

Liquor Market Review

Fiscal 2025/26 Q2

September 2025



**LIQUOR
DISTRIBUTION
BRANCH**



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Introduction

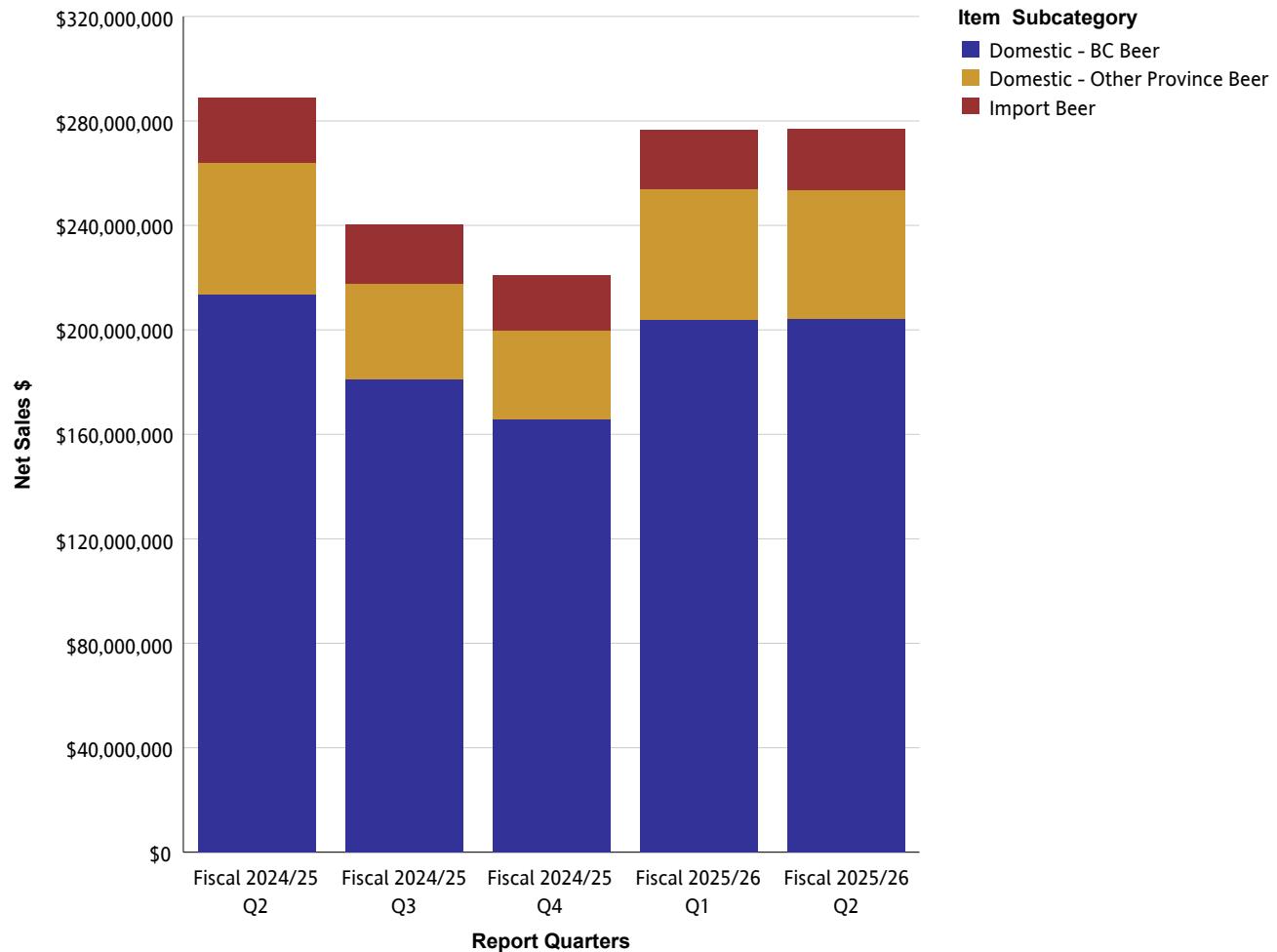
The Liquor Market Review provides provincial sales through the Wholesale channel for beer, refreshment beverages, spirits and wine. Sales are provided in net dollar value and litres. Net dollar value is based on the price paid by the customer and excludes any applicable taxes. For each reporting period,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

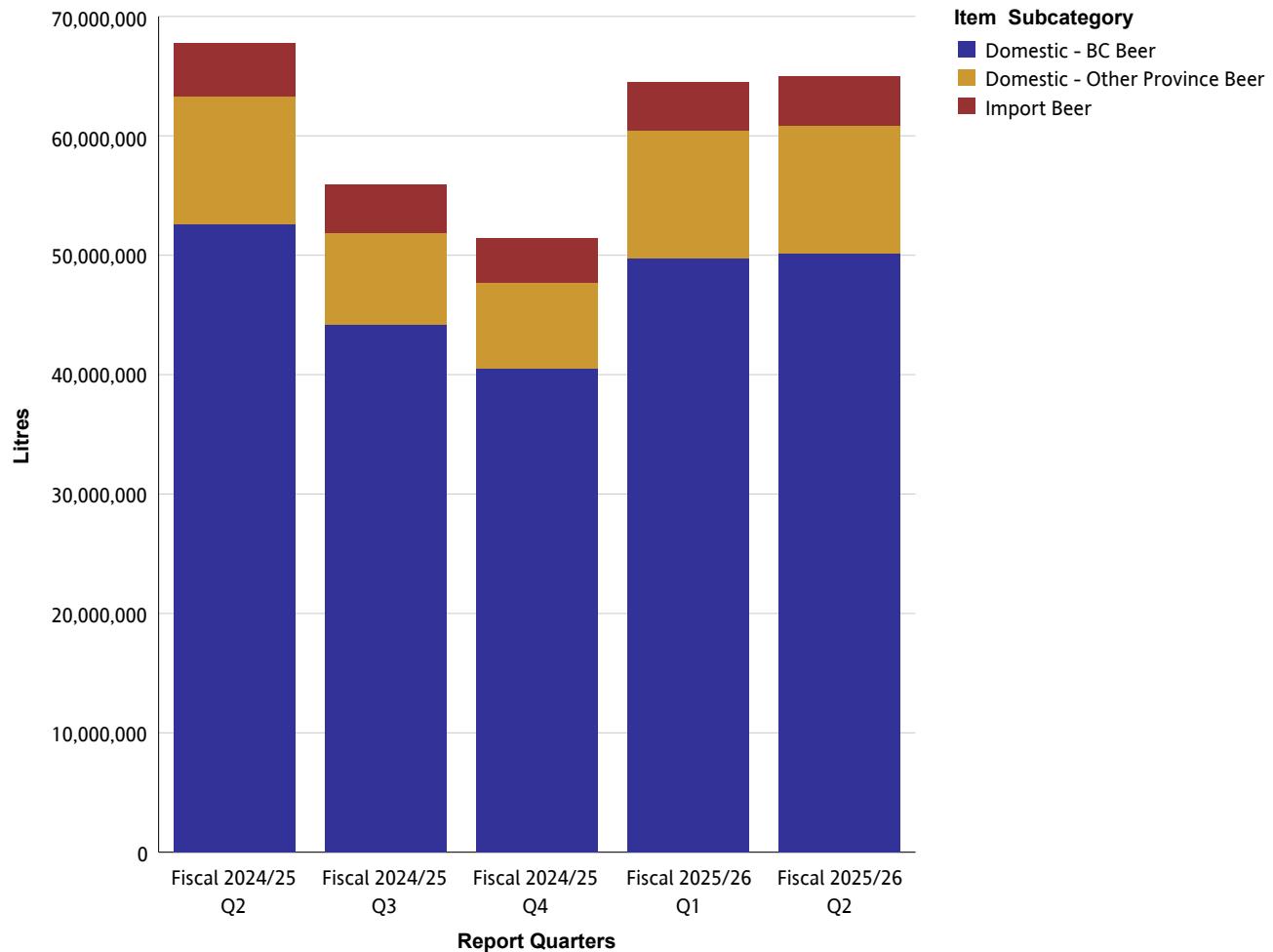


Beer Sales (Net \$)

Beer

Net Sales \$		Fiscal 2024/25 Q2	Fiscal 2024/25 Q3	Fiscal 2024/25 Q4	Fiscal 2025/26 Q1	Fiscal 2025/26 Q2
Domestic - BC Beer	Domestic - BC Commercial Beer	\$118,276,668	\$101,448,870	\$92,915,416	\$110,105,640	\$109,671,124
	Domestic - BC Micro Brew Beer	\$40,372,022	\$31,141,908	\$29,106,240	\$37,416,017	\$39,178,297
	Domestic - BC Regional Beer	\$55,044,093	\$48,583,530	\$43,766,428	\$56,248,766	\$55,196,148
	Summary	\$213,692,783	\$181,174,308	\$165,788,084	\$203,770,422	\$204,045,570
Domestic - Other Province Beer	Domestic - Other Province Commercial Beer	\$49,459,271	\$36,121,151	\$33,555,547	\$49,168,617	\$48,873,856
	Domestic - Other Province Micro Brew Beer	\$202,178	\$197,971	\$138,141	\$195,036	\$239,087
	Domestic - Other Province Regional Beer	\$516,105	\$465,121	\$493,752	\$645,801	\$477,799
	Summary	\$50,177,555	\$36,784,243	\$34,187,441	\$50,009,455	\$49,590,743
Import Beer	Asia And South Pacific Beer	\$1,925,110	\$1,763,305	\$1,660,918	\$1,922,912	\$2,061,525
	Europe Beer	\$18,358,912	\$17,525,225	\$16,589,986	\$17,175,610	\$17,690,216
	Mexico And Caribbean Beer	\$3,310,361	\$2,230,129	\$1,968,593	\$2,762,857	\$2,678,091
	Other Country Beer	\$716,862	\$660,592	\$617,009	\$680,222	\$695,669
	USA Beer	\$525,573	\$253,749	\$179,983	\$75,664	\$49,217
	Summary	\$24,836,819	\$22,433,001	\$21,016,490	\$22,617,265	\$23,174,718
Summary		\$288,707,157	\$240,391,552	\$220,992,014	\$276,397,142	\$276,811,030

