Ontario Wine Scorecard Report - Litres

Period 7, 2010-11

Ontario Table Wine Sales	Current Period Results			YTD Results			Rolling 13 Periods Results		
		ast Year Litres	Variance %		Last Year Litres	Variance %		Last Year Litres	Variance %
Ontario VQA Red	315,911	267,382	18.1%	1,258,073	1,097,356	14.6%	2,409,878	1,997,972	20.6%
Ontario VQA Rose	18,910	10,598	78.4%	123,209	91,107	35.2%	162,222	130,299	24.5%
Ontario VQA White	350,994	324,364	8.2%	1,802,995	1,651,956	9.1%	3,188,329	2,870,967	11.1%
Ontario VQA Total	685,815	602,344	13.9%	3,184,277	2,840,419	12.1%	5,760,429	4,999,238	15.2%
Ontario NonVQA Red	709,471	734,231	-3.4%	4,284,884	4,477,444	-4.3%	8,199,851	8,604,472	-4.7%
Ontario NonVQA Rose	85,561	87,191	-1.9%	560,376	585,801	-4.3%	1,032,288	1,063,586	-2.9%
Ontario NonVQA White	1,194,341	1,176,765	1.5%	7,844,873	7,627,999	2.8%	14,065,341	13,744,436	2.3%
Ontario Non-VQA Total	1,989,373	1,998,187	-0.4%	12,690,133	12,691,244	0.0%	23,297,480	23,412,494	-0.5%
Ontario Red	1,025,382	1,001,613	2.4%	5,542,957	5,574,800	-0.6%	10,609,729	10,602,444	0.1%
Ontario Rose	104,471	97,789	6.8%	683,585	676,908	1.0%	1,194,510	1,193,885	0.1%
Ontario White	1,545,335	1,501,129	2.9%	9,647,868	9,279,955	4.0%	17,253,670	16,615,403	3.8%
Ontario Table by Colour Total	2,675,188	2,600,531	2.9%	15,874,410	15,531,663	2.2%	29,057,909	28,411,732	2.3%
Ontario Retail < \$8	1,413,401	1,398,256	1.1%	8,911,724	9,035,417	-1.4%	16,476,866	16,690,385	-1.3%
Ontario Retail \$8 - \$12	947,557	915,858	3.5%	5,418,001	5,101,511	6.2%	9,735,076	9,261,151	5.1%
Ontario Retail \$12 - \$15	286,812	256,821	11.7%	1,409,479	1,274,193	10.6%	2,568,845	2,227,050	15.3%
Ontario Retail > \$15	27,418	29,596	-7.4%	135,206	120,542	12.2%	277,122	233,146	18.9%
Subtotal Ontario Table Wines	2,675,188	2,600,531	2.9%	15,874,410	15,531,663	2.2%	29,057,909	28,411,732	2.3%
Ontario Sparkling/Fortified/Other	206,205	210,059	-1.8%	1,302,312	1,378,823	-5.5%	2,854,082	3,006,661	-5.1%
Total Ontario Wine Sales	2,881,393	2,810,590	2.5%	17,176,722	16,910,486	1.6%	31,911,991	31,418,393	1.6%
Imported Table Wine Sales									
Imported Red	3,207,211	3,073,808	4.3%	20,514,891	21,192,128	-3.2%	40,447,793	41,272,100	-2.0%
Imported Rose	127,890	120,003	6.6%	1,201,206	1,050,895	14.3%	1,849,784	1,729,087	7.0%
Imported White	1,904,446	1,801,075	5.7%	13,556,209	13,436,480	0.9%	24,165,462	23,843,030	1.4%
Imported Table by Colour Total	5,239,547	4,994,886	4.9%	35,272,306	35,679,503	-1.1%	66,463,039	66,844,217	-0.6%
Imported Retail < \$8	2,002,385	2,101,249	-4.7%	13,272,047	14,688,502	-9.6%	25,646,250	26,738,058	-4.1%
Imported Retail \$8 - \$12	2,185,194	1,940,961	12.6%	14,681,546	14,007,303	4.8%	27,060,641	26,304,402	2.9%
Imported Retail \$12 - \$15	698,817	600,131	16.4%	4,828,328	4,542,222	6.3%	8,885,913	8,922,738	-0.4%
Imported Retail > \$15 Subtotal Imported Table Wines	353,151 5,239,547	352,545 4,994,886	0.2% 4.9%	2,490,385 35,272,306	2,441,476 35,679,503	2.0% -1.1%	4,870,235 66,463,039	4,879,019 66,844,217	-0.2% -0.6%
Imported Sparkling/Fortified/Other	275,757	267,974	4.9% 2.9%	1,907,416	1,850,536	3.1%	4,143,073	4,018,325	3.1%
		5,262,860	4.8%	37,179,722	37,530,039	-0.9%	70,606,112		-0.4%
Total Imported Wine Sales	5,515,304					-0.9%			
