

Ontario Wine Scorecard Report - Net Sales

Period 8, 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				2,832,436	2,515,041	12.6%	20,723,970	17,925,453	15.6%	34,316,787	28,628,104	19.9%
Ontario VQA Rose				139,719	88,666	57.6%	1,800,019	1,288,533	39.7%	2,228,463	1,720,602	29.5%
Ontario VQA White				3,473,679	2,912,904	19.3%	28,038,954	24,461,377	14.6%	43,532,738	37,800,292	15.2%
Ontario VQA Total				6,445,834	5,516,611	16.8%	50,562,943	43,675,363	15.8%	80,077,988	68,148,998	17.5%
Ontario NonVQA Red												
Ontario NonVQA Rose				5,521,352	5,234,170	5.5%	42,509,827	43,307,167	-1.8%	70,560,073	72,897,657	-3.2%
Ontario NonVQA White				643,051	609,402	5.5%	5,381,984	5,508,249	-2.3%	8,753,396	8,948,884	-2.2%
Ontario NonVQA Total				8,626,676	7,849,217	9.9%	73,872,594	70,377,817	5.0%	116,901,043	112,435,801	4.0%
Ontario Non-VQA Total				14,791,079	13,692,789	8.0%	121,764,405	119,193,233	2.2%	196,214,512	194,282,342	1.0%
Ontario Red												
Ontario Rose				8,353,788	7,749,211	7.8%	63,233,797	61,232,620	3.3%	104,876,860	101,525,761	3.3%
Ontario White				782,770	698,068	12.1%	7,182,003	6,796,782	5.7%	10,981,859	10,669,486	2.9%
Ontario Table by Colour Total				12,100,355	10,762,121	12.4%	101,911,548	94,839,194	7.5%	160,433,781	150,236,093	6.8%
Ontario Retail < \$8				21,236,913	19,209,400	10.6%	172,327,348	162,868,596	5.8%	276,292,500	262,431,340	5.3%
Ontario Retail \$8 - \$12				9,713,190	8,966,536	8.3%	78,376,130	76,809,400	2.0%	126,227,201	124,458,595	1.4%
Ontario Retail \$12 - \$15				7,655,600	6,923,275	10.6%	63,477,189	58,956,159	7.7%	100,824,570	95,288,163	5.8%
Ontario Retail > \$15				3,490,001	3,026,304	15.3%	28,051,779	25,152,912	11.5%	44,841,004	39,286,279	14.1%
Subtotal Ontario Table Wines				378,122	293,285	28.9%	2,422,250	1,950,125	24.2%	4,399,725	3,398,303	29.5%
Ontario Sparkling/Fortified/Other				21,236,913	19,209,400	10.6%	172,327,348	162,868,596	5.8%	276,292,500	262,431,340	5.3%
Total Ontario Wine Sales				1,804,811	1,761,922	2.4%	14,201,262	14,260,817	-0.4%	27,426,124	27,450,851	-0.1%
				23,041,724	20,971,322	9.9%	186,528,610	177,129,413	5.3%	303,718,624	289,882,191	4.8%
Imported Table Wine Sales												
Imported Red				36,284,096	34,034,180	6.6%	274,503,134	276,280,140	-0.6%	470,757,075	478,735,295	-1.7%
Imported Rose				1,104,480	929,341	18.8%	13,567,965	11,375,173	19.3%	18,973,653	16,904,160	12.2%
Imported White				18,848,613	17,329,196	8.8%	168,427,872	163,467,426	3.0%	265,939,895	260,476,644	2.1%
Imported Table by Colour Total				56,237,189	52,292,717	7.5%	456,498,971	451,122,739	1.2%	755,670,623	756,116,099	-0.1%
Imported Retail < \$8												
Imported Retail \$8 - \$12				14,987,387	15,446,440	-3.0%	120,981,440	134,745,137	-10.2%	203,577,881	219,037,082	-7.1%
Imported Retail \$12 - \$15				23,710,437	21,590,994	9.8%	194,266,112	184,501,760	5.3%	317,333,142	306,379,982	3.6%