Beer Sales (Litres)

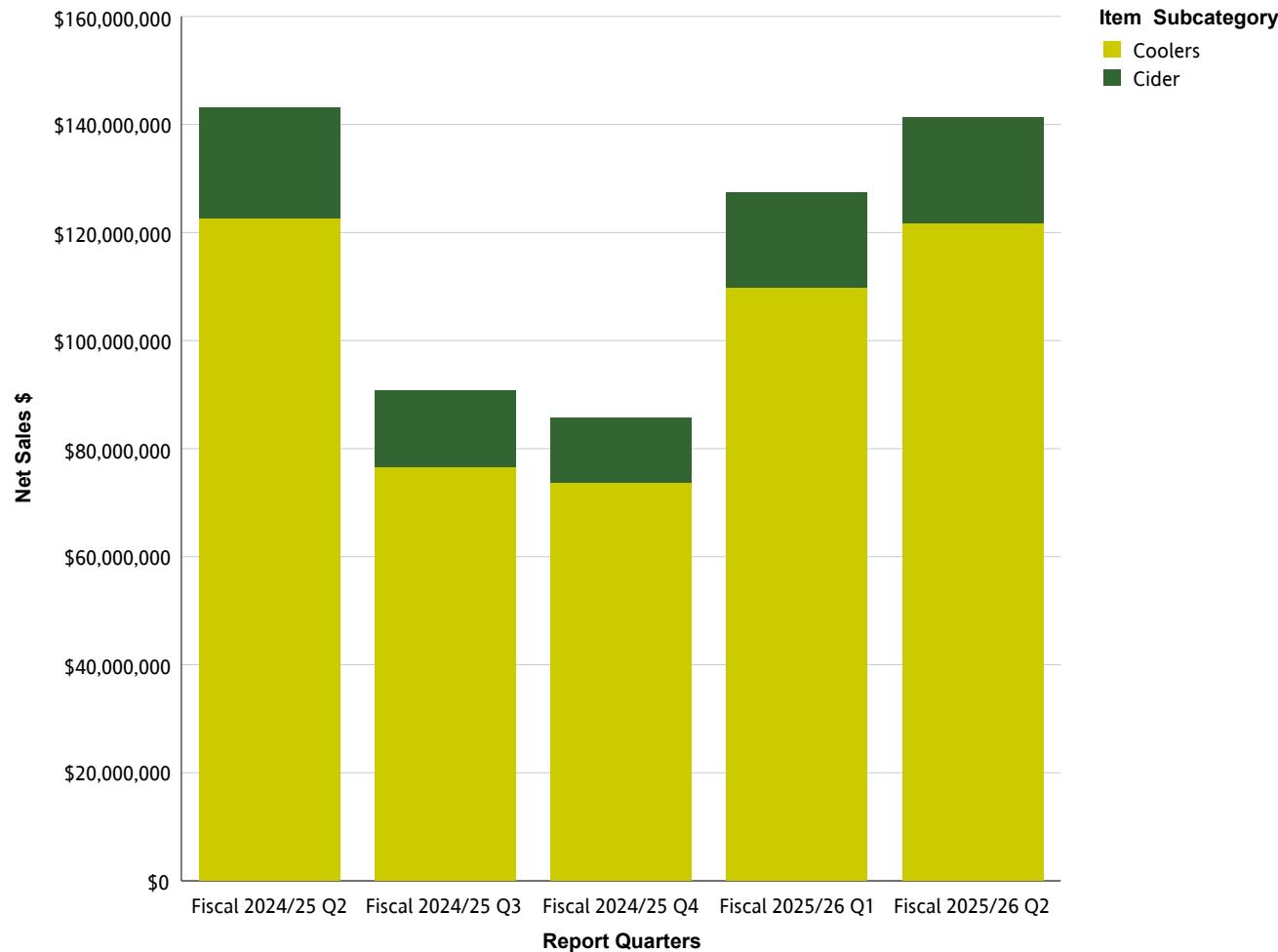


Beer Sales (Litres)

Beer

Litres		Fiscal 2024/25 Q2	Fiscal 2024/25 Q3	Fiscal 2024/25 Q4	Fiscal 2025/26 Q1	Fiscal 2025/26 Q2
Domestic - BC Beer	Domestic - BC Commercial Beer	30,474,912	25,656,254	23,403,198	27,821,034	28,372,906
	Domestic - BC Micro Brew Beer	7,969,703	6,060,017	5,760,426	7,310,463	7,641,429
	Domestic - BC Regional Beer	14,189,713	12,468,536	11,379,616	14,582,792	14,157,556
	Summary	52,634,328	44,184,807	40,543,240	49,714,290	50,171,890
Domestic - Other Province Beer	Domestic - Other Province Commercial Beer	10,503,368	7,535,079	7,007,229	10,581,262	10,499,917
	Domestic - Other Province Micro Brew Beer	32,014	26,279	20,560	30,578	38,680
	Domestic - Other Province Regional Beer	131,145	119,865	130,879	171,556	136,780
	Summary	10,666,526	7,681,224	7,158,668	10,783,395	10,675,377
Import Beer	Asia And South Pacific Beer	330,992	300,872	280,156	324,718	347,349
	Europe Beer	3,390,398	3,220,027	2,984,514	3,125,726	3,225,366
	Mexico And Caribbean Beer	541,430	357,119	310,821	438,323	421,135
	Other Country Beer	113,715	106,396	97,992	108,243	110,677
	USA Beer	81,763	41,107	25,497	10,472	7,300
	Summary	4,458,299	4,025,520	3,698,981	4,007,481	4,111,827
Summary		67,759,154	55,891,551	51,400,889	64,505,166	64,959,095

Refreshment Beverages Sales (Net \$)

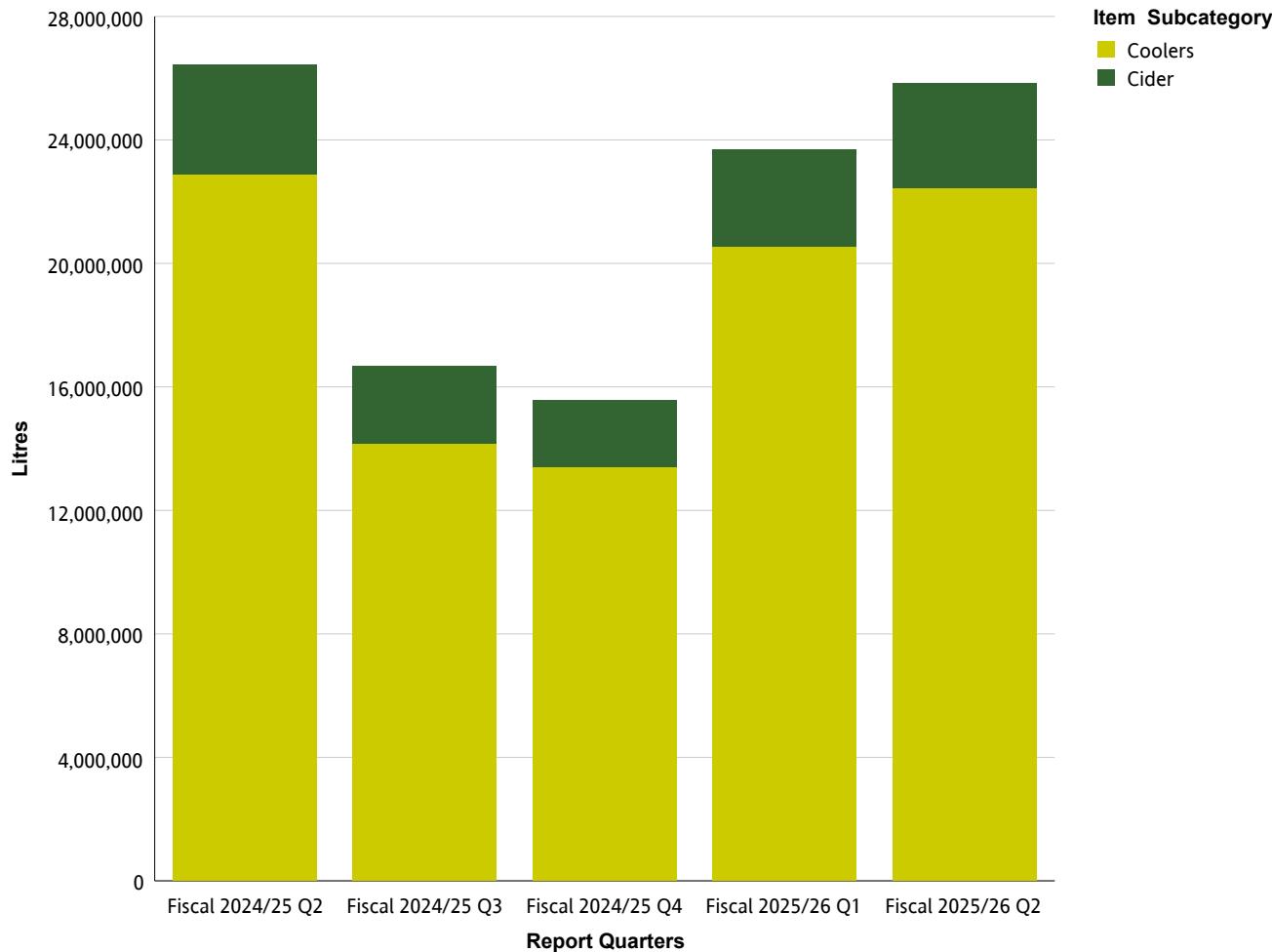


Refreshment Beverages Sales (Net \$)