	9 206 607							70,862,542	
Total LCBO Wines Sales	8,396,697	8,073,450	4.0%	54,356,444	54,440,525	-0.2%	102,518,103	102,280,935	0.2%
VINTAGES	8,396,697								
VINTAGES Ontario Wine Sales		8,073,450	4.0%	54,356,444	54,440,525	-0.2%	102,518,103	102,280,935	0.2%
VINTAGES Ontario Wine Sales Ontario VQA Red	21,275	8,073,450 27,308	4.0% -22.1%	54,356,444 97,991	54,440,525 100,380	-0.2% -2.4%	102,518,103	102,280,935 192,437	0.2% 7.8%
VINTAGES Ontario Wine Sales Ontario VQA Red Ontario VQA Rose	21,275 3,091	27,308 2,922	-22.1% 5.8%	97,991 35,878	54,440,525 100,380 31,985	-0.2% -2.4% 12.2%	102,518,103 207,461 43,723	102,280,935 192,437 35,294	7.8% 23.9%
VINTAGES Ontario Wine Sales Ontario VQA Red	21,275 3,091 33,164	8,073,450 27,308	-22.1% 5.8% 18.9%	54,356,444 97,991	54,440,525 100,380	-2.4% 12.2% 12.7%	102,518,103	102,280,935 192,437	7.8% 23.9% 15.8%
VINTAGES Ontario Wine Sales Ontario VOA Red Ontario VOA Rose Ontario VOA White Ontario VQA Table Total	21,275 3,091 33,164 57,530	27,308 27,897 58,127	-22.1% 5.8% 18.9% -1.0%	97,991 35,878 161,511 295,380	100,380 31,985 143,304 275,669	-2.4% 12.2% 12.7% 7.2%	207,461 43,723 278,611 529,795	192,437 35,294 240,545 468,276	7.8% 23.9% 15.8%
VINTAGES Ontario Wine Sales Ontario VOA Red Ontario VOA Rose Ontario VOA White Ontario VQA Table Total Ontario VQA Icewine	21,275 3,091 33,164 57,530 5,019	27,308 2922 27,897 58,127 4,424	-22.1% 5.8% 18.9% -1.0%	97,991 35,878 161,511 295,380 27,216	100,380 31,985 143,304 275,669 25,750	-2.4% 12.2% 12.7% 7.2% 5.7%	207,461 43,723 278,611 529,795 60,880	192,437 35,294 240,545 468,276 58,710	7.8% 23.9% 15.8% 13.1% 3.7%
VINTAGES Ontario Wine Sales Ontario VOA Red Ontario VOA Rose Ontario VOA White Ontario VQA Table Total Ontario VOA Icewine Ontario VOA Other	21,275 3,091 33,164 57,530 5,019 481	27,308 2,922 27,897 58,127 4,424 398	-22.1% 5.8% 18.9% -1.0% 13.4% 20.9%	97,991 35,878 161,511 295,380 27,216 972	100,380 31,985 143,304 275,669 25,750 2,596	-2.4% 12.2% 12.7% 7.2% 5.7% -62.6%	207,461 43,723 278,611 529,795 60,880 2,890	192,437 35,294 240,545 468,276 58,710 5,753	7.8% 23.9% 15.8% 13.1% 3.7% -49.8%
VINTAGES Ontario Wine Sales Ontario VOA Red Ontario VOA Rose Ontario VOA White Ontario VQA Table Total Ontario VOA Icewine Ontario VOA Other Ontario VQA Total	21,275 3,091 33,164 57,530 5,019 481 63,030	27,308 2,922 27,897 58,127 4,424 398 62,949	-22.1% 5.8% 18.9% -1.0% 13.4% 20.9% 0.1%	97,991 35,878 161,511 295,380 27,216 972 323,568	100,380 31,985 143,304 275,669 25,750 2,596 304,015	-2.4% 12.2% 12.7% 7.2% 5.7% -62.6% 6.4%	207,461 43,723 278,611 529,795 60,880 2,890 593,565	192,437 35,294 240,545 468,276 58,710 5,753 532,739	7.8% 23.9% 15.8% 13.1% -49.8% 11.4%
VINTAGES Ontario Wine Sales Ontario VQA Red Ontario VQA Rose Ontario VQA White Ontario VQA Table Total Ontario VQA Other Ontario VQA Other Ontario VQA Total Retail < \$15	21,275 3,091 33,164 57,530 5,019 481 63,030 7,532	27,308 2,922 27,897 58,127 4,424 398 62,949 9,087	-22.1% 5.8% 18.9% -1.0% 0.1% -17.1%	97,991 35,878 161,511 295,380 27,216 972 323,568 49,459	100,380 31,985 143,304 275,669 25,750 2,596 304,015 56,699	-2.4% 12.2% 12.7% 7.2% 5.7% -62.6% 6.4% -12.8%	207,461 43,723 278,611 529,795 60,880 2,890 593,565 81,879	192,437 35,294 240,545 468,276 58,710 5,753 532,739 85,419	7.8% 23.9% 15.8% 13.1% 3.7% -49.8% 11.4%
