

Ontario Wine Scorecard Report - Net Sales

Period 13, 2010-11

GENERAL LIST

	Current Period Results			YTD Results			Rolling 13 Periods Results		
	Actual Dollars	Last Year Dollars	Variance %	Actual Dollars	Last Year Dollars	Variance %	Actual Dollars	Last Year Dollars	Variance %
Ontario Table Wine Sales									
Ontario VQA Red	2,433,979	2,308,062	5.5%	36,006,339	31,289,363	15.1%	36,006,339	31,289,363	15.1%
Ontario VQA Rose	120,209	87,392	37.6%	2,418,276	1,716,977	40.8%	2,418,276	1,716,977	40.8%
Ontario VQA White	3,027,891	2,814,570	7.6%	46,058,535	39,837,011	15.6%	46,058,535	39,837,011	15.6%
Ontario VQA Table Total	5,582,079	5,210,024	7.1%	84,483,150	72,843,351	16.0%	84,483,150	72,843,351	16.0%
Ontario VQA Table < \$8	62,764	63,956	-1.9%	937,829	1,155,518	-18.8%	937,829	1,155,518	-18.8%
Ontario VQA Table \$8 - \$12	2,607,275	2,251,890	15.8%	37,484,180	31,720,358	18.2%	37,484,180	31,720,358	18.2%
Ontario VQA Table \$12 - \$15	2,660,813	2,654,322	0.2%	41,715,056	36,622,748	13.9%	41,715,056	36,622,748	13.9%
Ontario VQA Table > \$15	251,227	239,856	4.7%	4,346,085	3,344,727	29.9%	4,346,085	3,344,727	29.9%
Ontario VQA Table Total	5,582,079	5,210,024	7.1%	84,483,150	72,843,351	16.0%	84,483,150	72,843,351	16.0%
Ontario NonVQA Red	5,743,611	5,612,754	2.3%	72,036,580	71,586,333	0.6%	72,036,580	71,586,333	0.6%
Ontario NonVQA Rose	607,877	641,662	-5.3%	8,724,283	8,879,660	-1.7%	8,724,283	8,879,660	-1.7%
Ontario NonVQA White	9,170,985	8,854,491	3.6%	119,020,888	113,524,404	4.8%	119,020,888	113,524,404	4.8%
Ontario Non-VQA Table Total	15,522,473	15,108,907	2.7%	199,781,751	193,990,397	3.0%	199,781,751	193,990,397	3.0%
Ontario Retail < \$8	10,646,423	10,305,465	3.3%	132,200,427	130,880,401	1.0%	132,200,427	130,880,401	1.0%
Ontario Retail \$8 - \$12	7,493,557	7,045,437	6.4%	105,094,495	94,632,015	11.1%	105,094,495	94,632,015	11.1%
Ontario Retail \$12 - \$15	2,708,801	2,721,484	-0.5%	42,371,247	37,685,750	12.4%	42,371,247	37,685,750	12.4%
Ontario Retail > \$15	255,771	246,545	3.7%	4,598,732	3,635,582	26.5%	4,598,732	3,635,582	26.5%
Subtotal Ontario Table Wines	21,104,552	20,318,931	3.9%	284,264,901	266,833,748	6.5%	284,264,901	266,833,748	6.5%
Ontario Sparkling/Fortified/Other	1,854,181	1,839,393	0.8%	27,654,296	27,435,134	0.8%	27,654,296	27,435,134	0.8%
Total Ontario Wine Sales	22,958,733	22,158,324	3.6%	311,919,197	294,268,882	6.0%	311,919,197	294,268,882	6.0%
Imported Table Wine Sales									
Imported Red	39,294,300	35,329,067	11.2%	484,001,747	472,533,600	2.4%	484,001,747	472,533,600	2.4%
Imported Rose	1,101,663	1,006,178	9.5%	19,642,576	16,780,859	17.1%	19,642,576	16,780,859	17.1%
Imported White	20,477,812	18,893,867	8.4%	273,272,178	260,979,474	4.7%	273,272,178	260,979,474	4.7%
Imported Table by Colour Total	60,873,775	55,229,112	10.2%	776,916,501	750,293,933	3.5%	776,916,501	750,293,933	3.5%
Imported Retail < \$8	16,034,108	16,396,912	-2.2%	203,528,364	223,755,066	-9.0%	203,528,364	223,755,066	-9.0%
Imported Retail \$8 - \$12	25,733,933	23,279,273	10.5%	328,271,216	306,856,065	7.0%	328,271,216	306,856,065	7.0%
Imported Retail \$12 - \$15	12,245,151	9,802,416	24.9%	150,974,615	133,022,271	13.5%	150,974,615	133,022,271	13.5%
Imported Retail > \$15	6,860,583	5,750,511	19.3%	94,142,306	86,660,531	8.6%	94,142,306	86,660,531	8.6%
Subtotal Imported Table Wines	60,873,775	55,229,112	10.2%	776,916,501	750,293,933	3.5%	776,916,501	750,293,933	3.5%
Imported Sparkling/Fortified/Other	4,550,430	4,317,203	5.4%	75,752,513	70,909,538	6.8%	75,752,513	70,909,538	6.8%
Total Imported Wine Sales	65,424,205	59,546,315	9.9%	852,669,014	821,203,471	3.8%	852,669,014	821,203,471	3.8%
Total LCBO Wines Sales	88,382,938	81,704,639	8.2%	1,164,588,211	1,115,472,353	4.4%	1,164,588,211	1,115,472,353	4.4%

