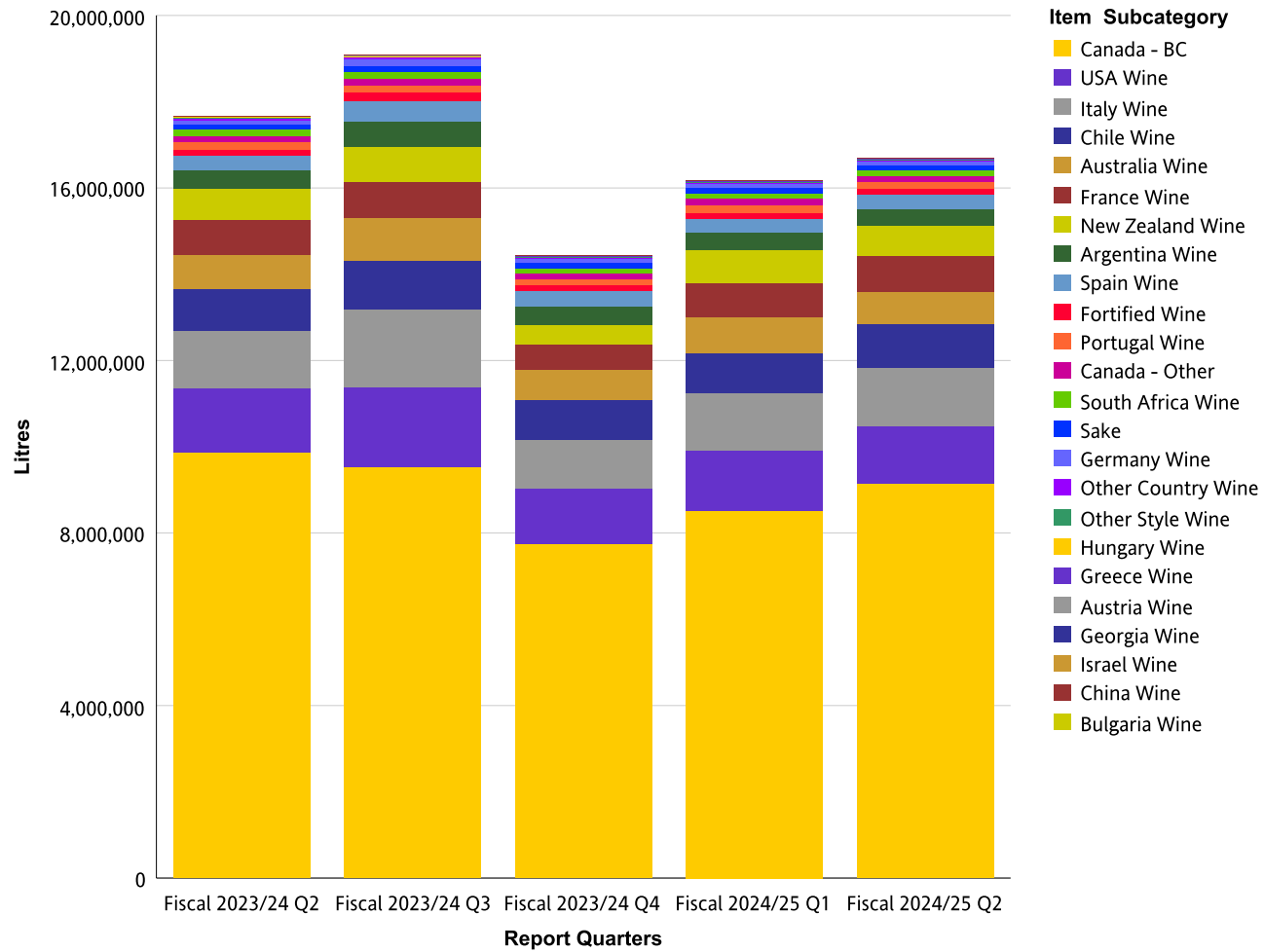
Wine Sales (Net \$)