VINTAGES Ontario Wine Sales Ontario VOA Red Ontario VOA Rose Ontario VOA White Ontario VOA Table Total Ontario VOA Icewine Ontario VOA Other Ontario VOA Total Retail < \$15 Retail \$15 - \$25	21,275 3,091 33,164 57,530 5,019 481 63,030 7,532 46,910	27,308 2,922 27,897 58,127 4,424 398 62,949 9,087 44,254	-22.1% 5.8% 18.9% -1.0% 13.4% 20.9% 0.1% -17.1% 6.0%	97,991 35,878 161,511 295,380 27,216 972 323,568 49,459 230,054	100,380 31,985 143,304 275,669 25,750 2,596 304,015 56,699 197,729	-2.4% 12.2% 12.7% 7.2% 5.7% -62.6% 6.4% -12.8% 16.3%	207,461 43,723 278,611 529,795 60,880 2,890 593,565 81,879 411,664	192,437 35,294 240,545 468,276 58,710 5,753 532,739 85,419 341,951	7.8% 23.9% 15.8% 13.1% 3.7% -49.8% 11.4% -4.1% 20.4%
VINTAGES Ontario Wine Sales Ontario VQA Red Ontario VQA Rose Ontario VQA White Ontario VQA Table Total Ontario VQA Other Ontario VQA Other Ontario VQA Total Retail < \$15	21,275 3,091 33,164 57,530 5,019 481 63,030 7,532	27,308 2,922 27,897 58,127 4,424 398 62,949 9,087	-22.1% 5.8% 18.9% -1.0% 0.1% -17.1%	97,991 35,878 161,511 295,380 27,216 972 323,568 49,459	100,380 31,985 143,304 275,669 25,750 2,596 304,015 56,699	-2.4% 12.2% 12.7% 7.2% 5.7% -62.6% 6.4% -12.8%	207,461 43,723 278,611 529,795 60,880 2,890 593,565 81,879	192,437 35,294 240,545 468,276 58,710 5,753 532,739 85,419	7.8% 23.9% 15.8% 13.1% 3.7% -49.8% 11.4%
VINTAGES Ontario Wine Sales Ontario VOA Red Ontario VOA Rose Ontario VOA White Ontario VOA Table Total Ontario VOA Other Ontario VOA Other Ontario VOA Total Retail < \$15 Retail \$15 - \$25 Retail > \$25 Ontario VOA Table Total	21,275 3,091 33,164 57,530 5,019 481 63,030 7,532 46,910 3,088	27,308 2,922 27,897 58,127 4,424 398 62,949 9,087 44,254 4,786	-22.1% 5.8% 18.9% -1.0% 13.4% 20.9% 0.1% -17.1% 6.0% -35.5%	97,991 35,878 161,511 295,380 27,216 972 323,568 49,459 230,054 15,867	100,380 31,985 143,304 275,669 25,750 2,596 304,015 56,699 197,729 21,241	-2.4% 12.2% 12.7% -62.6% -64% -12.8% 16.3% -25.3%	207,461 43,723 278,611 529,795 60,880 2,890 593,565 81,879 411,664 36,252	192,437 35,294 240,545 468,276 58,710 5,753 532,739 85,419 341,951 40,906	7.8% 23.9% 15.8% 13.1% 3.7% -49.8% 11.4% -1.1.4%
VINTAGES Ontario Wine Sales Ontario VOA Red Ontario VOA Rose Ontario VOA White Ontario VOA Table Total Ontario VOA Icewine Ontario VOA Other Ontario VOA Total Retail < \$15 Retail < \$15 Retail < \$15 Retail > \$25 Ontario VOA Table Total Imported Table Wine Sales	21,275 3,091 33,164 57,530 5,019 481 63,030 7,532 46,910 3,088 57,530	27,308 2,922 27,897 58,127 4,424 398 62,949 9,087 44,254 4,786 58,127	-22.1% 5.8% 18.9% -1.0% 13.4% 20.9% 0.1% 6.0% -35.5% -1.0%	97,991 35,878 161,511 295,380 27,216 972 323,568 49,459 230,054 15,867 295,380	100,380 31,985 143,304 275,669 25,750 2,596 304,015 56,699 197,729 21,241 275,669	-2.4% 12.2% 12.7% -2.6% 6.4% -12.8% -25.3% 7.2%	207,461 43,723 278,611 529,795 60,880 2,890 593,565 81,879 411,664 36,252 529,795	192,437 35,294 240,545 468,276 58,710 5,753 532,739 85,419 341,951 40,906 468,276	7.8% 23.9% 15.8% 13.1% -49.8% 11.4% -4.1% 20.4% -11.4% 13.1%
