

Ontario Wine Scorecard Report - Net Sales

Period 12, 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				2,327,539	2,339,407	-0.5%	33,572,355	28,981,300	15.8%	35,880,424	30,855,584	16.3%
Ontario VQA Rose				98,137	74,363	32.0%	2,298,067	1,629,586	41.0%	2,385,458	1,701,121	40.2%
Ontario VQA White				2,928,607	2,519,002	16.3%	43,043,510	37,022,439	16.3%	45,858,081	39,452,209	16.2%
Ontario VQA Total				5,354,283	4,932,772	8.5%	78,913,932	67,633,325	16.7%	84,123,963	72,008,914	16.8%
Ontario VQA Table < \$8				931	15,308	-93.9%	152,929	378,429	-59.6%	169,521	441,528	-61.6%
Ontario VQA Table \$8 - \$12				2,430,325	2,031,020	19.7%	34,250,175	28,607,791	19.7%	36,434,480	30,439,908	19.7%
Ontario VQA Table \$12 - \$15				2,593,888	2,573,926	0.8%	40,276,466	35,413,681	13.7%	43,035,689	37,706,244	14.1%
Ontario VQA Table > \$15				329,139	312,518	5.3%	4,234,362	3,233,424	31.0%	4,484,273	3,421,234	31.1%
Ontario VQA Table Total				5,354,283	4,932,772	8.5%	78,913,932	67,633,325	16.7%	84,123,963	72,008,914	16.8%
Ontario NonVQA Red				5,239,089	5,090,203	2.9%	66,292,963	65,973,586	0.5%	71,905,710	71,386,735	0.7%
Ontario NonVQA Rose				545,562	594,275	-8.2%	8,116,408	8,238,002	-1.5%	8,758,068	8,881,618	-1.4%
Ontario NonVQA White				8,011,630	7,496,021	6.9%	109,849,906	104,669,912	4.9%	118,704,396	112,745,660	5.3%
Ontario Non-VQA Total				13,796,281	13,180,499	4.7%	184,259,277	178,881,500	3.0%	199,368,174	193,014,013	3.3%
Ontario Retail < \$8				8,862,111	8,515,609	4.1%	114,351,331	112,708,345	1.5%	124,062,746	121,805,516	1.9%
Ontario Retail \$8 - \$12				7,318,328	6,640,713	10.2%	103,454,744	93,879,369	10.2%	110,979,273	100,716,134	10.2%
Ontario Retail \$12 - \$15				2,635,659	2,636,741	0.0%	40,884,669	36,409,521	12.3%	43,711,053	38,787,753	12.7%
Ontario Retail > \$15				334,466	320,208	4.5%	4,482,465	3,517,590	27.4%	4,739,065	3,713,524	27.6%
Subtotal Ontario Table Wines				19,150,564	18,113,271	5.7%	263,173,209	246,514,825	6.8%	283,492,137	265,022,927	7.0%
Ontario Sparkling/Fortified/Other				1,785,404	1,777,704	0.4%	25,787,238	25,595,740	0.7%	27,626,627	27,332,277	1.1%
Total Ontario Wine Sales				20,935,968	19,890,975	5.3%	288,960,447	272,110,565	6.2%	311,118,764	292,355,204	6.4%
Imported Table Wine Sales												
Imported Red				34,459,455	31,696,243	8.7%	444,707,668	437,205,011	1.7%	480,036,770	471,291,617	1.9%
Imported Rose				1,043,345	850,468	22.7%	18,540,913	15,774,680	17.5%	19,547,094	16,707,362	17.0%
Imported White				17,287,863	15,927,529	8.5%	252,794,475	242,085,601	4.4%	271,688,350	259,645,381	4.6%
Imported Table by Colour Total				52,790,663	48,474,240	8.9%	716,043,056	695,065,292	3.0%	771,272,214	747,644,360	3.2%
Imported Retail < \$8				13,678,189	13,837,398	-1.2%	181,155,370	199,519,112	-9.2%	196,939,801	214,930,394	-8.4%
Imported Retail \$8 - \$12				23,036,457	20,780,498	10.9%	310,637,313	293,738,472	5.8%	334,789,535	315,569,679	6.1%
Imported Retail \$12 - \$15				10,252,213	8,260,434	24.1%	138,490,831	122,649,505	12.9%	148,191,376	132,335,053	12.0%