Refreshment Beverages

Net Sales \$		Fiscal 2024/25 Q2	Fiscal 2024/25 Q3	Fiscal 2024/25 Q4	Fiscal 2025/26 Q1	Fiscal 2025/26 Q2
Cider	Domestic Cider	\$16,888,832	\$11,196,930	\$9,419,893	\$14,081,627	\$16,084,356
	Import Cider	\$3,547,950	\$3,050,117	\$2,622,116	\$3,471,881	\$3,562,722
	Summary	\$20,436,782	\$14,247,048	\$12,042,009	\$17,553,508	\$19,647,077
Coolers	Malt-Based Coolers	\$577,771	\$263,195	\$222,017	\$203,357	\$155,903
	Spirit Coolers	\$120,968,839	\$75,547,221	\$72,694,520	\$108,545,025	\$120,513,274
	Wine/Fruit Coolers	\$1,138,113	\$822,523	\$854,849	\$1,043,341	\$1,078,658
	Summary	\$122,684,723	\$76,632,939	\$73,771,387	\$109,791,723	\$121,747,836
Summary		\$143,121,504	\$90,879,987	\$85,813,396	\$127,345,231	\$141,394,913

Refreshment Beverages Sales (Litres)

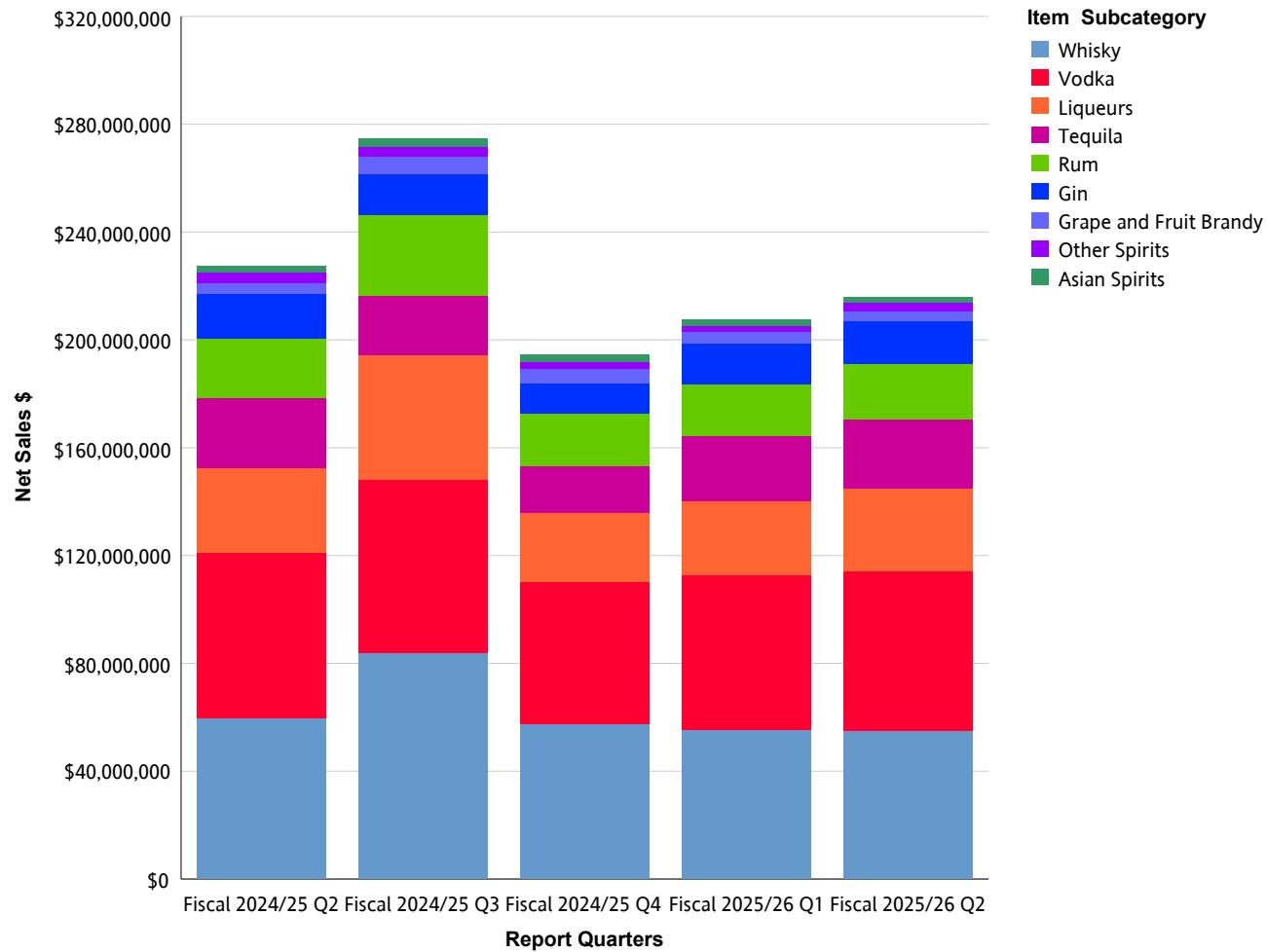


Refreshment Beverages Sales (Litres)

Refreshment Beverages

Litres		Fiscal 2024/25 Q2	Fiscal 2024/25 Q3	Fiscal 2024/25 Q4	Fiscal 2025/26 Q1	Fiscal 2025/26 Q2
Cider	Domestic Cider	2,848,546	1,905,192	1,660,753	2,453,902	2,720,056
	Import Cider	691,478	605,747	494,531	677,901	687,664
	Summary	3,540,024	2,510,939	2,155,284	3,131,803	3,407,720
Coolers	Malt-Based Coolers	117,201	52,010	40,724	32,901	24,846
	Spirit Coolers	22,624,910	14,011,494	13,278,828	20,385,139	22,291,304
	Wine/Fruit Coolers	142,573	99,059	100,936	123,005	123,326
	Summary	22,884,684	14,162,563	13,420,488	20,541,045	22,439,476
Summary		26,424,708	16,673,502	15,575,771	23,672,848	25,847,196

Spirits Sales (Net \$)



Spirits Sales (Net \$)

Spirits

Net Sales \$		Fiscal 2024/25 Q2	Fiscal 2024/25 Q3	Fiscal 2024/25 Q4	Fiscal 2025/26 Q1	Fiscal 2025/26 Q2
Asian Spirits	China Spirits	\$854,498	\$1,657,988	\$1,455,746	\$784,261	\$653,141
	Korea Spirits	\$1,420,019	\$1,417,005	\$1,270,656	\$1,290,297	\$1,372,974
	Other Country Asian Spirits	\$170,605	\$168,408	\$162,967	\$111,724	\$132,061
	Summary	\$2,445,122	\$3,243,401	\$2,889,369	\$2,186,282	\$2,158,175
Gin	Dry Gin	\$14,415,265	\$13,202,535	\$10,179,664	\$13,000,635	\$13,801,381
	Flavoured Gin	\$1,194,470	\$1,017,242	\$779,457	\$1,278,962	\$1,191,548
	Other Gin	\$811,398	\$741,361	\$562,253	\$805,741	\$760,123
	Summary	\$16,421,133	\$14,961,138	\$11,521,374	\$15,085,338	\$15,753,052
Grape and Fruit Brandy	Armagnac	\$38,497	\$56,954	\$48,284	\$36,832	\$28,701
	Brandy	\$1,935,321	\$3,224,104	\$2,062,821	\$1,894,827	\$1,689,430
	Cognac	\$1,756,788	\$2,852,656	\$2,557,535	\$1,732,944	\$1,658,873
	Eau de Vie	\$273,235	\$378,369	\$240,257	\$308,020	\$247,185
	Grappa And Marc	\$53,493	\$85,520	\$63,854	\$51,570	\$47,265
	Pisco	\$132,506	\$135,319	\$145,198	\$131,034	\$137,626
	Summary	\$4,189,840	\$6,732,922	\$5,117,949	\$4,155,226	\$3,809,080
Liqueurs	Anise And Herbal/Spice Liqueurs	\$9,300,653	\$10,393,253	\$8,131,436	\$9,626,771	\$9,239,734
	Coffee And Cocoa Liqueurs	\$2,048,655	\$3,594,367	\$1,980,513	\$1,864,064	\$2,263,045
	Cream/Dairy Liqueurs	\$7,834,161	\$19,166,462	\$5,964,526	\$5,916,616	\$7,770,609
	Fruit Liqueurs	\$7,453,980	\$7,571,281	\$5,713,694	\$6,335,271	\$6,759,495
	Nut Liqueurs	\$1,769,586	\$2,125,105	\$1,256,284	\$1,496,543	\$1,697,065
	Other Liqueurs	\$1,385,733	\$1,485,052	\$927,469	\$1,167,344	\$1,395,776
	Whiskey Liqueurs	\$1,320,122	\$2,133,466	\$1,515,319	\$1,146,481	\$1,266,618
	Summary	\$31,112,889	\$46,468,987	\$25,489,240	\$27,553,091	\$30,392,342
Other Spirits	Cachaca	\$48,140	\$32,788	\$42,205	\$50,903	\$54,329
	Flavoured Spirits	\$153,016	\$474,591	\$84,871	\$83,673	\$150,689
	Miscellaneous/Other Spirits	\$255,170	\$211,344	\$233,685	\$185,720	\$176,101