VINTAGES

Ontario Wine Sales									
Ontario VQA Red	359,498	306,900	17.1%	5,155,280	5,205,164	-1.0%	5,155,280	5,205,164	-1.0%
Ontario VQA Rose	23,288	31,562	-26.2%	830,866	697,387	19.1%	830,866	697,387	19.1%
Ontario VQA White	395,932	399,262	-0.8%	6,377,884	5,544,094	15.0%	6,377,884	5,544,094	15.0%
Ontario VQA Table Total	778,718	737,724	5.6%	12,364,030	11,446,645	8.0%	12,364,030	11,446,645	8.0%
Ontario VQA Icewine	327,036	309,544	5.7%	6,095,880	5,722,045	6.5%	6,095,880	5,722,045	6.5%
Ontario VQA Other	4,708	4,232	11.2%	149,711	193,964	-22.8%	149,711	193,964	-22.8%
Ontario VQA Table Total	1,110,462	1,051,500	5.6%	18,609,621	17,362,654	7.2%	18,609,621	17,362,654	7.2%
Retail < \$15	45,460	73,148	-37.9%	882,101	1,026,519	-14.1%	882,101	1,026,519	-14.1%
Retail \$15 - \$20	444,664	410,121	8.4%	7,792,247	6,888,852	13.1%	7,792,247	6,888,852	13.1%
Retail \$20 - \$25	177,657	137,040	29.6%	2,217,100	1,784,201	24.3%	2,217,100	1,784,201	24.3%
Retail > \$25	110,937	117,415	-5.5%	1,472,582	1,747,073	-15.7%	1,472,582	1,747,073	-15.7%
Ontario VQA Table Total	778,718	737,724	5.6%	12,364,030	11,446,645	8.0%	12,364,030	11,446,645	8.0%
Imported Table Wine Sales									
Imported Red	20,179,318	16,601,921	21.5%	237,222,247	204,958,838	15.7%	237,222,247	204,958,838	15.7%
Imported Rose	59,614	130,938	-54.5%	3,579,346	3,311,355	8.1%	3,579,346	3,311,355	8.1%
Imported White	5,886,091	4,909,819	19.9%	77,523,424	65,896,257	17.6%	77,523,424	65,896,257	17.6%
Imported Table Total	26,125,023	21,642,678	20.7%	318,325,017	274,166,450	16.1%	318,325,017	274,166,450	16.1%
Imported Other	1,473,634	1,820,738	-19.1%	20,516,163	19,511,951	5.1%	20,516,163	19,511,951	5.1%
Imported Total	27,598,657	23,463,416	17.6%	338,841,180	293,678,401	15.4%	338,841,180	293,678,401	15.4%
Retail < \$15	4,437,646	4,579,920	-3.1%	59,689,542	49,413,512	20.8%	59,689,542	49,413,512	20.8%
Retail \$15 - \$20	11,220,977	9,556,779	17.4%	138,003,148	116,249,830	18.7%	138,003,148	116,249,830	18.7%
Retail \$20 - \$25	3,386,077	2,675,708	26.5%	45,126,368	40,036,496	12.7%	45,126,368	40,036,496	12.7%
Retail > \$25	7,080,323	4,830,271	46.6%	75,505,959	68,466,612	10.3%	75,505,959	68,466,612	10.3%
Imported Table Total	26,125,023	21,642,678	20.7%	318,325,017	274,166,450	16.1%	318,325,017	274,166,450	16.1%
Total Vintages Sales	28,709,119	24,514,916	17.1%	357,450,801	311,041,055	14.9%	357,450,801	311,041,055	14.9%