VINTAGES Ontario Wine Sales Ontario VQA Red Ontario VQA Red Ontario VQA Rose Ontario VQA White Ontario VQA Loewine Ontario VQA Cother Ontario VQA Total Retail < \$15 Retail \$15 - \$25 Retail \$25 Ontario VQA Table Total	21,275 3,091 33,164 57,530 5,019 481 63,030 7,532 46,910 3,088 57,530	27,308 2,922 27,897 58,127 4,424 398 62,949 9,087 44,254 4,786 58,127	-22.1% 5.8% 18.9% -1.0% 0.1% -17.1% 6.0% -35.5% -1.0%	97,991 35,878 161,511 295,380 27,216 972 323,568 49,459 230,054 15,867 295,380	100,380 31,985 143,304 275,669 25,750 2,596 304,015 56,699 197,729 21,241 275,669	-2.4% 12.2% 12.7% 7.2% 5.7% -62.6% 6.4% -12.8% 7.2% 7.2%	207,461 43,723 278,611 529,795 60,880 2,890 593,565 81,879 411,664 36,252 529,795	192,437 35,294 240,545 468,276 58,770 5,753 532,739 85,419 341,951 40,906 468,276	7.8% 23.9% 15.8% 13.1% 3.7% -49.8% 11.4% -4.1% 20.4% 13.1%
VINTAGES Ontario Wine Sales Ontario VQA Red Ontario VQA Red Ontario VQA Rose Ontario VQA Table Total Ontario VQA Itable Total Ontario VQA Other Ontario VQA Other Ontario VQA Total Retail < \$15 Retail \$15 - \$25 Retail > \$25 Ontario VQA Table Total Imported Table Wine Sales Imported Red Imported Red	21,275 3,091 33,164 57,530 5,019 481 63,030 7,532 46,910 3,088 57,530	27,308 2,922 27,897 58,127 4,424 398 62,949 9,087 44,254 4,786 58,127	-22.1% 5.8% 18.9% -1.0% 0.1% -17.1% 6.0% -35.5% -1.0%	97,991 35,878 161,511 295,380 27,216 972 323,568 49,459 230,054 15,867 295,380 4,567,986 187,242	100,380 31,985 143,304 275,669 25,750 2,596 304,015 56,699 197,729 21,241 275,669 3,805,878 157,856	-2.4% 12.2% 12.7% 7.2% 5.7% -62.6% 6.4% -12.8% 16.3% -25.3% 7.2%	207,461 43,723 278,611 529,795 60,880 2,890 593,565 81,879 411,664 36,252 529,795 8,943,919 221,244	192,437 35,294 240,545 468,276 55,753 532,739 85,419 341,951 40,906 468,276	7.8% 23.9% 15.8% 13.1% 3.7% -49.8% -4.1% 20.4% -11.4% 13.1%
VINTAGES Ontario Wine Sales Ontario VQA Red Ontario VQA Rose Ontario VQA Toble Ontario VQA Table Total Ontario VQA Other Ontario VQA Other Ontario VQA Total Retail < \$15 Retail \$15 - \$25 Retail > \$25 Ontario VQA Table Total Imported Table Wine Sales Imported Red Imported Rose Imported White	21,275 3,091 33,164 57,530 5,019 481 63,030 7,532 46,910 3,088 57,530 771,074 10,458 266,478	27,308 2,922 27,897 58,127 4,424 398 62,949 9,087 44,254 4,786 58,127 639,070 9,194 231,429	-22.1% 5.8% 18.9% -1.0% 13.4% 20.9% 0.1% 6.0% -35.5% -1.0%	97,991 35,878 161,511 295,380 27,216 972 323,568 49,459 230,054 15,867 295,380 4,567,986 187,242 1,955,272	100,380 31,985 143,304 275,669 25,750 304,015 56,699 197,729 21,241 275,669 3,805,878 157,856 1,614,221	-2.4% 12.2% 12.7% 7.2% 5.7% -62.6% 6.4% 16.3% -25.3% 7.2%	207,461 43,723 278,611 529,795 60,880 2,890 593,565 81,879 411,664 36,252 529,795 8,943,919 221,244 3,388,836	192,437 35,294 240,545 468,276 58,710 5,753 532,739 85,419 341,951 40,906 468,276 7,590,934 183,611 2,824,288	7.8% 23.9% 15.8% 13.1% -49.8% 11.4% -4.1% 20.4% -11.4% 13.1%