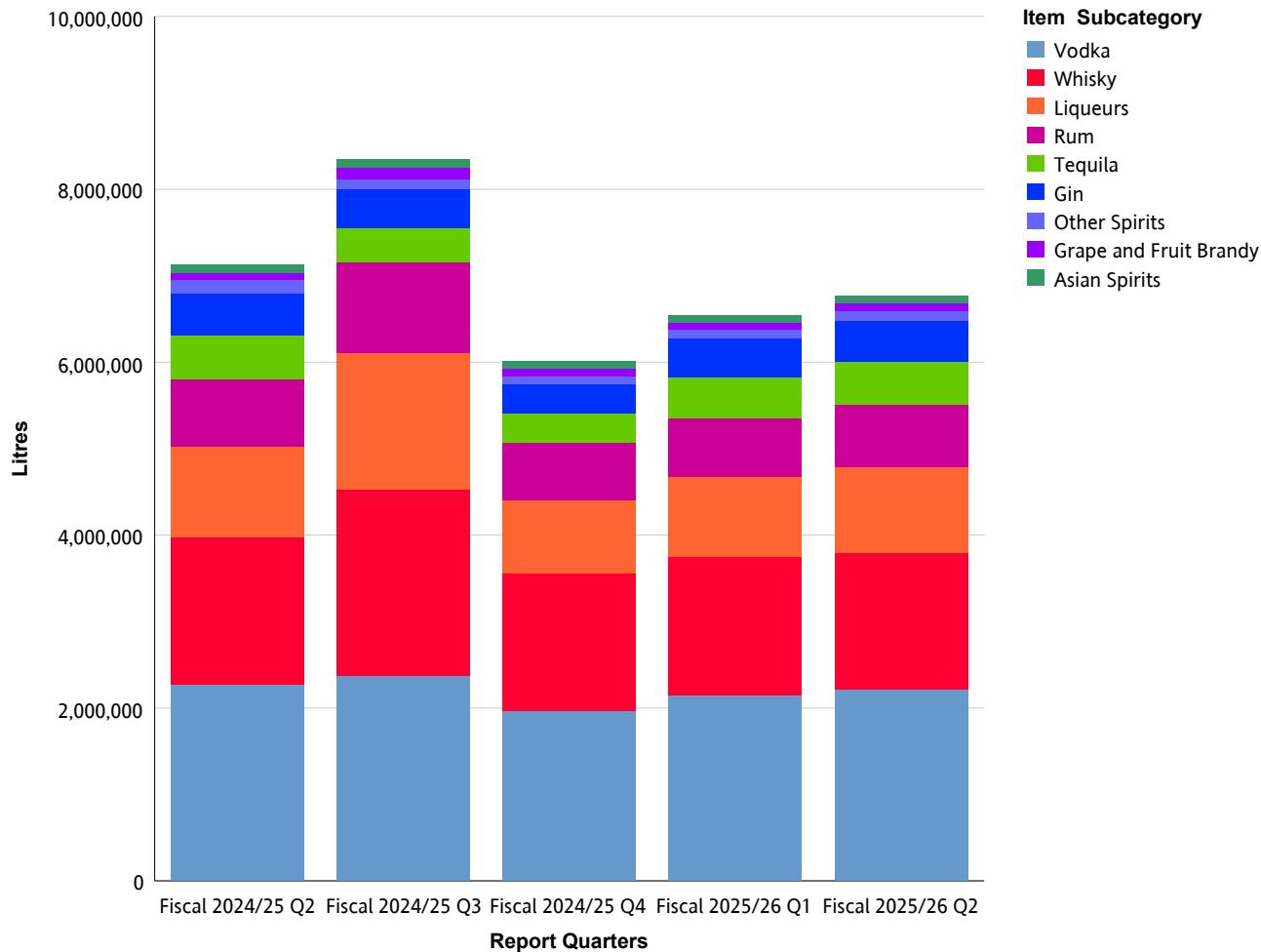
Spirits Sales (Net \$)

Net Sales \$		Fiscal 2024/25 Q2	Fiscal 2024/25 Q3	Fiscal 2024/25 Q4	Fiscal 2025/26 Q1	Fiscal 2025/26 Q2
Other Spirits	Moonshine Spirits	\$656,801	\$626,064	\$413,007	\$171,260	\$404,230
	Ready to Mix Cocktails	\$565,754	\$517,400	\$473,349	\$573,108	\$601,181
	Ready to Serve Cocktails	\$1,978,686	\$1,370,774	\$1,129,564	\$1,391,916	\$1,695,562
	Schnapps and Akvavit	\$36,179	\$77,952	\$45,896	\$44,707	\$41,850
	Summary	\$3,693,746	\$3,310,913	\$2,422,577	\$2,501,287	\$3,123,943
Rum	Amber Rum	\$5,744,085	\$7,835,310	\$4,879,050	\$4,798,244	\$5,526,490
	Dark Rum	\$2,347,432	\$3,601,239	\$2,458,945	\$2,654,560	\$2,728,571
	Flavoured Rum	\$449,130	\$489,524	\$373,076	\$315,424	\$374,553
	Spiced Rum	\$6,647,524	\$10,933,386	\$6,080,225	\$5,292,421	\$5,583,671
	White Rum	\$7,093,339	\$7,154,280	\$5,507,126	\$6,162,394	\$6,507,816
	Summary	\$22,281,510	\$30,013,740	\$19,298,422	\$19,223,042	\$20,721,101
Tequila	Blanco/Silver Tequila	\$12,061,795	\$9,103,748	\$7,966,119	\$10,602,184	\$11,926,629
	Flavoured Tequila	\$1,036,314	\$942,166	\$622,431	\$1,257,483	\$1,212,758
	Gold Tequila	\$11,721,646	\$10,829,780	\$8,075,055	\$11,080,863	\$11,315,329
	Mezcal	\$1,182,362	\$971,853	\$943,342	\$1,114,986	\$1,135,345
	Summary	\$26,002,117	\$21,847,547	\$17,606,948	\$24,055,516	\$25,590,061
Vodka	Flavoured Vodka	\$4,589,808	\$4,224,475	\$3,689,708	\$3,731,280	\$3,743,221
	Straight Vodka	\$56,909,045	\$59,979,356	\$48,944,870	\$53,794,562	\$55,828,395
	Summary	\$61,498,853	\$64,203,830	\$52,634,578	\$57,525,841	\$59,571,616
Whisky	American Whiskey	\$2,752,420	\$3,861,557	\$2,525,901	\$321,000	\$1,243,584
	Blended Malt Scotch Whisky	\$247,446	\$336,337	\$256,288	\$253,154	\$240,879
	Blended Scotch Whisky	\$7,157,899	\$9,410,912	\$7,139,807	\$6,980,436	\$6,696,625
	Bourbon Whiskey	\$5,702,506	\$8,862,492	\$5,179,484	\$419,971	\$2,343,850
	Canadian Whisky	\$28,605,601	\$33,687,735	\$26,574,853	\$31,324,101	\$28,961,816
	Flavoured Whisky	\$815,226	\$984,183	\$479,616	\$399,390	\$629,610
	Irish Whiskey	\$5,268,994	\$7,430,855	\$5,477,868	\$5,314,696	\$5,417,389
	Other Country Whisky	\$1,132,184	\$3,016,923	\$1,335,623	\$1,350,206	\$1,202,263
	Single Malt Scotch Whisky	\$8,066,775	\$16,274,171	\$8,581,950	\$8,920,136	\$8,134,385

Spirits Sales (Net \$)

Net Sales \$		Fiscal 2024/25 Q2	Fiscal 2024/25 Q3	Fiscal 2024/25 Q4	Fiscal 2025/26 Q1	Fiscal 2025/26 Q2
Whisky	Summary	\$59,749,050	\$83,865,166	\$57,551,391	\$55,283,091	\$54,870,402
Summary		\$227,394,261	\$274,647,644	\$194,531,847	\$207,568,713	\$215,989,771

Spirits Sales (Litres)



Spirits Sales (Litres)

Spirits

Litres		Fiscal 2024/25 Q2	Fiscal 2024/25 Q3	Fiscal 2024/25 Q4	Fiscal 2025/26 Q1	Fiscal 2025/26 Q2
Asian Spirits	China Spirits	13,655	16,953	15,843	12,208	11,846
	Korea Spirits	76,274	75,298	67,378	68,448	73,829
	Other Country Asian Spirits	3,980	3,924	3,828	2,602	2,903
	Summary	93,908	96,176	87,049	83,259	88,578
Gin	Dry Gin	443,014	400,347	309,753	403,129	425,861
	Flavoured Gin	33,095	25,906	20,946	34,758	32,032
	Other Gin	15,780	14,649	10,877	15,918	15,495
	Summary	491,889	440,902	341,577	453,805	473,388
Grape and Fruit Brandy	Armagnac	378	575	340	347	271
	Brandy	62,780	106,122	68,208	63,768	55,182
	Cognac	16,417	26,920	21,454	16,221	15,837
	Eau de Vie	4,776	7,748	4,731	5,931	4,789
	Grappa And Marc	971	1,383	1,077	911	824
	Pisco	3,042	3,319	3,297	2,968	3,160
	Summary	88,364	146,066	99,108	90,146	80,063
Liqueurs	Anise And Herbal/Spice Liqueurs	301,251	341,276	259,293	315,130	294,454
	Coffee And Cocoa Liqueurs	74,604	132,805	73,100	67,345	78,974
	Cream/Dairy Liqueurs	279,020	689,125	217,412	212,970	276,232
	Fruit Liqueurs	238,989	232,421	176,383	201,934	209,456
	Nut Liqueurs	63,928	72,478	42,329	55,825	63,152
	Other Liqueurs	41,346	45,725	27,671	34,229	38,704
	Whiskey Liqueurs	43,687	68,094	50,390	39,738	42,253
	Summary	1,042,825	1,581,924	846,577	927,171	1,003,225
Other Spirits	Cachaca	1,442	927	1,267	1,518	1,563
	Flavoured Spirits	2,893	17,905	1,887	1,610	3,231
	Miscellaneous/Other Spirits	5,383	4,109	4,582	4,026	3,469

