

Ontario Wine Scorecard Report - Litres

Period 10, 2010-11

GENERAL LIST				Current Period Results			YTD Results			Rolling 13 Periods Results		
	Actual Litres	Last Year Litres	Variance %	Actual Litres	Last Year Litres	Variance %	Actual Litres	Last Year Litres	Variance %	Actual Litres	Last Year Litres	Variance %
Ontario Table Wine Sales												
Ontario VQA Red	364,588	312,107	16.8%	2,031,654	1,779,859	14.1%	2,500,947	2,148,171	16.4%	2,500,947	2,148,171	16.4%
Ontario VQA Rose	13,716	10,062	36.3%	155,452	113,901	36.5%	171,673	128,228	33.9%	171,673	128,228	33.9%
Ontario VQA White	442,288	374,576	18.1%	2,758,039	2,470,112	11.7%	3,325,206	2,957,909	12.4%	3,325,206	2,957,909	12.4%
Ontario VQA Total	820,592	696,745	17.8%	4,945,145	4,363,872	13.3%	5,997,826	5,234,308	14.6%	5,997,826	5,234,308	14.6%
Ontario VQA Table < \$8	4,283	7,923	-45.9%	48,993	69,939	-29.9%	67,867	96,684	-29.8%	67,867	96,684	-29.8%
Ontario VQA Table \$8 - \$12	397,757	319,701	24.4%	2,421,570	2,092,537	15.7%	2,924,319	2,514,218	16.3%	2,924,319	2,514,218	16.3%
Ontario VQA Table \$12 - \$15	370,809	338,926	9.4%	2,283,201	2,053,339	11.2%	2,772,810	2,449,436	13.2%	2,772,810	2,449,436	13.2%
Ontario VQA Table > \$15	47,743	30,195	58.1%	191,381	148,057	29.3%	232,830	173,970	33.8%	232,830	173,970	33.8%
Ontario VQA Table Total	820,592	696,745	17.8%	4,945,145	4,363,872	13.3%	5,997,826	5,234,308	14.6%	5,997,826	5,234,308	14.6%
Ontario NonVQA Red	878,456	853,449	2.9%	6,458,482	6,602,989	-2.2%	8,247,898	8,435,181	-2.2%	8,247,898	8,435,181	-2.2%
Ontario NonVQA Rose	123,397	115,831	6.5%	830,115	849,414	-2.3%	1,038,418	1,050,836	-1.2%	1,038,418	1,050,836	-1.2%
Ontario NonVQA White	1,328,408	1,359,326	-2.3%	11,264,308	10,969,436	2.7%	14,143,331	13,711,836	3.1%	14,143,331	13,711,836	3.1%
Ontario Non-VQA Total	2,330,261	2,328,606	0.1%	18,552,905	18,421,839	0.7%	23,429,647	23,197,853	1.0%	23,429,647	23,197,853	1.0%
Ontario Retail < \$8	1,699,062	1,708,712	-0.6%	13,493,987	13,665,962	-1.3%	17,133,485	17,294,434	-0.9%	17,133,485	17,294,434	-0.9%
Ontario Retail \$8 - \$12	1,025,846	936,903	9.5%	7,489,111	6,851,874	9.3%	9,234,605	8,426,248	9.6%	9,234,605	8,426,248	9.6%
Ontario Retail \$12 - \$15	375,037	346,016	8.4%	2,318,726	2,114,333	9.7%	2,821,224	2,531,490	11.4%	2,821,224	2,531,490	11.4%
Ontario Retail > \$15	50,908	33,720	51.0%	196,226	153,542	27.8%	238,159	179,989	32.3%	238,159	179,989	32.3%
Subtotal Ontario Table Wines	3,150,853	3,025,351	4.1%	23,498,050	22,785,711	3.1%	29,427,473	28,432,161	3.5%	29,427,473	28,432,161	3.5%
Ontario Sparkling/Fortified/Other	597,367	589,488	1.3%	2,298,852	2,374,249	-3.2%	2,852,117	2,938,916	-3.0%	2,852,117	2,938,916	-3.0%
Total Ontario Wine Sales	3,748,220	3,614,839	3.7%	25,796,902	25,159,960	2.5%	32,279,590	31,371,077	2.9%	32,279,590	31,371,077	2.9%
Imported Table Wine Sales												
Imported Red	4,987,710	4,910,206	1.6%	32,144,469	32,613,791	-1.4%	40,655,710	41,260,751	-1.5%	40,655,710	41,260,751	-1.5%
Imported Rose	192,477	187,227	2.8%	1,610,108	1,435,431	12.2%	1,874,152	1,705,376	9.9%	1,874,152	1,705,376	9.9%
Imported White	2,610,188	2,500,671	4.4%	19,752,549	19,419,587	1.7%	24,378,680	23,886,753	2.1%	24,378,680	23,886,753	2.1%