Net Sales \$		Fiscal 2023/24 Q2	Fiscal 2023/24 Q3	Fiscal 2023/24 Q4	Fiscal 2024/25 Q1	Fiscal 2024/25 Q2
Portugal Wine	Portugal Fruit and Dessert Wine	\$2,442	\$8,361	\$3,117	\$1,295	\$351
	Portugal Red Wine	\$1,129,249	\$1,313,471	\$1,236,324	\$1,257,453	\$953,129
	Portugal Rose Wine	\$284,590	\$212,148	\$155,168	\$271,702	\$285,855
	Portugal Sparkling Wine	\$7,307	\$5,419	\$6,038	\$7,528	\$4,606
	Portugal White Wine	\$811,388	\$464,235	\$416,190	\$635,468	\$758,659
	Summary	\$2,234,975	\$2,003,635	\$1,816,838	\$2,173,446	\$2,002,600
Sake	Japan Sake	\$2,179,934	\$2,461,888	\$2,141,909	\$1,988,730	\$2,099,259
	Other Country Sake	\$100,877	\$87,896	\$71,641	\$87,092	\$135,060
	USA Sake	\$597,269	\$766,990	\$747,507	\$681,661	\$576,542
	Summary	\$2,878,080	\$3,316,774	\$2,961,057	\$2,757,483	\$2,810,861
South Africa Wine	South Africa Fruit and Dessert Wine	\$4,789	\$9,559	\$0	\$211	\$633
	South Africa Red Wine	\$798,014	\$961,410	\$780,897	\$793,956	\$681,854
	South Africa Rose Wine	\$90,010	\$32,174	\$28,702	\$40,245	\$49,933
	South Africa Sparkling Wine	\$2,998	\$3,093	\$11,972	\$3,002	\$4,402
	South Africa White Wine	\$1,158,240	\$972,630	\$962,011	\$944,501	\$1,049,252
	Summary	\$2,054,051	\$1,978,865	\$1,783,582	\$1,781,915	\$1,786,073
Spain Wine	Spain Fruit and Dessert Wine	\$14,192	\$10,927	\$11,863	\$12,277	\$11,577
	Spain Red Wine	\$3,197,428	\$4,424,975	\$3,599,142	\$3,174,836	\$3,313,840
	Spain Rose Wine	\$291,627	\$134,670	\$189,823	\$203,404	\$240,980
	Spain Sparkling Wine	\$1,402,612	\$2,144,225	\$1,092,035	\$1,164,367	\$1,336,991
	Spain White Wine	\$524,502	\$469,132	\$411,026	\$539,014	\$502,982
	Summary	\$5,430,361	\$7,183,930	\$5,303,889	\$5,093,898	\$5,406,370
USA Wine	USA Fruit and Dessert Wine	\$3,813	\$662	\$503	\$686	\$545
	USA Red Wine	\$23,384,390	\$33,069,125	\$20,373,503	\$23,361,096	\$19,999,574
	USA Rose Wine	\$1,188,933	\$873,890	\$781,039	\$855,410	\$924,103
	USA Sparkling Wine	\$153,019	\$209,722	\$124,984	\$148,985	\$251,012
	USA White Wine	\$6,963,030	\$7,113,235	\$5,682,798	\$7,029,379	\$7,268,155
	Summary	\$31,693,185	\$41,266,635	\$26,962,828	\$31,395,557	\$28,443,388

Wine Sales (Net \$)

Net Sales \$	Fiscal 2023/24 Q2	Fiscal 2023/24 Q3	Fiscal 2023/24 Q4	Fiscal 2024/25 Q1	Fiscal 2024/25 Q2
Summary	\$306,021,930	\$316,977,093	\$231,003,648	\$262,914,369	\$288,522,844

Wine Sales (Litres)



Wine Sales (Litres)