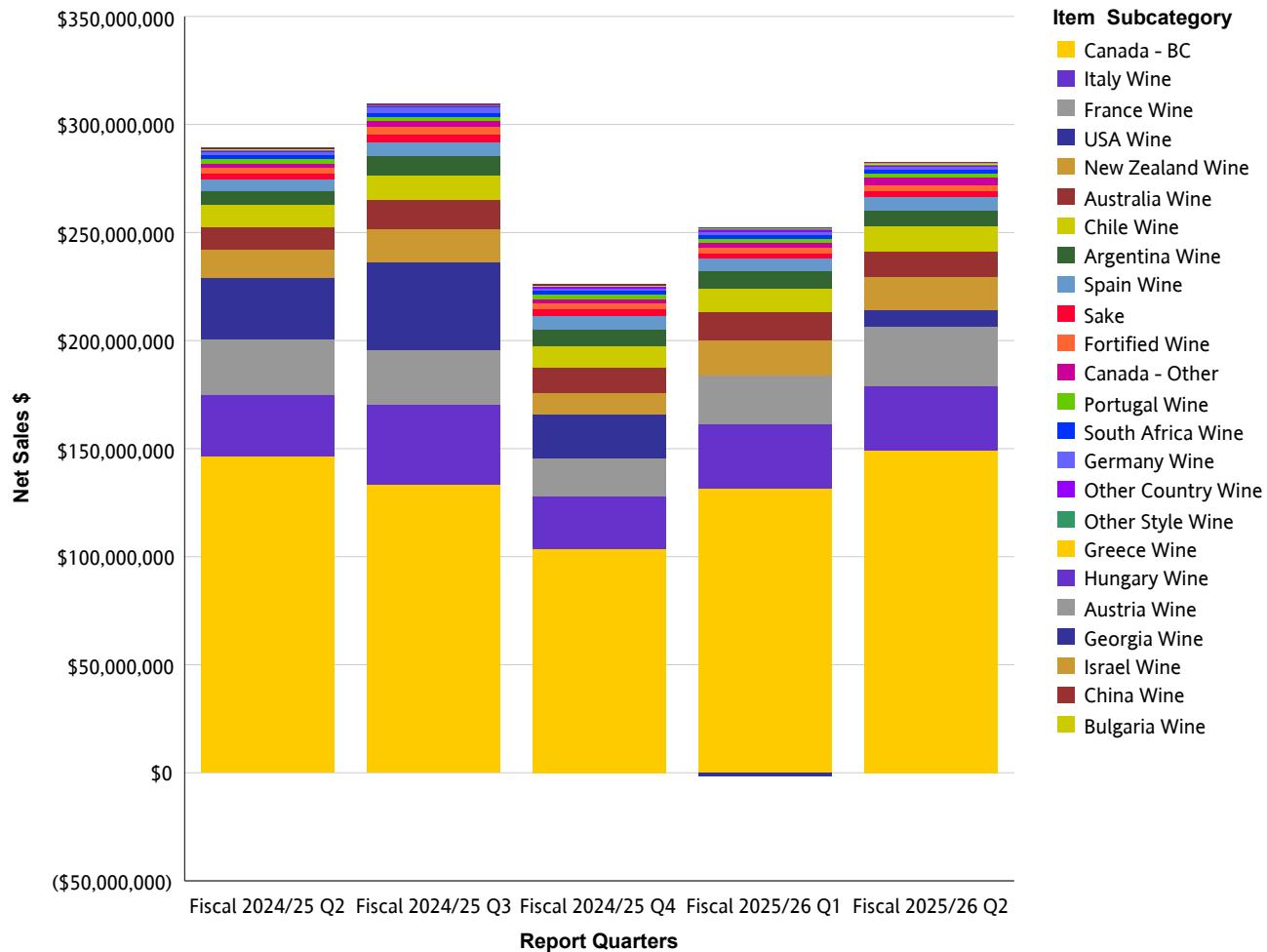
Spirits Sales (Litres)

Litres		Fiscal 2024/25 Q2	Fiscal 2024/25 Q3	Fiscal 2024/25 Q4	Fiscal 2025/26 Q1	Fiscal 2025/26 Q2
Other Spirits	Moonshine Spirits	14,737	13,042	8,974	3,662	8,655
	Ready to Mix Cocktails	28,841	25,584	23,656	28,623	30,303
	Ready to Serve Cocktails	96,719	48,679	41,550	53,766	66,430
	Schnapps and Akvavit	879	1,571	917	1,008	961
	Summary	150,895	111,819	82,833	94,214	114,613
Rum	Amber Rum	180,964	245,381	151,381	146,935	164,646
	Dark Rum	80,504	120,467	83,830	90,798	92,631
	Flavoured Rum	15,657	14,054	11,215	8,561	10,011
	Spiced Rum	221,764	374,126	200,015	177,232	187,597
	White Rum	284,439	289,248	217,469	244,280	258,552
	Summary	783,328	1,043,276	663,910	667,806	713,436
Tequila	Blanco/Silver Tequila	244,509	176,971	161,258	217,895	247,407
	Flavoured Tequila	20,366	17,549	11,924	25,823	24,354
	Gold Tequila	222,106	194,204	149,831	215,840	214,559
	Mezcal	17,782	14,372	13,742	16,656	16,828
	Summary	504,763	403,096	336,755	476,213	503,148
Vodka	Flavoured Vodka	146,091	133,769	116,415	119,483	119,349
	Straight Vodka	2,121,721	2,242,889	1,851,897	2,027,675	2,096,240
	Summary	2,267,813	2,376,657	1,968,313	2,147,158	2,215,590
Whisky	American Whiskey	69,545	89,930	62,318	12,225	31,876
	Blended Malt Scotch Whisky	4,379	5,383	4,397	4,345	3,654
	Blended Scotch Whisky	201,197	246,803	197,612	197,744	186,852
	Bourbon Whiskey	124,175	182,415	112,076	13,293	50,339
	Canadian Whisky	1,046,214	1,221,944	956,487	1,121,525	1,041,240
	Flavoured Whisky	25,958	29,538	14,972	12,720	19,616
	Irish Whiskey	133,056	183,153	138,128	130,209	137,088
	Other Country Whisky	13,961	28,486	15,855	16,347	14,594
	Single Malt Scotch Whisky	90,776	164,738	90,933	99,358	88,188

Spirits Sales (Litres)

Litres		Fiscal 2024/25 Q2	Fiscal 2024/25 Q3	Fiscal 2024/25 Q4	Fiscal 2025/26 Q1	Fiscal 2025/26 Q2
Whisky	Summary	1,709,261	2,152,389	1,592,777	1,607,766	1,573,446
Summary		7,133,046	8,352,306	6,018,899	6,547,538	6,765,488

Wine Sales (Net \$)



Wine Sales (Net \$)

Wine

Net Sales \$		Fiscal 2024/25 Q2	Fiscal 2024/25 Q3	Fiscal 2024/25 Q4	Fiscal 2025/26 Q1	Fiscal 2025/26 Q2
Argentina Wine	Argentina Red Wine	\$5,516,322	\$8,293,735	\$6,674,851	\$7,129,654	\$6,252,204
	Argentina Rose Wine	\$105,396	\$39,821	\$38,926	\$111,321	\$98,803
	Argentina Sparkling Wine	\$10,974	\$10,256	\$8,773	\$10,450	\$14,013
	Argentina White Wine	\$354,565	\$412,097	\$576,922	\$746,465	\$980,794
	Summary	\$5,987,257	\$8,755,909	\$7,299,473	\$7,997,890	\$7,345,814
Australia Wine	Australia Fruit and Dessert Wine	\$192	\$429	\$5,871	\$1,010	\$390
	Australia Red Wine	\$5,393,024	\$7,400,320	\$6,996,647	\$6,961,885	\$6,024,120
	Australia Rose Wine	\$230,973	\$305,850	\$219,415	\$311,084	\$295,024
	Australia Sparkling Wine	\$770,180	\$1,147,352	\$598,083	\$805,384	\$683,528
	Australia White Wine	\$3,715,642	\$4,238,263	\$3,473,585	\$4,734,229	\$4,691,970
	Summary	\$10,110,010	\$13,092,214	\$11,293,602	\$12,813,592	\$11,695,031
Austria Wine	Austria Fruit and Dessert Wine	\$2,779	\$6,297	\$4,176	\$2,438	\$2,887
	Austria Red Wine	\$35,434	\$36,550	\$34,396	\$30,714	\$33,910
	Austria Rose Wine	\$9,542	\$6,765	\$13,457	\$12,263	\$10,115
	Austria Sparkling Wine	\$5,270	\$5,975	\$287	\$2,920	\$7,701
	Austria White Wine	\$116,264	\$108,595	\$107,802	\$132,301	\$129,457
	Summary	\$169,290	\$164,183	\$160,118	\$180,636	\$184,070
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	\$327,378	\$210,781	\$197,815	\$205,612	\$358,438
	Canada - BC Fruit Wine	\$1,404,221	\$1,301,850	\$719,025	\$959,401	\$1,555,698
	Canada - BC Ice Wine	\$1,118,339	\$887,417	\$794,502	\$841,727	\$997,168
	Canada - BC Red Wine	\$61,089,871	\$65,876,695	\$49,701,991	\$55,372,027	\$64,513,488
	Summary	\$13,015,391	\$6,829,663	\$5,883,440	\$11,182,042	\$12,595,920