VINTAGES Ontario Wine Sales Ontario VOA Red Ontario VOA Rose Ontario VOA White Ontario VOA Table Total Ontario VOA Icewine Ontario VOA Other Ontario VOA Other Ontario VOA Total Retail < \$15 Retail \$15 - \$25 Retail > \$25 Ontario VQA Table Total Imported Table Wine Sales Imported Red Imported White Imported Table Total	21,275 3,091 33,164 57,530 5,019 481 63,030 7,532 46,910 3,088 57,530 771,074 10,458 266,478	27,308 2,922 27,897 58,127 4,424 398 62,949 9,087 44,254 4,786 58,127 639,070 9,194 231,429 879,693	-22.1% 5.8% 18.9% -1.0% 13.4% 20.9% 0.1% 6.0% -35.5% -1.0%	97,991 35,878 161,511 295,380 27,216 972 323,568 49,459 230,054 15,867 295,380 4,567,986 187,242	100,380 31,985 143,304 275,669 25,750 2,596 304,015 56,699 197,729 21,241 275,669 3,805,878 157,856 1,614,221 5,577,955	-2.4% 12.2% 12.7% 7.2% 6.4% -12.8% -12.8% 7.2% 20.0% 18.6% 21.1% 20.3%	207,461 43,723 278,611 529,795 60,880 2,890 593,565 81,879 411,664 36,252 529,795 8,943,919 221,244 3,388,836 12,553,999	192,437 35,294 240,545 468,276 55,753 532,739 85,419 341,951 40,906 468,276	7.8% 23.9% 15.8% 13.1% -49.8% 11.4% -4.1% -11.4% 13.1% 17.8% 20.5% 20.0% 18.4%
VINTAGES Ontario Wine Sales Ontario VOA Red Ontario VOA Rose Ontario VOA Nose Ontario VOA Table Total Ontario VOA Other Ontario VOA Other Ontario VOA Total Retail < \$15 Retail \$15 - \$25 Retail > \$25 Ontario VOA Table Total Imported Table Wine Sales Imported Red Imported Rose Imported White	21,275 3,091 33,164 57,530 5,019 481 63,030 7,532 46,910 3,088 57,530 771,074 10,458 266,478	27,308 2,922 27,897 58,127 4,424 398 62,949 9,087 44,254 4,786 58,127 639,070 9,194 231,429	-22.1% 5.8% 18.9% -1.0% 13.4% 20.9% 0.1% 6.0% -35.5% -1.0%	97,991 35,878 161,511 295,380 27,216 972 323,568 49,459 230,054 15,867 295,380 4,567,986 187,242 1,955,272 6,710,500	100,380 31,985 143,304 275,669 25,750 304,015 56,699 197,729 21,241 275,669 3,805,878 157,856 1,614,221	-2.4% 12.2% 12.7% 7.2% 5.7% -62.6% 6.4% 16.3% -25.3% 7.2%	207,461 43,723 278,611 529,795 60,880 2,890 593,565 81,879 411,664 36,252 529,795 8,943,919 221,244 3,388,836	192,437 35,294 240,545 468,276 58,710 5,753 532,739 85,419 341,951 40,906 468,276 7,590,934 183,611 2,824,288 10,598,833	7.8% 23.9% 15.8% 13.1% -49.8% 11.4% -4.1% 20.4% -11.4% 13.1%
VINTAGES Ontario Wine Sales Ontario VQA Red Ontario VQA Red Ontario VQA Rose Ontario VQA White Ontario VQA Table Total Ontario VQA I cewine Ontario VQA Total Retail < \$15 Retail < \$15 Retail \$15 - \$25 Retail > \$25 Ontario VQA Table Total Imported Table Wine Sales Imported Rose Imported White Imported Table Total	21,275 3,091 33,164 57,530 5,019 481 63,030 7,532 46,910 3,088 57,530 771,074 10,458 266,478 1,048,010 51,807	27,308 2,922 27,897 58,127 4,424 398 62,949 9,087 44,254 4,786 58,127 639,070 9,194 231,429 879,693 59,511	-22.1% 5.8% 18.9% -1.0% 13.4% 20.9% 0.1% -17.1% 6.0% -35.5% -1.0% 20.7% 13.7% 15.1% 19.1% -12.9%	97,991 35,878 161,511 295,380 27,216 972 323,568 49,459 230,054 15,867 295,380 4,567,986 187,242 1,955,272 6,710,500 331,409	100,380 31,985 143,304 275,669 25,750 2,596 304,015 56,699 197,729 21,241 275,669 3,805,878 157,856 1,614,221 5,577,955 353,486	-0.2% -2.4% 12.2% 12.7% -62.6% -64% -12.8% -12.8% -7.2% 20.0% 18.6% 21.1% -6.2%	207,461 43,723 278,611 529,795 60,880 2,890 593,565 81,879 411,664 36,252 529,795 8,943,919 221,244 3,388,836 12,553,999 720,389	192,437 35,294 240,545 468,276 58,710 5,753 532,739 85,419 341,951 40,906 468,276 7,590,934 183,611 2,824,288 10,598,833 708,403	7.8% 23.9% 15.8% 13.1% 11.4% -4.1% 20.4% 13.1% 17.8% 20.5% 20.0% 18.4% 1.7%