Wine

Litres		Fiscal 2023/24 Q2	Fiscal 2023/24 Q3	Fiscal 2023/24 Q4	Fiscal 2024/25 Q1	Fiscal 2024/25 Q2
Argentina Wine	Argentina Red Wine	379,002	559,397	418,158	357,730	344,182
	Argentina Rose Wine	7,732	2,978	2,772	7,708	7,132
	Argentina Sparkling Wine	702	896	495	405	566
	Argentina White Wine	37,219	27,964	19,106	20,282	22,994
	Summary	424,655	591,235	440,530	386,124	374,875
Australia Wine	Australia Fruit and Dessert Wine	6	6	6	10	6
	Australia Red Wine	382,882	528,602	385,504	437,320	369,534
	Australia Rose Wine	24,044	30,199	16,173	22,090	17,984
	Australia Sparkling Wine	48,914	96,218	43,117	53,546	50,144
	Australia White Wine	318,462	333,333	256,914	330,222	300,980
	Summary	774,308	988,357	701,714	843,189	738,648
Austria Wine	Austria Fruit and Dessert Wine	40	58	64	50	54
	Austria Red Wine	1,072	1,837	1,282	1,030	1,060
	Austria Rose Wine	304	239	126	140	242
	Austria Sparkling Wine	112	54	63	99	144
	Austria White Wine	3,888	2,681	2,914	2,927	3,532
	Summary	5,418	4,870	4,450	4,245	5,032
Bulgaria Wine	Bulgaria Red Wine	0	0	0	0	0
	Bulgaria Rose Wine	0	0	0	0	0
	Bulgaria White Wine	0	0	0	0	0
	Summary	0	0	0	0	0
Canada - BC	Canada - BC Dessert Wine	7,729	3,213	3,138	2,637	6,306
	Canada - BC Fruit Wine	78,371	52,620	31,647	45,160	67,703
	Canada - BC Ice Wine	10,867	7,748	6,433	7,048	10,389
	Canada - BC Red Wine	3,849,243	4,418,303	3,461,266	3,418,943	3,542,866
	Canada - BC Rose Wine	777,114	402,868	399,102	607,434	689,961

Wine Sales (Litres)

Litres		Fiscal 2023/24 Q2	Fiscal 2023/24 Q3	Fiscal 2023/24 Q4	Fiscal 2024/25 Q1	Fiscal 2024/25 Q2
Canada - BC	Canada - BC Sparkling Wine	228,505	188,819	121,344	167,634	219,022
	Canada - BC White Wine	4,931,269	4,456,968	3,735,547	4,260,764	4,601,033
	Summary	9,883,098	9,530,539	7,758,478	8,509,620	9,137,278
Canada - Other	Canada - Other Dessert Wine	105	68	38	38	58
	Canada - Other Fruit Wine	323	160	196	207	398
	Canada - Other Ice Wine	9,463	7,218	9,007	6,530	6,844
	Canada - Other Red Wine	22,234	17,942	21,881	17,786	22,579
	Canada - Other Rose Wine	4,724	2,954	5,192	10,474	8,405
	Canada - Other Sparkling Wine	54,440	89,715	41,693	59,221	59,072
	Canada - Other White Wine	53,452	47,027	39,359	61,861	47,597
	Summary	144,741	165,083	117,367	156,115	144,953
Chile Wine	Chile Fruit and Dessert Wine	27	27	4	9	18
	Chile Red Wine	588,447	763,804	583,945	509,439	575,303
	Chile Rose Wine	51,582	36,480	34,666	77,232	69,405
	Chile Sparkling Wine	3,315	4,383	2,864	2,106	2,365
	Chile White Wine	348,551	325,710	311,692	335,922	371,602
	Summary	991,922	1,130,404	933,171	924,708	1,018,693
China Wine	China Fruit and Dessert Wine	422	326	394	286	202
	China Red Wine	0	112	63	4	9
	China White Wine	4	94	81	4	4
	Summary	426	534	538	295	215
Fortified Wine	Other Fortified Domestic Wine	51,847	58,759	47,019	46,328	47,254
	Other Fortified Import Wine	17,554	27,275	17,986	14,655	12,711
	Port Wine	14,696	34,663	14,989	13,320	14,182
	Sherry Wine	9,010	22,844	10,223	10,388	9,408
	Vermouth Wine	55,976	70,370	56,278	58,080	55,266
	Summary	149,084	213,910	146,495	142,770	138,821
France Wine	France Champagne Wine	46,970	81,002	24,844	32,946	42,437