Wine Sales (Net \$)

Net Sales \$		Fiscal 2024/25 Q2	Fiscal 2024/25 Q3	Fiscal 2024/25 Q4	Fiscal 2025/26 Q1	Fiscal 2025/26 Q2
Canada - BC	Canada - BC Sparkling Wine	\$6,788,086	\$6,758,477	\$3,900,679	\$6,865,969	\$8,178,805
	Canada - BC White Wine	\$62,882,631	\$51,732,137	\$42,310,784	\$56,034,690	\$60,839,360
	Summary	\$146,625,916	\$133,597,020	\$103,508,235	\$131,461,468	\$149,038,876
Canada - Other	Canada - Other Dessert Wine	\$6,752	\$11,992	\$4,162	\$4,036	\$9,262
	Canada - Other Fruit Wine	\$4,724	\$1,807	\$1,093	\$1,634	\$3,536
	Canada - Other Ice Wine	\$573,495	\$791,542	\$901,687	\$508,044	\$1,442,645
	Canada - Other Red Wine	\$318,354	\$351,238	\$311,134	\$306,456	\$461,493
	Canada - Other Rose Wine	\$83,292	\$54,404	\$42,591	\$104,643	\$83,475
	Canada - Other Sparkling Wine	\$535,291	\$826,732	\$436,740	\$683,107	\$712,458
	Canada - Other White Wine	\$485,133	\$479,944	\$401,842	\$524,468	\$619,642
	Summary	\$2,007,041	\$2,517,658	\$2,099,249	\$2,132,387	\$3,332,511
Chile Wine	Chile Fruit and Dessert Wine	\$640	\$640	\$480	\$481	\$491
	Chile Red Wine	\$6,136,002	\$7,888,562	\$6,825,361	\$6,811,691	\$7,019,516
	Chile Rose Wine	\$697,032	\$263,047	\$277,056	\$586,642	\$791,694
	Chile Sparkling Wine	\$43,468	\$58,295	\$44,312	\$44,068	\$28,234
	Chile White Wine	\$3,845,838	\$3,282,790	\$3,183,204	\$3,784,795	\$3,840,767
	Summary	\$10,722,980	\$11,493,335	\$10,330,412	\$11,227,676	\$11,680,703
China Wine	China Fruit and Dessert Wine	\$7,279	\$10,928	\$15,095	\$3,945	\$1,704
	China Red Wine	\$251	\$793	\$3,829	\$125	\$376
	China White Wine	\$125	\$251	\$0	\$13,317	\$0
	Summary	\$7,656	\$11,972	\$18,923	\$17,387	\$2,080
Fortified Wine	Other Fortified Domestic Wine	\$831,142	\$808,514	\$627,272	\$631,109	\$880,297
	Other Fortified Import Wine	\$302,519	\$444,144	\$344,998	\$352,124	\$298,935
	Port Wine	\$493,539	\$1,125,303	\$505,466	\$479,140	\$497,371
	Sherry Wine	\$211,104	\$471,357	\$265,364	\$230,111	\$209,093
	Vermouth Wine	\$847,477	\$1,028,428	\$797,168	\$887,966	\$879,816
	Summary	\$2,685,782	\$3,877,747	\$2,540,269	\$2,580,449	\$2,765,510
France Wine	France Champagne Wine	\$4,275,605	\$7,626,297	\$2,990,248	\$3,854,924	\$4,662,635

Wine Sales (Net \$)

Net Sales \$		Fiscal 2024/25 Q2	Fiscal 2024/25 Q3	Fiscal 2024/25 Q4	Fiscal 2025/26 Q1	Fiscal 2025/26 Q2
France Wine	France Fruit and Dessert Wine	\$51,886	\$17,601	\$26,062	\$14,904	\$18,218
	France Red Wine	\$10,871,149	\$9,243,467	\$7,269,303	\$7,375,557	\$10,841,950
	France Rose Wine	\$4,493,437	\$2,066,788	\$1,842,927	\$4,161,833	\$5,031,569
	France Sparkling Wine	\$940,650	\$1,177,008	\$746,617	\$958,205	\$967,186
	France White Wine	\$5,135,959	\$5,342,684	\$4,596,256	\$5,889,322	\$6,065,745
	Summary	\$25,768,687	\$25,473,846	\$17,471,413	\$22,254,746	\$27,587,305
Georgia Wine	Georgia Red Wine	\$60,762	\$112,556	\$86,462	\$82,533	\$64,082
	Georgia Rose Wine	\$399	\$3,346	\$389	\$520	\$345
	Georgia Sparkling Wine	\$1,288	\$1,503	\$429	\$1,332	\$1,018
	Georgia White Wine	\$15,880	\$16,017	\$17,950	\$21,465	\$16,927
	Summary	\$78,330	\$133,422	\$105,231	\$105,850	\$82,373
Germany Wine	Germany Fruit and Dessert Wine	\$1,560	\$0	\$0	\$0	\$0
	Germany Red Wine	\$34,209	\$37,563	\$40,225	\$35,941	\$62,716
	Germany Rose Wine	\$5,821	\$0	\$324	\$2,258	\$3,118
	Germany Sparkling Wine	\$558,139	\$1,132,392	\$437,480	\$623,129	\$543,725
	Germany White Wine	\$858,105	\$1,133,017	\$792,004	\$860,868	\$859,880
	Summary	\$1,457,835	\$2,302,972	\$1,270,034	\$1,522,196	\$1,469,439
Greece Wine	Greece Fruit and Dessert Wine	\$0	\$0	\$2,194	\$0	\$0
	Greece Red Wine	\$79,848	\$133,077	\$136,359	\$136,640	\$109,557
	Greece Rose Wine	\$20,167	\$12,714	\$7,701	\$15,927	\$17,198
	Greece Sparkling Wine	\$3,838	\$6,997	\$4,938	\$9,340	\$1,387
	Greece White Wine	\$118,999	\$99,102	\$155,553	\$168,928	\$177,220
	Summary	\$222,853	\$251,891	\$306,745	\$330,835	\$305,361
Hungary Wine	Hungary Fruit and Dessert Wine	\$18,675	\$20,985	\$41,750	\$13,525	\$21,582
	Hungary Red Wine	\$16,365	\$19,191	\$20,569	\$18,266	\$16,158
	Hungary Rose Wine	\$901	\$78	\$0	\$0	\$110
	Hungary Sparkling Wine	\$103,994	\$100,965	\$53,834	\$66,504	\$91,588
	Hungary White Wine	\$84,220	\$80,828	\$72,381	\$71,377	\$106,986

Wine Sales (Net \$)

Net Sales \$		Fiscal 2024/25 Q2	Fiscal 2024/25 Q3	Fiscal 2024/25 Q4	Fiscal 2025/26 Q1	Fiscal 2025/26 Q2
Hungary Wine	Summary	\$224,154	\$222,047	\$188,535	\$169,673	\$236,424
Israel Wine	Israel Red Wine	\$24,376	\$31,926	\$31,051	\$37,197	\$24,704
	Israel Rose Wine	\$4,379	\$1,521	\$6,761	\$5,412	\$2,435
	Israel White Wine	\$6,102	\$4,829	\$7,748	\$13,367	\$8,330
	Summary	\$34,858	\$38,276	\$45,559	\$55,976	\$35,469
Italy Wine	Italy Fruit and Dessert Wine	\$14,910	\$15,493	\$4,826	\$12,353	\$12,636
	Italy Red Wine	\$10,791,407	\$16,392,718	\$12,237,708	\$12,625,376	\$12,451,763
	Italy Rose Wine	\$431,305	\$194,667	\$203,512	\$441,388	\$485,891
	Italy Sparkling Wine	\$2,257,043	\$2,644,932	\$1,802,911	\$2,221,292	\$2,422,838
	Italy White Wine	\$6,545,400	\$6,456,173	\$5,151,102	\$6,892,586	\$6,668,766
	Prosecco Wine	\$8,154,993	\$11,090,084	\$5,091,569	\$7,956,074	\$7,985,004
	Summary	\$28,195,058	\$36,794,068	\$24,491,628	\$30,149,070	\$30,026,897
New Zealand Wine	New Zealand Fruit and Dessert Wine	\$0	\$816	\$0	\$0	\$0
	New Zealand Red Wine	\$504,934	\$671,656	\$400,455	\$608,864	\$593,853
	New Zealand Rose Wine	\$388,213	\$190,718	\$153,259	\$477,096	\$433,715
	New Zealand Sparkling Wine	\$65,406	\$143,345	\$68,956	\$57,643	\$92,835
	New Zealand White Wine	\$12,427,887	\$14,734,729	\$9,335,123	\$15,157,124	\$14,186,490
	Summary	\$13,386,440	\$15,741,263	\$9,957,794	\$16,300,728	\$15,306,894
Other Country Wine	Other Country Fruit and Dessert Wine	\$325,207	\$390,864	\$391,101	\$326,520	\$314,936
	Other Country Red Wine	\$86,438	\$96,608	\$93,692	\$113,487	\$78,577
	Other Country Rose Wine	\$20,075	\$9,597	\$12,771	\$13,704	\$25,737
	Other Country Sparkling Wine	\$26,997	\$26,056	\$23,817	\$32,071	\$26,453
	Other Country White Wine	\$59,683	\$58,835	\$54,073	\$69,578	\$61,227
	Summary	\$518,399	\$581,960	\$575,453	\$555,360	\$506,929
Other Style Wine	Aperitif And Flavoured Wine	\$75,188	\$97,573	\$68,503	\$29,089	\$51,076
	Mead	\$298,847	\$165,302	\$147,698	\$157,728	\$274,211
	Rice Wine	\$68,782	\$76,682	\$69,328	\$55,181	\$49,878
	Summary	\$442,817	\$339,557	\$285,530	\$241,999	\$375,165