VINTAGES Ontario Wine Sales Ontario VQA Red Ontario VQA Red Ontario VQA Rose Ontario VQA Table Total Ontario VQA Table Total Ontario VQA Other Ontario VQA Other Ontario VQA Total Retail < \$15 Retail \$15 - \$25 Retail > \$25 Ontario VQA Table Total Imported Table Wine Sales Imported Red Imported Rose Imported Table Total Imported Table Total Imported Table Total Imported Total	21,275 3,091 33,164 57,530 5,019 481 63,030 7,532 46,910 3,088 57,530 771,074 10,458 266,478 1,048,010 51,807 1,099,817	27,308 2,922 27,897 58,127 4,424 398 62,949 9,087 44,254 4,786 58,127 639,070 9,194 231,429 879,693 59,511 939,204	-22.1% 5.8% 18.9% -1.0% 0.1% -17.1% 6.0% -35.5% -1.0% 20.7% 13.7% 15.1% 19.1% -12.9% 17.1%	97,991 35,878 161,511 295,380 27,216 972 323,568 49,459 230,054 15,867 295,380 4,567,986 187,242 1,955,272 6,710,500 331,409 7,041,909	100,380 31,985 143,304 275,669 25,750 2,596 304,015 56,699 197,729 21,241 275,669 3,805,878 157,856 1,614,221 5,577,955 353,486 5,931,441	-0.2% -2.4% 12.2% 12.7% 7.2% 5.7% -62.6% 6.4% -12.8% 16.3% -25.3% 7.2% 20.0% 18.6% 21.1% 20.3% -6.2% 18.7%	207,461 43,723 278,611 529,795 60,880 2,890 593,565 81,879 411,664 36,252 529,795 8,943,919 221,244 3,388,836 12,553,999 720,389 13,274,388	192,437 35,294 240,545 468,276 58,770 5,753 532,739 85,419 341,951 40,906 468,276 7,590,934 183,611 2,824,288 10,598,833 708,403 11,307,236	7.8% 23.9% 15.8% 13.1% 3.7% -49.8% 11.4% -4.1% 20.4% 13.1% 17.8% 20.5% 20.0% 17.4% 17.4%
VINTAGES Ontario Wine Sales Ontario VQA Red Ontario VQA Red Ontario VQA Rose Ontario VQA Table Total Ontario VQA Uhite Ontario VQA Other Ontario VQA Other Ontario VQA Other Ontario VQA Table Total Retail < \$15 Retail < \$15 Retail > \$25 Retail > \$25 Retail > \$25 Imported Table Wine Sales Imported Red Imported Rose Imported Other Imported Other Imported Total Retail < \$15 Retail < \$15 Retail > \$25 Retail < \$15 Retail < \$15 Retail < \$15 Retail \$15 - \$25 Retail > \$25 Retail > \$25	21,275 3,091 33,164 57,530 5,019 481 63,030 7,532 46,910 3,088 57,530 771,074 10,458 266,478 1,048,010 51,807 1,099,817 300,306 646,188 101,516	27,308 2,922 27,897 58,127 4,424 398 62,949 9,087 44,254 4,786 58,127 639,070 9,194 231,429 879,693 59,511 939,204 248,824 59,779 91,090	-22.1% 5.8% 18.9% -1.0% 13.4% 20.9% 0.1% -17.1% 6.0% -35.5% -1.0% 20.7% 13.7% 15.1% 19.1% 17.1% 20.7% 17.1% 20.7% 17.1%	97,991 35,878 161,511 295,380 27,216 972 323,568 49,459 230,054 15,867 295,380 4,567,986 187,242 1,955,272 6,710,500 331,409 7,041,909 2,020,597 4,183,165 506,738	100,380 31,985 143,304 275,669 25,750 2,596 304,015 56,699 197,729 21,241 275,669 3,805,878 157,856 1,614,221 5,577,955 353,486 5,931,441 1,481,052 3,504,504 592,399	-0.2% -2.4% 12.2% 12.7% 7.2% 5.7% -62.6% 6.4% -12.8% 16.3% -25.3% 7.2% 20.0% 18.6% 21.1% 20.3% -6.2% 18.7% 36.4% -14.5%	207,461 43,723 278,611 529,795 60,880 2,890 593,565 81,879 411,664 36,252 529,795 8,943,919 221,244 3,388,836 12,553,999 720,389 13,274,388 3,643,992 7,799,387 1,110,620	192,437 35,294 240,545 468,276 58,770 5,753 532,739 85,419 341,951 40,906 468,276 7,590,934 183,611 2,824,288 10,598,833 708,403 11,307,236 2,593,937 6,676,873 1,328,023	7.8% 23.9% 15.8% 13.1% 3.7% -49.8% 11.4% -4.1% 20.4% 20.4% 20.5% 20.0% 17.8% 20.5% 20.0% 17.4% 40.5% 40.5% 40.5% 40.5%