Wine Sales (Litres)

Litres		Fiscal 2023/24 Q2	Fiscal 2023/24 Q3	Fiscal 2023/24 Q4	Fiscal 2024/25 Q1	Fiscal 2024/25 Q2
France Wine	France Fruit and Dessert Wine	285	601	241	156	526
	France Red Wine	333,426	404,824	278,976	283,550	302,944
	France Rose Wine	235,576	107,722	97,567	232,511	242,124
	France Sparkling Wine	34,342	63,086	31,748	41,291	49,706
	France White Wine	176,779	177,981	145,033	186,347	184,950
	Summary	827,377	835,217	578,410	776,801	822,688
Georgia Wine	Georgia Red Wine	2,601	4,752	3,924	3,408	2,733
	Georgia Rose Wine	14	76	48	36	9
	Georgia Sparkling Wine	9	14	76	81	27
	Georgia White Wine	202	620	580	612	572
	Summary	2,826	5,462	4,629	4,137	3,340
Germany Wine	Germany Fruit and Dessert Wine	0	0	0	0	2
	Germany Red Wine	1,440	1,682	1,704	1,424	1,235
	Germany Rose Wine	451	272	220	236	234
	Germany Sparkling Wine	36,612	76,838	23,559	43,524	27,289
	Germany White Wine	57,999	74,332	47,614	46,968	50,100
	Summary	96,502	153,123	73,097	92,152	78,861
Greece Wine	Greece Fruit and Dessert Wine	0	0	0	30	0
	Greece Red Wine	5,027	6,602	4,768	5,858	3,904
	Greece Rose Wine	392	393	447	940	920
	Greece Sparkling Wine	207	166	180	130	130
	Greece White Wine	6,371	3,796	4,605	6,992	5,714
	Summary	11,997	10,957	10,000	13,949	10,668
Hungary Wine	Hungary Fruit and Dessert Wine	273	555	420	326	276
	Hungary Red Wine	1,030	2,444	1,071	909	958
	Hungary Rose Wine	27	27	72	9	27
	Hungary Sparkling Wine	11,780	9,702	3,928	5,091	5,872
	Hungary White Wine	9,026	6,853	8,490	3,653	4,880

Wine Sales (Litres)

Litres		Fiscal 2023/24 Q2	Fiscal 2023/24 Q3	Fiscal 2023/24 Q4	Fiscal 2024/25 Q1	Fiscal 2024/25 Q2
Hungary Wine	Summary	22,136	19,580	13,981	9,989	12,014
Israel Wine	Israel Red Wine	1,557	1,188	970	1,332	864
	Israel Rose Wine	252	99	90	234	153
	Israel White Wine	531	297	306	387	234
	Summary	2,340	1,584	1,366	1,953	1,251
Italy Wine	Italy Fruit and Dessert Wine	67	100	102	118	122
	Italy Red Wine	460,464	698,848	506,006	475,990	469,248
	Italy Rose Wine	24,016	9,292	11,054	20,661	20,129
	Italy Sparkling Wine	120,411	138,213	88,379	119,526	127,945
	Italy White Wine	369,527	404,019	322,672	378,248	392,020
	Prosecco Wine	350,004	561,667	197,859	327,716	361,238
	Summary	1,324,489	1,812,139	1,126,073	1,322,260	1,370,702
New Zealand Wine	New Zealand Fruit and Dessert Wine	0	0	0	0	0
	New Zealand Red Wine	21,567	43,252	15,050	22,509	21,304
	New Zealand Rose Wine	24,657	11,602	9,346	20,200	20,656
	New Zealand Sparkling Wine	3,474	7,638	2,758	3,122	3,127
	New Zealand White Wine	662,394	759,997	424,237	741,109	670,796
	Summary	712,092	822,490	451,392	786,940	715,884
Other Country Wine	Other Country Fruit and Dessert Wine	19,403	23,383	20,172	19,308	19,130
	Other Country Red Wine	4,180	6,851	4,919	4,750	4,742
	Other Country Rose Wine	910	328	440	686	938
	Other Country Sparkling Wine	560	688	376	664	1,064
	Other Country White Wine	2,315	3,416	1,916	2,818	3,620
	Summary	27,367	34,665	27,823	28,227	29,495
Other Style Wine	Aperitif And Flavoured Wine	3,624	4,971	3,827	4,352	4,380
	Mead	10,348	5,371	7,116	5,725	11,916
	Rice Wine	5,800	6,738	6,604	5,867	5,602
	Summary	19,771	17,080	17,547	15,944	21,899