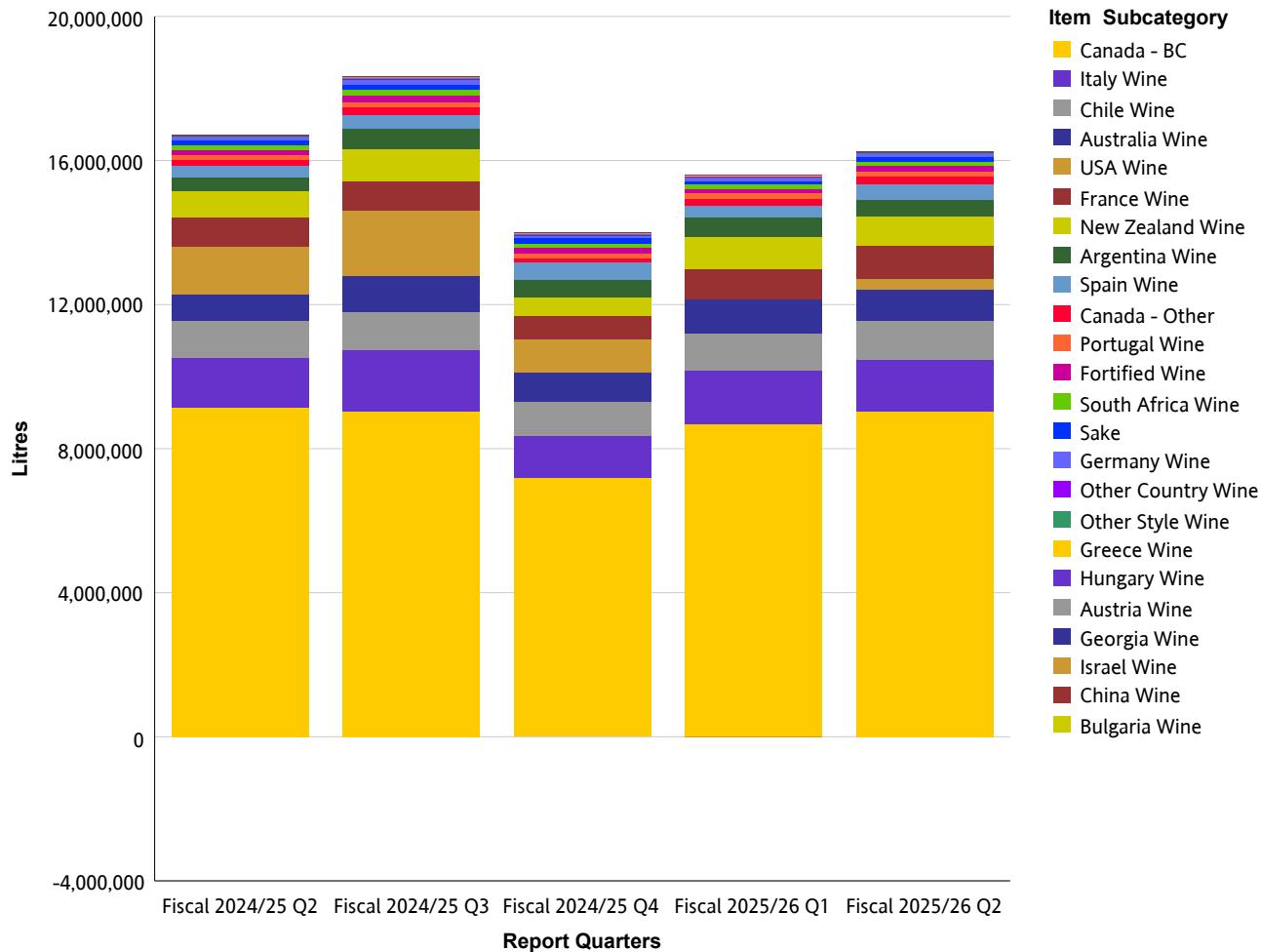
Wine Sales (Net \$)

Net Sales \$		Fiscal 2024/25 Q2	Fiscal 2024/25 Q3	Fiscal 2024/25 Q4	Fiscal 2025/26 Q1	Fiscal 2025/26 Q2
Portugal Wine	Portugal Fruit and Dessert Wine	\$351	\$1,737	\$3,347	\$4,169	\$2,165
	Portugal Red Wine	\$953,129	\$1,405,792	\$1,190,390	\$1,113,329	\$1,055,928
	Portugal Rose Wine	\$285,855	\$218,594	\$163,069	\$208,328	\$344,263
	Portugal Sparkling Wine	\$4,606	\$2,703	\$1,272	\$2,809	\$3,048
	Portugal White Wine	\$758,659	\$445,330	\$489,007	\$662,673	\$645,575
	Summary	\$2,002,600	\$2,074,156	\$1,847,085	\$1,991,307	\$2,050,979
Sake	Japan Sake	\$2,099,259	\$2,458,376	\$2,468,168	\$2,334,830	\$2,661,300
	Other Country Sake	\$135,215	\$136,869	\$97,554	\$151,733	\$186,512
	USA Sake	\$576,542	\$718,437	\$716,698	\$190,588	\$80,677
	Summary	\$2,811,017	\$3,313,682	\$3,282,421	\$2,677,151	\$2,928,489
South Africa Wine	South Africa Fruit and Dessert Wine	\$633	\$633	\$149	\$0	\$0
	South Africa Red Wine	\$681,854	\$976,007	\$825,874	\$776,638	\$594,544
	South Africa Rose Wine	\$49,933	\$20,884	\$21,316	\$43,399	\$41,771
	South Africa Sparkling Wine	\$4,402	\$2,550	\$9,543	\$1,529	\$5,403
	South Africa White Wine	\$1,049,252	\$959,037	\$874,551	\$1,041,383	\$1,046,227
	Summary	\$1,786,073	\$1,959,110	\$1,731,432	\$1,862,949	\$1,687,945
Spain Wine	Spain Fruit and Dessert Wine	\$11,577	\$12,766	\$11,156	\$10,707	\$12,691
	Spain Red Wine	\$3,314,456	\$3,991,021	\$4,221,282	\$3,500,023	\$3,650,221
	Spain Rose Wine	\$232,375	\$102,851	\$376,712	\$252,592	\$385,394
	Spain Sparkling Wine	\$1,336,991	\$2,001,632	\$1,085,693	\$1,242,881	\$1,291,905
	Spain White Wine	\$510,972	\$481,192	\$725,451	\$606,328	\$810,531
	Summary	\$5,406,370	\$6,589,462	\$6,420,295	\$5,612,530	\$6,150,741
USA Wine	USA Fruit and Dessert Wine	\$0	\$0	\$27,777	\$0	\$0
	USA Red Wine	\$19,952,741	\$32,164,110	\$15,494,049	(\$1,982,706)	\$5,397,002
	USA Rose Wine	\$919,741	\$704,739	\$539,748	\$264,175	\$301,307
	USA Sparkling Wine	\$260,048	\$401,020	\$181,785	(\$4,180)	\$45,390
	USA White Wine	\$7,257,400	\$7,095,949	\$4,457,209	\$118,843	\$1,803,406
	Summary	\$28,389,930	\$40,365,818	\$20,700,567	(\$1,603,868)	\$7,547,105

Wine Sales (Net \$)

Net Sales \$	Fiscal 2024/25 Q2	Fiscal 2024/25 Q3	Fiscal 2024/25 Q4	Fiscal 2025/26 Q1	Fiscal 2025/26 Q2
Summary	\$289,041,351	\$309,691,568	\$225,930,001	\$250,637,987	\$282,342,111

Wine Sales (Litres)



Wine Sales (Litres)

Wine

Litres		Fiscal 2024/25 Q2	Fiscal 2024/25 Q3	Fiscal 2024/25 Q4	Fiscal 2025/26 Q1	Fiscal 2025/26 Q2
Argentina Wine	Argentina Red Wine	345,760	530,741	439,105	462,123	398,251
	Argentina Rose Wine	7,132	2,696	2,785	7,822	6,614
	Argentina Sparkling Wine	566	526	459	522	760
	Argentina White Wine	24,362	29,012	42,988	53,850	66,285
	Summary	377,821	562,974	485,337	524,318	471,910
Australia Wine	Australia Fruit and Dessert Wine	6	10	114	21	10
	Australia Red Wine	369,534	526,530	496,722	476,629	410,972
	Australia Rose Wine	17,984	25,699	15,513	23,674	23,804
	Australia Sparkling Wine	50,144	78,608	38,980	53,501	44,147
	Australia White Wine	300,980	359,449	285,037	397,359	395,170
	Summary	738,648	990,296	836,366	951,184	874,104
Austria Wine	Austria Fruit and Dessert Wine	54	112	81	34	56
	Austria Red Wine	1,060	1,083	1,084	878	1,034
	Austria Rose Wine	242	189	387	346	274
	Austria Sparkling Wine	144	135	9	86	224
	Austria White Wine	3,532	3,410	3,097	4,022	3,972
	Summary	5,032	4,930	4,658	5,365	5,560
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	6,663	4,265	4,190	3,776	7,230
	Canada - BC Fruit Wine	67,760	65,078	35,416	48,316	75,949
	Canada - BC Ice Wine	10,389	8,361	6,973	6,664	7,282
	Canada - BC Red Wine	3,551,861	4,193,275	3,261,635	3,481,526	3,601,994
	Canada - BC Rose Wine	691,009	410,090	355,386	632,955	699,473

