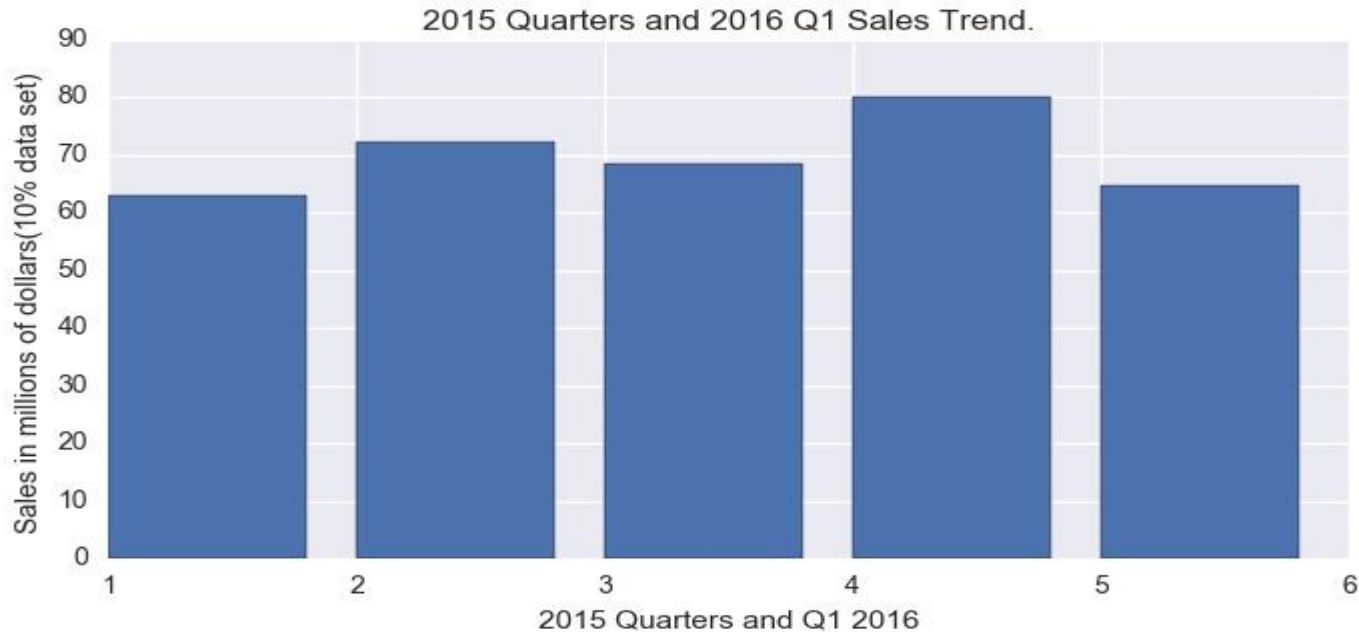
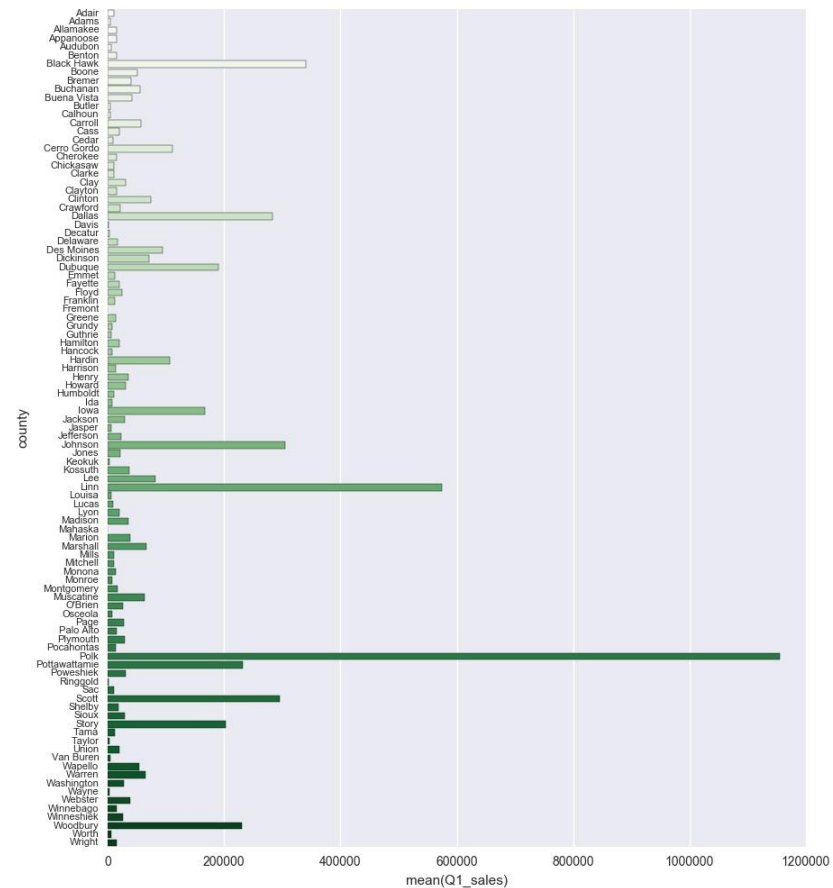


2016 Iowa Alcohol Sales Projections

Philip Bradfield

2015 Alcohol Sales Trend (beer and wine not included).





Growth in sales at rate of 3.4% to 4.8%

Total sales in 2015 was approximately

\$278,000.00

Projected range for total sales for 2016 is

\$287,000,000 to \$291,500.000

Considerations:

1. Population of those over 2016 remains the same.
(2014 Iowa pop. growth was only 0.5% - 'DR')
2. Economy remains stable. (Iowa's economic growth was slightly negative in the first part of 2015 - 'DR')
3. Prices on alcohol remain the same. (Strong USD)
4. No presidential politics in 2017

2016 Alcohol Sales Projection for Iowa

Projected range for total sales for 2016 is

\$287,000,000 to \$291,500.000