VINTAGES Ontario Wine Sales Ontario VQA Red Ontario VQA Red Ontario VQA Rose Ontario VQA Table Total Ontario VQA Icewine Ontario VQA Other Ontario VQA Total Retail < \$15 Retail > \$25 Ontario VQA Table Total Imported Table Wine Sales Imported Red Imported Wine Total Imported Table Total Imported Table Total Imported Total Retail < \$15 Retail \$15 - \$25	21,275 3,091 33,164 57,530 5,019 481 63,030 7,532 46,910 3,088 57,530 771,074 10,458 266,478 1,048,010 51,807 1,099,817 300,306 646,188	27,308 2,922 27,897 58,127 4,424 398 62,949 9,087 44,254 4,786 58,127 639,070 9,194 231,429 879,693 59,511 939,204 248,824 539,779	-22.1% 5.8% 18.9% -1.0% 13.4% 20.9% 0.1% -17.1% 6.0% -35.5% -1.0% 20.7% 13.7% 15.1% 19.1% 19.1% 19.1%	97,991 35,878 161,511 295,380 27,216 972 323,568 49,459 230,054 15,867 295,380 4,567,986 187,242 1,955,272 6,710,500 331,409 7,041,909 2,020,597 4,183,165	100,380 31,985 143,304 275,669 25,750 2,596 304,015 56,699 197,729 21,241 275,669 3,805,878 157,856 1,614,221 5,577,955 353,486 5,931,441 1,481,052 3,504,504	-0.2% -2.4% 12.2% 12.7% -62.6% -6.4% -12.8% -6.3% -7.2% 20.0% 18.6% 21.1% -6.2% 18.7% 36.4% 19.4%	207,461 43,723 278,611 529,795 60,880 2,890 593,565 81,879 411,664 36,252 529,795 8,943,919 221,244 3,388,836 12,553,999 720,389 13,274,388 3,643,992 7,799,387	192,437 35,294 240,545 468,276 58,710 5,753 532,739 85,419 341,951 40,906 468,276 7,590,934 183,611 2,824,288 10,598,833 708,403 11,307,236 2,593,937 6,676,873	7.8% 23.9% 15.8% 3.7% -49.8% 11.4% -4.1% 20.4% 20.5% 20.0% 18.4% 1.7% 17.4% 40.5% 40.5% 60.6%

Ontario Wine Scorecard Report - Net Sales

Period 7, 2010-11

GENERAL LIST Ontario Table Wine Sales	Curre	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 VQA Red	4,531,959	3,740,861	21.1%	17,891,531	15,410,418	16.1%	33,999,388	28,184,363	20.6%	
Ontario VQA Rose	262,910	141,716	85.5%	1,660,301	1,199,868	38.4%	2,177,412	1,730,597	25.8%	
Ontario VQA White	4,879,296	4,252,350	14.7%	24,565,280	21,548,480	14.0%	42,971,957	37,483,710	14.6%	
Ontario VQA Total	9,674,165	8,134,927	18.9%	44,117,112	38,158,766	15.6%	79,148,757	67,398,670	17.4%	
Ontario NonVQA Red	6,247,930	6,268,274	-0.3%	36,988,480	38,072,996	-2.8%	70,272,896	73,215,188	-4.0%	
Ontario NonVQA Rose	734,300	723,478	1.5%	4,738,931	4,898,845	-3.3%	8,719,749	8,980,868	-2.9%	
Ontario NonVQA White	10,003,957	9,512,144	5.2%	65,245,924	62,528,601	4.3%	116,123,602	112,477,996	3.2%	
Ontario Non-VQA Total	16,986,187	16,503,896	2.9%	106,973,335	105,500,442	1.4%	195,116,247	194,674,052	0.2%	
Ontario Red	10,779,889	10,009,135	7.7%	54,880,011	53,483,414	2.6%	104,272,284	101,399,551	2.8%	
Ontario Rose	997,210	865,194	15.3%	6,399,232	6,098,713	4.9%	10,897,161	10,711,465	1.7%	
Ontario White	14,883,253	13,764,494	8.1%	89,811,204	84,077,081	6.8%	159,095,559	149,961,706	6.1%	
Ontario Table by Colour Total	26,660,352	24,638,823	8.2%	151,090,447	143,659,208	5.2%	274,265,004	262,072,722	4.7%	
Ontario Retail < \$8	10,968,539	10,503,819	4.4%	68,515,627	68,421,278	0.1%	125,596,552	126,319,226	-0.6%	