Wine Sales (Litres)

Litres		Fiscal 2024/25 Q2	Fiscal 2024/25 Q3	Fiscal 2024/25 Q4	Fiscal 2025/26 Q1	Fiscal 2025/26 Q2
Canada - BC	Canada - BC Sparkling Wine	218,670	185,179	113,090	180,611	243,079
	Canada - BC White Wine	4,608,273	4,156,606	3,424,638	4,336,049	4,401,949
	Summary	9,154,625	9,022,853	7,201,328	8,689,897	9,036,956
Canada - Other	Canada - Other Dessert Wine	58	102	41	34	84
	Canada - Other Fruit Wine	398	152	92	147	288
	Canada - Other Ice Wine	6,844	9,019	10,030	5,801	15,352
	Canada - Other Red Wine	22,579	32,789	26,613	28,870	37,210
	Canada - Other Rose Wine	8,405	5,552	4,482	10,668	8,048
	Canada - Other Sparkling Wine	59,072	93,136	47,171	65,560	66,778
	Canada - Other White Wine	47,597	49,591	41,027	54,724	61,698
	Summary	144,953	190,340	129,455	165,805	189,459
Chile Wine	Chile Fruit and Dessert Wine	18	18	14	14	13
	Chile Red Wine	575,303	720,082	611,208	610,363	627,173
	Chile Rose Wine	69,405	26,151	26,576	56,358	73,165
	Chile Sparkling Wine	2,365	3,299	2,190	2,175	1,450
	Chile White Wine	371,602	315,295	306,921	356,461	366,906
	Summary	1,018,693	1,064,845	946,908	1,025,370	1,068,707
China Wine	China Fruit and Dessert Wine	202	291	362	114	44
	China Red Wine	9	22	122	4	14
	China White Wine	4	9	0	225	0
	Summary	215	323	484	344	58
Fortified Wine	Other Fortified Domestic Wine	47,256	53,022	44,973	41,483	48,276
	Other Fortified Import Wine	12,711	19,180	14,578	13,742	11,921
	Port Wine	14,200	32,098	14,973	14,468	14,347
	Sherry Wine	9,408	21,825	11,470	10,146	9,374
	Vermouth Wine	55,300	68,827	51,524	55,291	55,199
	Summary	138,874	194,951	137,519	135,131	139,117
France Wine	France Champagne Wine	42,437	77,213	29,818	39,119	46,515

Wine Sales (Litres)

Litres		Fiscal 2024/25 Q2	Fiscal 2024/25 Q3	Fiscal 2024/25 Q4	Fiscal 2025/26 Q1	Fiscal 2025/26 Q2
France Wine	France Fruit and Dessert Wine	526	186	298	190	237
	France Red Wine	302,990	380,291	299,734	321,136	312,951
	France Rose Wine	242,124	114,332	106,465	229,633	284,794
	France Sparkling Wine	49,706	61,548	37,473	48,043	49,901
	France White Wine	184,905	193,975	173,364	207,349	220,115
	Summary	822,688	827,545	647,152	845,471	914,513
Georgia Wine	Georgia Red Wine	2,733	5,098	3,765	3,584	2,821
	Georgia Rose Wine	9	76	9	14	9
	Georgia Sparkling Wine	27	32	9	27	21
	Georgia White Wine	572	513	608	655	548
	Summary	3,340	5,719	4,390	4,280	3,398
Germany Wine	Germany Fruit and Dessert Wine	2	0	0	0	0
	Germany Red Wine	1,235	1,210	1,288	1,285	1,354
	Germany Rose Wine	234	0	9	68	94
	Germany Sparkling Wine	27,289	60,063	21,543	34,091	28,577
	Germany White Wine	50,100	68,186	45,594	48,673	47,596
	Summary	78,861	129,460	68,434	84,117	77,623
Greece Wine	Greece Fruit and Dessert Wine	0	0	18	0	0
	Greece Red Wine	3,904	6,007	5,763	6,226	4,974
	Greece Rose Wine	920	532	303	602	796
	Greece Sparkling Wine	130	171	148	225	68
	Greece White Wine	5,714	4,802	6,379	7,914	8,792
	Summary	10,668	11,512	12,611	14,967	14,629
Hungary Wine	Hungary Fruit and Dessert Wine	276	390	658	157	378
	Hungary Red Wine	958	1,215	1,300	1,134	801
	Hungary Rose Wine	27	4	0	0	4
	Hungary Sparkling Wine	5,872	5,718	3,168	4,352	5,985
	Hungary White Wine	4,880	5,919	5,068	5,332	7,810

Wine Sales (Litres)

Litres		Fiscal 2024/25 Q2	Fiscal 2024/25 Q3	Fiscal 2024/25 Q4	Fiscal 2025/26 Q1	Fiscal 2025/26 Q2
Hungary Wine	Summary	12,014	13,246	10,194	10,975	14,978
Israel Wine	Israel Red Wine	864	1,097	1,080	1,278	853
	Israel Rose Wine	153	54	225	180	81
	Israel White Wine	234	198	270	482	297
	Summary	1,251	1,349	1,575	1,940	1,231
Italy Wine	Italy Fruit and Dessert Wine	122	151	54	122	106
	Italy Red Wine	469,248	672,338	497,708	539,982	522,563
	Italy Rose Wine	20,129	9,111	9,476	20,491	23,978
	Italy Sparkling Wine	115,395	129,166	91,477	117,331	125,359
	Italy White Wine	392,020	389,952	308,088	421,745	401,596
	Prosecco Wine	373,788	517,248	233,086	383,285	364,939
	Summary	1,370,702	1,717,967	1,139,889	1,482,957	1,438,541
New Zealand Wine	New Zealand Fruit and Dessert Wine	0	9	0	0	0
	New Zealand Red Wine	21,304	33,628	16,906	27,203	26,137
	New Zealand Rose Wine	20,656	9,846	7,844	26,762	24,318
	New Zealand Sparkling Wine	3,127	7,214	3,091	2,835	4,724
	New Zealand White Wine	670,796	819,687	484,533	835,325	771,430
	Summary	715,884	870,384	512,373	892,125	826,608
Other Country Wine	Other Country Fruit and Dessert Wine	19,130	21,736	21,611	17,577	16,486
	Other Country Red Wine	3,164	4,089	3,460	4,010	2,964
	Other Country Rose Wine	938	304	405	457	924
	Other Country Sparkling Wine	1,064	937	853	1,393	979
	Other Country White Wine	2,252	2,166	1,598	2,072	1,969
	Summary	26,549	29,232	27,926	25,509	23,322
Other Style Wine	Aperitif And Flavoured Wine	4,425	5,340	4,036	2,632	3,146
	Mead	11,916	6,171	5,850	6,041	10,806
	Rice Wine	5,602	6,446	6,343	5,390	4,831
	Summary	21,944	17,957	16,229	14,063	18,783

Wine Sales (Litres)

Litres		Fiscal 2024/25 Q2	Fiscal 2024/25 Q3	Fiscal 2024/25 Q4	Fiscal 2025/26 Q1	Fiscal 2025/26 Q2
Portugal Wine	Portugal Fruit and Dessert Wine	14	44	63	76	38
	Portugal Red Wine	73,616	107,782	88,456	86,871	84,354
	Portugal Rose Wine	23,585	19,362	14,212	16,999	28,643
	Portugal Sparkling Wine	216	62	36	72	76
	Portugal White Wine	53,614	28,831	33,968	49,834	48,308
	Summary	151,044	156,082	136,735	153,853	161,419
Sake	Japan Sake	58,464	71,519	72,252	74,605	102,080
	Other Country Sake	4,512	4,327	3,370	4,433	5,218
	USA Sake	55,761	69,615	73,699	16,204	4,981
	Summary	118,737	145,461	149,321	95,242	112,279
South Africa Wine	South Africa Fruit and Dessert Wine	7	7	2	0	0
	South Africa Red Wine	45,702	70,040	57,129	49,047	36,766
	South Africa Rose Wine	3,092	1,263	1,263	2,574	2,508
	South Africa Sparkling Wine	166	90	660	81	202
	South Africa White Wine	81,966	73,371	67,044	78,773	84,720
	Summary	130,932	144,771	126,098	130,475	124,197
Spain Wine	Spain Fruit and Dessert Wine	328	340	308	304	360
	Spain Red Wine	219,964	259,213	311,124	225,308	261,364
	Spain Rose Wine	21,482	9,580	43,149	23,188	43,057
	Spain Sparkling Wine	68,700	106,416	57,021	64,546	66,140
	Spain White Wine	29,498	30,390	65,276	37,506	63,443
	Summary	339,972	405,940	476,878	350,852	434,364
USA Wine	USA Fruit and Dessert Wine	0	0	1,776	0	0
	USA Red Wine	842,283	1,344,069	623,654	-46,670	189,006
	USA Rose Wine	68,895	57,862	44,886	21,028	21,059
	USA Sparkling Wine	20,415	31,718	10,889	-173	1,513
	USA White Wine	392,368	383,740	239,307	11,449	84,947
	Summary	1,323,961	1,817,390	920,512	-14,365	296,525

Wine Sales (Litres)

Litres	Fiscal 2024/25 Q2	Fiscal 2024/25 Q3	Fiscal 2024/25 Q4	Fiscal 2025/26 Q1	Fiscal 2025/26 Q2
Summary	16,707,408	18,325,528	13,992,373	15,589,874	16,248,281

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.