Imported Retail > \$15				5,823,804	5,595,910	4.1%	85,759,542	79,158,203	8.3%	91,351,502	84,809,234	7.7%
Subtotal Imported Table Wines				52,790,663	48,474,240	8.9%	716,043,056	695,065,292	3.0%	771,272,214	747,644,360	3.2%
Imported Sparkling/Fortified/Other				4,491,479	4,197,157	7.0%	71,202,083	66,592,332	6.9%	75,519,281	70,340,255	7.4%
Total Imported Wine Sales				57,282,142	52,671,397	8.8%	787,245,139	761,657,624	3.4%	846,791,495	817,984,615	3.5%
Total LCBO Wines Sales				78,218,110	72,562,372	7.8%	1,076,205,586	1,033,768,189	4.1%	1,157,910,259	1,110,339,819	4.3%
VINTAGES												
Ontario Wine Sales												
Ontario VQA Red				354,642	297,353	19.3%	4,795,790	4,898,265	-2.1%	5,102,692	5,159,951	-1.1%
Ontario VQA Rose				38,711	13,583	185.0%	807,575	665,830	21.3%	839,137	671,255	25.0%
Ontario VQA White				358,267	335,436	6.8%	5,981,962	5,144,843	16.3%	6,381,223	5,461,920	16.8%
Ontario VQA Table Total				751,620	646,372	16.3%	11,585,327	10,708,938	8.2%	12,323,052	11,293,126	9.1%
Ontario VQA Icewine				343,531	340,823	0.8%	5,768,850	5,412,504	6.6%	6,078,388	5,700,710	6.6%
Ontario VQA Other				7,033	5,288	33.0%	145,006	189,734	-23.6%	149,235	197,738	-24.5%
Ontario VQA Table				1,102,184	992,483	11.1%	17,499,183	16,311,176	7.3%	18,550,675	17,191,574	7.9%
Retail < \$15				45,764	61,128	-25.1%	836,638	953,374	-12.2%	909,788	1,002,337	-9.2%
Retail \$15 - \$20				441,361	362,120	21.9%	7,347,581	6,478,739	13.4%	7,757,700	6,824,051	13.7%
Retail \$20 - \$25				163,910	127,745	28.3%	2,039,451	1,647,161	23.8%	2,176,488	1,738,165	25.2%
Retail > \$25				100,585	95,379	5.5%	1,361,657	1,629,664	-16.4%	1,479,076	1,728,573	-14.4%
Ontario VQA Table Total				751,620	646,372	16.3%	11,585,327	10,708,938	8.2%	12,323,052	11,293,126	9.1%
Imported Table Wine Sales												
Imported Red				17,403,744	15,055,750	15.6%	217,063,144	188,371,120	15.2%	233,664,299	201,727,386	15.8%
Imported Rose				41,309	67,561	-38.9%	3,489,013	3,161,380	10.4%	3,619,941	3,228,562	12.1%
Imported White				4,853,104	4,115,868	17.9%	71,670,637	60,990,937	17.5%	76,593,289	64,980,026	17.9%
Imported Table Total				22,298,157	19,239,179	15.9%	292,222,794	252,523,437	15.7%	313,877,529	269,935,974	16.3%
Imported Other				1,260,163	968,119	30.2%	19,028,501	17,691,139	7.6%	20,837,064	19,032,677	9.5%
Imported Total				23,558,320	20,207,298	16.6%	311,251,295	270,214,576	15.2%	334,714,593	288,968,651	15.8%
Retail < \$15				4,080,529	3,947,387	3.4%	54,999,630	44,435,182	23.8%	59,548,841	47,645,908	25.0%
Retail \$15 - \$20				9,974,921	8,602,317	16.0%	127,349,743	107,102,060	18.9%	136,867,033	114,575,020	19.5%
Retail \$20 - \$25				3,402,884	2,680,456	27.0%	41,515,540	37,405,221	11.0%	44,273,817	40,021,750	10.6%
Retail > \$25				4,839,823	4,009,019	20.7%	68,357,881	63,580,974	7.5%	73,187,838	67,693,296	8.1%
Imported Table Total				22,298,157	19,239,179	15.9%	292,222,794	252,523,437	15.7%	313,877,529	269,935,974	16.3%
Total Vintages Sales				24,660,504	21,199,781	16.3%	328,750,478	286,525,752	14.7%	353,265,268	306,160,225	15.4%