Ontario Retail \$8 - \$12	10,619,697	9,678,348	9.7%	58,322,933	53,855,250	8.3%	104,149,360	97,716,104	6.6%	
Ontario Retail \$12 - \$15	4,556,768	3,916,797	16.3%	21,741,325	19,176,462	13.4%	39,307,200	33,611,603	16.9%	
Ontario Retail > \$15	515,348	539,859	-4.5%	2,510,562	2,206,218	13.8%	5,211,892	4,425,789	17.8%	
Subtotal Ontario Table Wines	26,660,352	24,638,823	8.2%	151,090,447	143,659,208	5.2%	274,265,004	262,072,722	4.7%	
Ontario Sparkling/Fortified/Other	2,034,285	1,999,036	1.8%	12,396,449	12,498,883	-0.8%	27,383,238	27,532,322	-0.5%	
Total Ontario Wine Sales	28,694,637	26,637,859	7.7%	163,486,896	156,158,091	4.7%	301,648,242	289,605,044	4.2%	
Imported Table Wine Sales										
Imported Red	37,920,959	35,138,706	7.9%	238,219,037	242,245,975	-1.7%	468,507,148	480,520,822	-2.5%	
Imported Rose	1,303,890	1,173,142	11.1%	12,463,484	10,445,834	19.3%	18,798,511	16,982,270	10.7%	
Imported White	21,274,632	19,506,265	9.1%	149,579,271	146,138,232	2.4%	264,420,498	261,275,785	1.2%	
Imported Table by Colour Total	60,499,481	55,818,113	8.4%	400,261,792	398,830,041	0.4%	751,726,157	758,778,877	-0.9%	
Imported Retail < \$8	16,415,618	16,954,436	-3.2%	107,146,190	118,905,322	-9.9%	207,128,327	217,525,689	-4.8%	
Imported Retail \$8 - \$12	25,686,396	22,619,936	13.6%	169,697,754	162,534,182	4.4%	312,307,340	307,658,457	1.5%	
Imported Retail \$12 - \$15	11,076,704	9,271,961	19.5%	74,179,179	69,499,390	6.7%	135,804,163	136,473,946	-0.5%	
Imported Retail > \$15	7,320,763	6,971,780	5.0%	49,238,669	47,891,147	2.8%	96,486,327	97,120,785	-0.7%	
Subtotal Imported Table Wines	60,499,481	55,818,113	8.4%	400,261,792	398,830,041	0.4%	751,726,157	758,778,877	-0.9%	
mported Sparkling/Fortified/Other	4,905,219	4,602,514	6.6%	33,418,597	31,559,496	5.9%	72,610,302	69,456,081	4.5%	
Total Imported Wine Sales	65,404,700	60,420,627	8.2%	433,680,389	430,389,537	0.8%	824,336,459	828,234,958	-0.5%	
Total LCBO Wines Sales	94,099,337	87,058,486	8.1%	597,167,285	586,547,628	1.8%	1,125,984,701	1,117,840,002	0.7%	
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VINTAGES										
Ontario Wine Sales Ontario VQA Red	E00 227	GGO GFO	_22 20/	2,330,894	2,456,535	E 10/	E 070 E27	A 00E 046	5.3%	
Ontario VQA Red Ontario VQA Rose	508,337 55,950	662,658 52,391	-23.3% 6.8%	2,330,894 648,954	, ,	-5.1% 16.7%	5,079,537 790,163	4,825,346	5.3% 29.4%	
Ontario VQA Rose Ontario VQA White	725,220	52,391 576,943	6.8% 25.7%	3,469,295	556,185 3,004,055	15.5%	6,009,338	610,514 5,133,906	29.4% 17.1%	
Ontario VQA Table Total	1,289,507	1,291,992	-0.2%	6,449,143	6,016,775	7.2%	11,879,038	10,569,766	12.4%	
Ontario VQA Icewine	491,921	413,052	19.1%	2,652,008	2,447,350	8.4%	5,926,708	5,775,991	2.6%	
Ontario VQA Other	14,059	13,407	4.9%	27,022	83,221	-67.5%	87,222	177,217	-50.8%	
Ontario VQA Total	1,795,487	1,718,451	4.5%	9,128,173	8,547,346	6.8%	17,892,968	16,522,974	8.3%	
Retail < \$15	126,382	153,372	-17.6%	835,867	954,629	-12.4%	1,382,541	1,443,514	-4.2%	
Retail \$15 - \$25	1,036,155	949,849	9.1%	4,950,983	4,193,057	18.1%	8,926,237	7,413,578	20.4%	
Retail > \$25	126,970	188,771	-32.7%	662,293	869,089	-23.8%	1,570,260	1,712,674	-8.3%	
Ontario VQA Table Total	1,289,507	1,291,992	-0.2%	6,449,143	6,016,775	7.2%	11,879,038	10,569,766	12.4%	