

Ontario Wine Scorecard Report - Litres

Period 9, 2010-11

GENERAL LIST

	Current Period Results		
	Actual Litres	Last Year Litres	Variance %
Ontario Table Wine Sales			
Ontario VQA Red	216,635	189,569	14.3%
Ontario VQA Rose	8,489	6,030	40.8%
Ontario VQA White	260,922	221,860	17.6%
Ontario VQA Total	486,046	417,459	16.4%
Ontario VQA Table < \$8	4,462	6,154	-27.5%
Ontario VQA Table \$8 - \$12	252,438	201,083	25.5%
Ontario VQA Table \$12 - \$15	206,844	191,961	7.8%
Ontario VQA Table > \$15	22,302	18,261	22.1%
Ontario VQA Table Total	486,046	417,459	16.4%
Ontario NonVQA Red	674,360	650,859	3.6%
Ontario NonVQA Rose	71,909	74,719	-3.8%
Ontario NonVQA White	1,071,193	1,028,123	4.2%
Ontario Non-VQA Total	1,817,462	1,753,701	3.6%
Ontario Retail < \$8	1,279,310	1,228,169	4.2%
Ontario Retail \$8 - \$12	789,266	726,445	8.6%
Ontario Retail \$12 - \$15	211,818	197,484	7.3%
Ontario Retail > \$15	23,114	19,062	21.3%
Subtotal Ontario Table Wines	2,303,508	2,171,160	6.1%
Ontario Sparkling/Fortified/Other	211,663	216,463	-2.2%
Total Ontario Wine Sales	2,515,171	2,387,623	5.3%

Imported Table Wine Sales

Imported Red	3,571,010	3,528,011	1.2%
Imported Rose	108,044	102,500	5.4%
Imported White	1,899,512	1,869,506	1.6%
Imported Table by Colour Total	5,578,566	5,500,017	1.4%
Imported Retail < \$8	2,028,077	2,160,577	-6.1%
Imported Retail \$8 - \$12	2,391,837	2,249,444	6.3%
Imported Retail \$12 - \$15	834,227	745,670	11.9%
Imported Retail > \$15	324,425	344,326	-5.8%
Subtotal Imported Table Wines	5,578,566	5,500,017	1.4%
Imported Sparkling/Fortified/Other	329,131	318,078	3.5%
Total Imported Wine Sales	5,907,697	5,818,095	1.5%
Total LCBO Wines Sales	8,422,868	8,205,718	2.6%

VINTAGES

Ontario Wine Sales			
Ontario VQA Red	17,176	20,013	-14.2%
Ontario VQA Rose	1,507	1,136	32.7%
Ontario VQA White	21,456	18,661	15.0%
Ontario VQA Table Total	40,139	39,810	0.8%
Ontario VQA Icewine	4,440	5,029	-11.7%
Ontario VQA Other	242	372	-34.9%
Ontario VQA Total	44,821	45,211	-0.9%
Retail < \$15	2,761	3,494	-21.0%
Retail \$15 - \$25	34,405	31,526	9.1%
Retail > \$25	2,973	4,790	-37.9%
Ontario VQA Table Total	40,139	39,810	0.8%

Imported Table Wine Sales

Imported Red	897,519	802,604	11.8%
Imported Rose	4,582	4,512	1.6%
Imported White	273,931	242,434	13.0%
Imported Table Total	1,176,032	1,049,550	12.1%
Imported Other	76,098	62,856	21.1%
Imported Total	1,252,130	1,112,406	12.6%
Retail < \$15	306,077	270,094	13.3%
Retail \$15 - \$25	702,270	648,294	8.3%
Retail > \$25	167,685	131,162	27.8%
Imported Table Total	1,176,032	1,049,550	12.1%
Total Vintages Sales	1,296,951	1,157,617	12.0%

YTD Results

Actual Litres	Last Year Litres	Variance %
1,667,080	1,467,775	13.6%
141,737	103,840	36.5%
2,315,773	2,095,545	10.5%
4,124,590	3,667,160	12.5%
44,713	62,018	-27.9%
2,084,038	1,851,345	12.6%
1,857,621	1,639,802	13.3%
138,218	113,995	21.2%
4,124,590	3,667,160	12.5%
5,580,036	5,749,557	-2.9%
706,719	733,584	-3.7%
9,935,913	9,610,131	3.4%
16,222,668	16,093,272	0.8%
11,147,196	11,244,582	-0.9%
7,170,048	6,706,188	6.9%
1,890,116	1,693,707	11.6%
139,898	115,955	20.6%
20,347,258	19,760,432	3.0%
1,702,014	1,786,623	-4.7%
22,049,272	21,547,055	2.3%
27,156,835	27,703,682	-2.0%
1,417,635	1,248,209	13.6%
17,142,402	16,918,965	1.3%
45,716,872	45,870,856	-0.3%
17,216,693	19,097,775	-9.8%
19,394,287	18,257,831	6.2%
6,476,783	5,982,741	8.3%
2,629,109	2,532,509	3.8%
45,716,872	45,870,856	-0.3%
2,490,498	2,426,688	2.6%
48,207,370	48,297,544	-0.2%
70,256,642	69,844,599	0.6%

Rolling 13 Periods Results

Actual Litres	Last Year Litres	Variance %
2,448,462	2,065,793	18.5%
168,018	128,972	30.3%
3,257,510	2,904,735	12.1%
5,873,990	5,099,500	15.2%
71,510	103,725	-31.1%
2,944,493	2,562,848	14.9%
2,647,844	2,273,576	16.5%
210,143	159,351	31.9%
5,873,990	5,099,500	15.2%
8,222,886	8,512,203	-3.4%
1,030,850	1,056,919	-2.5%
14,174,244	13,705,698	3.4%
23,427,980	23,274,820	0.7%
16,148,508	16,240,630	-0.6%
10,237,314	9,610,238	6.5%
2,700,316	2,357,923	14.5%
215,832	165,529	30.4%
29,301,970	28,374,320	3.3%
2,845,999	2,978,026	-4.4%
32,147,969	31,352,346	2.5%
40,578,193	41,058,946	-1.2%
1,868,903	1,708,959	9.4%
24,269,141	23,847,291	1.8%
66,716,237	66,615,196	0.2%
25,429,015	27,333,260	-7.0%
27,999,602	26,390,986	6.1%
9,354,824	9,085,039	3.0%
3,932,796	3,805,911	3.3%
66,716,237	66,615,196	0.2%
4,169,131	4,005,188	4.1%
70,885,368	70,620,384	0.4%
103,033,337	101,972,730	1.0%

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203,456	199,294	2.1%
44,570	36,525	22.0%
284,294	241,735	17.6%
532,320	477,554	11.5%
60,508	58,497	3.4%
2,835	5,762	-50.8%
595,663	541,813	9.9%
56,610	56,010	1.1%
441,913	378,455	16.8%
33,797	43,089	-21.6%
532,320	477,554	11.5%

9,138,305	7,730,256	18.2%
223,142	183,371	21.7%
3,454,572	2,871,411	20.3%
12,816,019	10,785,038	18.8%
738,487	711,647	3.8%
13,554,506	11,496,685	17.9%
3,711,934	2,700,409	37.5%
7,946,473	6,798,899	16.9%
1,157,612	1,285,730	-10.0%
12,816,019	10,785,038	18.8%
14,150,169	12,038,498	17.5%