Imported Table by Colour Total	7,790,375	7,598,104	2.5%	53,507,126	53,468,809	0.1%	66,908,542	66,852,880	0.1%	66,908,542	66,852,880	0.1%
Imported Retail < \$8	2,471,766	2,688,989	-8.1%	19,575,553	21,698,770	-9.8%	25,038,134	27,358,171	-8.5%	25,038,134	27,358,171	-8.5%
Imported Retail \$8 - \$12	3,387,401	3,226,301	5.0%	22,686,378	21,595,792	5.0%	28,182,919	26,725,003	5.5%	28,182,919	26,725,003	5.5%
Imported Retail \$12 - \$15	1,364,158	1,140,438	19.6%	8,210,780	7,309,190	12.3%	9,960,319	9,221,461	8.0%	9,960,319	9,221,461	8.0%
Imported Retail > \$15	567,050	542,376	4.5%	3,034,415	2,865,057	5.9%	3,727,170	3,548,245	5.0%	3,727,170	3,548,245	5.0%
Subtotal Imported Table Wines	7,790,375	7,598,104	2.5%	53,507,126	53,468,809	0.1%	66,908,542	66,852,880	0.1%	66,908,542	66,852,880	0.1%
Imported Sparkling/Fortified/Other	996,081	965,081	3.2%	3,486,567	3,391,750	2.8%	4,200,128	4,067,463	3.3%	4,200,128	4,067,463	3.3%
Total Imported Wine Sales	8,786,456	8,563,185	2.6%	56,993,693	56,860,559	0.2%	71,108,670	70,920,343	0.3%	71,108,670	70,920,343	0.3%
Total LCBO Wines Sales	12,534,676	12,178,024	2.9%	82,790,595	82,020,519	0.9%	103,388,260	102,291,420	1.1%	103,388,260	102,291,420	1.1%
VINTAGES												
Ontario Wine Sales												
Ontario VQA Red	35,361	33,845	4.5%	167,095	171,966	-2.8%	204,978	204,689	0.1%	204,978	204,689	0.1%
Ontario VQA Rose	2,241	1,951	14.9%	41,578	36,540	13.8%	44,863	37,575	19.4%	44,863	37,575	19.4%
Ontario VQA White	37,702	33,159	13.7%	241,166	212,746	13.4%	288,827	247,945	16.5%	288,827	247,945	16.5%
Ontario VQA Table Total	75,304	68,955	9.2%	449,839	421,252	6.8%	538,668	490,209	9.9%	538,668	490,209	9.9%
Ontario VQA Icewine	16,755	15,751	6.4%	51,925	49,818	4.2%	61,513	58,710	4.8%	61,513	58,710	4.8%
Ontario VQA Other	2,049	1,823	12.4%	4,363	6,879	-36.6%	5,092	8,181	-37.8%	5,092	8,181	-37.8%
Ontario VQA Table Total	94,108	86,529	8.8%	506,127	477,949	5.9%	605,273	557,100	8.6%	605,273	557,100	8.6%
Retail < \$15	4,776	5,965	-19.9%	43,888	50,840	-13.7%	55,423	58,177	-4.7%	55,423	58,177	-4.7%
Retail \$15 - \$25	64,848	57,608	12.6%	379,355	336,441	12.8%	449,693	390,400	15.2%	449,693	390,400	15.2%
Retail > \$25	5,680	5,382	5.5%	26,596	33,971	-21.7%	33,552	41,632	-19.4%	33,552	41,632	-19.4%
Ontario VQA Table Total	75,304	68,955	9.2%	449,839	421,252	6.8%	538,668	490,209	9.9%	538,668	490,209	9.9%
Imported Table Wine Sales												
Imported Red	1,282,141	1,080,316	18.7%	7,449,488	6,291,198	18.4%	9,340,124	7,889,416	18.4%	9,340,124	7,889,416	18.4%
Imported Rose	6,019	7,272	-17.2%	204,102	174,074	17.3%	221,881	185,046	19.9%	221,881	185,046	19.9%
Imported White	426,875	367,278	16.2%	2,894,614	2,428,262	19.2%	3,514,167	2,931,912	19.9%	3,514,167	2,931,912	19.9%
Imported Table Total	1,715,035	1,454,866	17.9%	10,548,204	8,893,534	18.6%	13,076,172	11,006,374	18.8%	13,076,172	11,006,374	18.8%
Imported Other	144,749	114,649	26.3%	603,730	577,640	4.5%	768,634	717,510	7.1%	768,634	717,510	7.1%
Imported Total	1,859,784	1,569,515	18.5%	11,151,934	9,471,174	17.7%	13,844,806	11,723,884	18.1%	13,844,806	11,723,884	18.1%
Retail < \$15	340,988	326,998	4.3%	2,981,442	2,308,580	29.1%	3,797,107	2,900,179	30.9%	3,797,107	2,900,179	30.9%
Retail \$15 - \$25	1,120,344	942,628	18.9%	6,536,046	5,580,013	17.1%	8,051,629	6,866,508	17.3%	8,051,629	6,866,508	17.3%