Wine Sales (Litres)

Litres		Fiscal 2023/24 Q2	Fiscal 2023/24 Q3	Fiscal 2023/24 Q4	Fiscal 2024/25 Q1	Fiscal 2024/25 Q2
Portugal Wine	Portugal Fruit and Dessert Wine	50	150	42	40	14
	Portugal Red Wine	89,567	104,211	96,188	95,884	73,616
	Portugal Rose Wine	24,408	18,760	13,249	22,112	23,585
	Portugal Sparkling Wine	294	207	212	292	216
	Portugal White Wine	56,945	31,090	27,683	44,672	53,614
	Summary	171,264	154,417	137,374	163,000	151,044
Sake	Japan Sake	60,155	70,716	62,094	59,785	58,464
	Other Country Sake	3,663	3,222	2,713	3,143	4,508
	USA Sake	58,274	73,933	71,950	65,642	55,761
	Summary	122,092	147,871	136,757	128,570	118,733
South Africa Wine	South Africa Fruit and Dessert Wine	30	60	0	2	7
	South Africa Red Wine	53,788	64,474	53,893	55,082	45,702
	South Africa Rose Wine	6,482	1,880	1,668	2,422	3,092
	South Africa Sparkling Wine	133	93	577	108	166
	South Africa White Wine	89,612	73,606	74,948	69,252	81,966
	Summary	150,044	140,112	131,085	126,866	130,932
Spain Wine	Spain Fruit and Dessert Wine	417	312	346	363	328
	Spain Red Wine	201,460	294,351	246,308	215,759	219,955
	Spain Rose Wine	26,556	12,410	18,032	18,299	21,778
	Spain Sparkling Wine	75,357	116,996	59,218	58,894	68,700
	Spain White Wine	28,593	31,247	26,563	34,826	29,210
	Summary	332,383	455,315	350,468	328,142	339,972
USA Wine	USA Fruit and Dessert Wine	96	30	22	23	24
	USA Red Wine	1,008,516	1,380,800	891,180	939,558	844,610
	USA Rose Wine	82,498	72,960	64,382	63,732	69,282
	USA Sparkling Wine	5,702	8,120	5,330	7,273	19,989
	USA White Wine	375,976	382,745	312,354	401,153	393,379
	Summary	1,472,788	1,844,655	1,273,268	1,411,740	1,327,284

Wine Sales (Litres)

Litres	Fiscal 2023/24 Q2	Fiscal 2023/24 Q3	Fiscal 2023/24 Q4	Fiscal 2024/25 Q1	Fiscal 2024/25 Q2
Summary	17,669,121	19,079,598	14,436,013	16,177,738	16,693,281

GLOSSARY AND EXPLANATORY NOTES

Domestic Beer – the domestic beer classification is defined as follows:

Commercial Beer – Breweries with Annual Production over 350,000HL

Regional Beer – Breweries with Annual Production over 15,000HL and up to 350,000HL

Micro Brew Beer – Breweries with Annual Production up to 15,000HL

Negative Sales

Occasionally, negative sales are reported. This is usually due to adjustments or product returns.