Imported Retail > \$15				11,237,662	9,305,422	20.8%	89,814,492	82,180,254	9.3%	145,664,441	142,490,122	2.2%
Subtotal Imported Table Wines				6,301,703	5,949,861	5.9%	51,436,927	49,695,588	3.5%	89,095,159	88,208,913	1.0%
Imported Sparkling/Fortified/Other				56,237,189	52,292,717	7.5%	456,498,971	451,122,739	1.2%	755,670,623	756,116,099	-0.1%
Total Imported Wine Sales				4,540,264	4,119,796	10.2%	37,958,859	35,679,287	6.4%	73,030,766	69,280,629	5.4%
				60,777,453	56,412,513	7.7%	494,457,830	486,802,026	1.6%	828,701,389	825,396,728	0.4%
Total LCBO Wines Sales				83,819,177	77,383,835	8.3%	680,986,440	663,931,439	2.6%	1,132,420,013	1,115,278,919	1.5%
VINTAGES												
Ontario Wine Sales												
Ontario VQA Red				417,551	425,754	-1.9%	2,748,447	2,882,276	-4.6%	5,071,334	4,960,386	2.2%
Ontario VQA Rose				35,619	26,350	35.2%	684,574	582,536	17.5%	799,430	623,768	28.2%
Ontario VQA White				452,778	370,882	22.1%	3,922,071	3,374,939	16.2%	6,091,232	5,156,742	18.1%
Ontario VQA Table Total				905,948	822,986	10.1%	7,355,092	6,839,751	7.5%	11,961,996	10,740,896	11.4%
Ontario VQA Icewine				357,744	319,794	11.9%	3,009,751	2,767,142	8.8%	5,964,659	5,756,636	3.6%
Ontario VQA Other				9,135	7,326	24.7%	36,157	90,548	-60.1%	89,032	177,712	-49.9%
Ontario VQA Total				1,272,827	1,150,106	10.7%	10,401,000	9,697,441	7.3%	18,015,687	16,675,244	8.0%
Retail < \$15				52,299	57,692	-9.3%	600,958	678,990	-11.5%	948,484	910,347	4.2%
Retail \$15 - \$25				747,326	646,221	15.6%	5,985,511	5,172,610	15.7%	9,456,000	8,066,179	17.2%
Retail > \$25				106,323	119,073	-10.7%	768,623	988,151	-22.2%	1,557,512	1,764,370	-11.7%
Ontario VQA Table Total				905,948	822,986	10.1%	7,355,092	6,839,751	7.5%	11,961,996	10,740,896	11.4%
Imported Table Wine Sales												
Imported Red				17,494,982	15,675,386	11.6%	125,590,191	111,173,769	13.0%	219,388,665	199,638,063	9.9%
Imported Rose				99,657	74,950	33.0%	3,241,003	2,852,262	13.6%	3,681,049	3,226,767	14.1%
Imported White				5,165,151	4,365,435	18.3%	46,663,497	39,665,798	17.6%	72,911,292	63,149,041	15.5%
Imported Table Total				22,759,790	20,115,771	13.1%	175,494,691	153,691,829	14.2%	295,981,006	266,013,871	11.3%
Imported Other				1,311,300	1,226,421	6.9%	9,840,549	10,145,116	-3.0%	19,195,138	19,634,654	-2.2%
Imported Total				24,071,090	21,342,192	12.8%	185,335,240	163,836,945	13.1%	315,176,144	285,648,525	10.3%
Retail < \$15				4,305,451	3,424,630	25.7%	36,999,664	27,721,731	33.5%	59,627,006	43,951,706	35.7%
Retail \$15 - \$25				12,719,276	11,104,815	14.5%	103,198,234	88,500,122	16.6%	170,130,980	148,409,743	14.6%
Retail > \$25				5,735,063	5,586,326	2.7%	35,296,793	37,469,976	-5.8%	66,223,020	73,652,422	-10.1%
Imported Table Total				22,759,790	20,115,771	13.1%	175,494,691	153,691,829	14.2%	295,981,006	266,013,871	11.3%
Total Vintages Sales				25,343,917	22,492,298	12.7%	195,736,240	173,534,386	12.8%	333,191,831	302,323,769	10.2%