Retail > \$25	253,703	185,240	37.0%	1,030,716	1,004,941	2.6%	1,227,436	1,239,687	-1.0%	1,227,436	1,239,687	-1.0%
Imported Table Total	1,715,035	1,454,866	17.9%	10,548,204	8,893,534	18.6%	13,076,172	11,006,374	18.8%	13,076,172	11,006,374	18.8%
Total Vintages Sales	1,953,892	1,656,044	18.0%	11,658,061	9,949,123	17.2%	14,450,079	12,280,984	17.7%	14,450,079	12,280,984	17.7%

Ontario Wine Scorecard Report - Net Sales

Period 10, 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 %	Actual Dollars	Last Year Dollars	Variance %
Ontario Table Wine Sales												
Ontario VQA Red	5,427,556	4,436,496	22.3%	29,342,091	25,040,371	17.2%	35,819,993	30,190,044	18.6%			
Ontario VQA Rose	195,193	135,537	44.0%	2,113,759	1,504,379	40.5%	2,326,357	1,697,994	37.0%			
Ontario VQA White	6,201,682	5,024,988	23.4%	37,852,402	32,455,432	16.6%	45,352,132	38,763,493	17.0%			
Ontario VQA Total	11,824,431	9,597,021	23.2%	69,308,252	59,000,182	17.5%	83,498,482	70,651,531	18.2%			
Ontario VQA Table < \$8	31,147	67,225	-53.7%	375,399	596,700	-37.1%	520,775	842,360	-38.2%			
Ontario VQA Table \$8 - \$12	4,916,492	3,799,529	29.4%	29,816,916	24,576,302	21.3%	35,723,781	29,495,915	21.1%			
Ontario VQA Table \$12 - \$15	5,918,277	5,157,897	14.7%	35,457,512	31,100,014	14.0%	42,839,330	37,110,414	15.4%			
Ontario VQA Table > \$15	958,515	572,370	67.5%	3,658,425	2,727,166	34.1%	4,414,596	3,202,842	37.8%			
Ontario VQA Table Total	11,824,431	9,597,021	23.2%	69,308,252	59,000,182	17.5%	83,498,482	70,651,531	18.2%			
Ontario NonVQA Red	7,753,097	7,356,120	5.4%	56,250,873	56,220,238	0.1%	71,388,047	71,700,926	-0.4%			
Ontario NonVQA Rose	1,089,101	1,018,854	6.9%	7,100,261	7,154,742	-0.8%	8,825,179	8,843,133	-0.2%			
Ontario NonVQA White	11,467,364	11,242,848	2.0%	94,409,747	90,035,321	4.9%	117,780,685	112,321,322	4.9%			
Ontario Non-VQA Total	20,309,562	19,617,822	3.5%	157,760,881	153,410,301	2.8%	197,993,911	192,865,381	2.7%			
Ontario Retail < \$8	13,379,488	13,026,305	2.7%	105,434,098	104,753,395	0.6%	133,237,093	132,511,545	0.5%			
Ontario Retail \$8 - \$12	11,661,744	10,193,029	14.4%	81,756,755	72,685,038	12.5%	100,030,043	89,222,059	12.1%			
Ontario Retail \$12 - \$15	5,982,302	5,260,340	13.7%	35,984,022	31,977,800	12.5%	43,551,057	38,285,420	13.8%			
Ontario Retail > \$15	1,110,459	735,169	51.0%	3,894,258	2,994,250	30.1%	4,674,200	3,497,888	33.6%			
Subtotal Ontario Table Wines	32,133,993	29,214,843	10.0%	227,069,133	212,410,483	6.9%	281,492,393	263,516,912	6.8%			
Ontario Sparkling/Fortified/Other	6,157,854	5,936,099	3.7%	22,488,291	22,265,180	1.0%	27,658,244	27,339,565	1.2%			
Total Ontario Wine Sales	38,291,847	35,150,942	8.9%	249,557,424	234,675,663	6.3%	309,150,637	290,856,477	6.3%			
Imported Table Wine Sales												
Imported Red	62,881,506	59,282,856	6.1%	380,026,859	376,233,872	1.0%	476,327,081	475,742,604	0.1%			
Imported Rose	1,960,748	1,822,308	7.6%	16,629,866	14,200,775	17.1%	19,209,953	16,811,851	14.3%			
Imported White	30,182,219	27,814,715	8.5%	220,011,083	211,470,991	4.0%	269,519,571	260,079,375	3.6%			
Imported Table by Colour Total	95,024,473	88,919,879	6.9%	616,667,808	601,905,638	2.5%	765,056,605	752,633,830	1.7%			
Imported Retail < \$8	20,311,163	22,043,413	-7.9%	158,945,921	176,929,644	-10.2%	202,918,302	223,111,894	-9.1%			
Imported Retail \$8 - \$12	40,412,986	37,551,571	7.6%	265,283,602	251,305,006	5.6%	328,313,838	311,883,326	5.3%			
Imported Retail \$12 - \$15	21,771,323	17,830,065	22.1%	129,005,123	114,572,143	12.6%	156,262,683	144,488,601	8.1%			
Imported Retail > \$15	12,529,001	11,494,830	9.0%	63,433,162	59,098,845	7.3%	77,561,782	73,150,009	6.0%			
Subtotal Imported Table Wines	95,024,473	88,919,879	6.9%	616,667,808	601,905,638	2.5%	765,056,605	752,633,830	1.7%			
Imported Sparkling/Fortified/Other	19,061,952	17,546,271	8.6%	63,068,445	58,968,652	7.0%	75,009,335	70,114,712	7.0%			
Total Imported Wine Sales	114,086,425	106,466,150	7.2%	679,736,253	660,874,290	2.9%	840,065,940	822,748,542	2.1%			
Total LCBO Wines Sales	152,378,272	141,617,092	7.6%	929,293,677	895,549,953	3.8%	1,149,216,577	1,113,605,019	3.2%			
VINTAGES												
Ontario Wine Sales												
Ontario VQA Red	917,965	857,790	7.0%	4,116,114	4,279,980	-3.8%	5,041,297	5,108,749	-1.3%			
Ontario VQA Rose	41,527	34,868	19.1%	753,342	637,774	18.1%	812,959	654,781	24.2%			
Ontario VQA White	859,443	735,272	16.9%	5,266,782	4,520,954	16.5%	6,289,928	5,282,416	19.1%			
Ontario VQA Table Total	1,818,935	1,627,930	11.7%	10,136,238	9,438,708	7.4%	12,144,184	11,045,946	9.9%			
Ontario VQA Icewine	1,652,271	1,526,878	8.2%	5,112,575	4,784,801	6.9%	6,049,824	5,675,002	6.6%			
Ontario VQA Other	74,283	46,176	60.9%	130,568	178,880	-27.0%	145,655	208,966	-30.3%			
Ontario VQA Total	3,545,489	3,200,984	10.8%	15,379,381	14,402,389	6.8%	18,339,663	16,929,914	8.3%			
Retail < \$15	78,460	100,543	-22.0%	725,375	839,001	-13.5%	912,897	958,745	-4.8%			
Retail \$15 - \$25	1,468,461	1,280,528	14.7%	8,239,080	7,156,228	15.1%	9,748,041	8,312,477	17.3%			
Retail > \$25	272,014	246,859	10.2%	1,171,783	1,443,479	-18.8%	1,483,246	1,774,724	-16.4%			
Ontario VQA Table Total	1,818,935	1,627,930	11.7%	10,136,238	9,438,708	7.4%	12,144,184	11,045,946	9.9%			
Imported Table Wine Sales												
Imported Red	34,763,787	27,894,909	24.6%	185,241,549	161,066,985	15.0%	229,146,876	202,217,397	13.3%			
Imported Rose	94,821	110,413	-14.1%	3,407,528	3,037,069	12.2%	3,662,766	3,228,614	13.4%			
Imported White	9,596,388	8,074,151	18.9%	62,493,275	53,135,311	17.6%	75,271,571	64,339,428	17.0%			
Imported Table Total	44,454,996	36,079,473	23.2%	251,142,352	217,239,365	15.6%	308,081,213	269,785,439	14.2%			
Imported Other	4,814,460	3,874,303	24.3%	16,840,102	15,874,504	6.1%	20,465,301	19,225,059	6.5%			
Imported Total	49,269,456	39,953,776	23.3%	267,982,454	233,113,869	15.0%	328,546,514	289,010,498	13.7%			
Retail < \$15	5,598,014	5,345,481	4.7%	48,293,129	38,146,150	26.6%	61,272,587	48,132,379	27.3%			
Retail \$15 - \$25	25,034,107	20,534,155	21.9%	143,238,827	122,266,637	17.2%	175,498,331	150,912,207	16.3%			
Retail > \$25	13,822,875	10,199,837	35.5%	59,610,396	56,826,578	4.9%	71,310,295	70,740,853	0.8%			
Imported Table Total	44,454,996	36,079,473	23.2%	251,142,352	217,239,365	15.6%	308,081,213	269,785,439	14.2%			
Total Vintages Sales	52,814,945	43,154,760	22.4%	283,361,835	247,516,258	14.5%	346,886,177	305,940,412	13.4%			