

# Ontario Wine Quarterly Scorecard Report - Q4 2014/15

## Summary

For the 3 fiscal periods ended March 31, 2015

	Quarter 3			Quarter 4			Year to Date			Rolling 13		
	2014/15	2013/14	% Change	2014/15	2013/14	% Change	2014/15	2013/14	% Change	2014/15	2013/14	% Change
<b>Value (Net Sales)</b>												
<b>Sales by Channel</b>												
LCBO Ontario	\$ 107,169,787	\$ 102,033,236	5.0%	\$ 83,821,581	\$ 77,218,589	8.6%	\$ 409,298,590	\$ 383,149,638	6.8%	\$ 409,298,590	\$ 383,149,638	6.8%
LCBO Wines Category	\$ 100,591,502	\$ 95,720,907	5.1%	\$ 79,674,570	\$ 73,495,224	8.4%	\$ 386,709,831	\$ 362,428,689	6.7%	\$ 386,709,831	\$ 362,428,689	6.7%
VINTAGES	\$ 6,578,285	\$ 6,312,329	4.2%	\$ 4,147,011	\$ 3,723,365	11.4%	\$ 22,588,759	\$ 20,720,949	9.0%	\$ 22,588,759	\$ 20,720,949	9.0%
Winery Retail Stores	\$ 68,038,421	\$ 65,705,795	3.6%	\$ 52,606,877	\$ 49,518,870	6.2%	\$ 274,499,651	\$ 256,434,759	7.0%	\$ 274,499,651	\$ 256,434,759	7.0%
Direct Delivery	\$ 11,452,476	\$ 11,641,737	-1.6%	\$ 9,104,099	\$ 8,493,358	7.2%	\$ 50,768,160	\$ 49,991,058	1.6%	\$ 50,768,160	\$ 49,991,058	1.6%
<b>Total</b>	<b>\$ 186,660,683</b>	<b>\$ 179,380,768</b>	<b>4.1%</b>	<b>\$ 145,532,556</b>	<b>\$ 135,230,817</b>	<b>7.6%</b>	<b>\$ 734,566,401</b>	<b>\$ 689,575,454</b>	<b>6.5%</b>	<b>\$ 734,566,401</b>	<b>\$ 689,575,454</b>	<b>6.5%</b>
<b>Volume (Litres Sold)</b>												
<b>Sales by Channel</b>												
LCBO Ontario	10,097,042	9,629,868	4.9%	8,276,697	7,690,514	7.6%	39,602,286	37,214,137	6.4%	39,602,286	37,214,137	6.4%
LCBO Wines Category	9,890,549	9,434,735	4.8%	8,134,126	7,561,496	7.6%	38,830,873	36,514,689	6.3%	38,830,873	36,514,689	6.3%
VINTAGES	206,493	195,133	5.8%	142,571	129,018	10.5%	771,413	699,448	10.3%	771,413	699,448	10.3%
Winery Retail Stores	5,951,386	5,741,670	3.7%	4,875,257	4,717,844	3.3%	23,964,932	22,874,573	4.8%	23,964,932	22,874,573	4.8%
Direct Delivery	886,857	905,571	-2.1%	699,960	678,502	3.2%	3,918,407	3,864,620	1.4%	3,918,407	3,864,620	1.4%
<b>Total</b>	<b>16,935,285</b>	<b>16,277,110</b>	<b>4.0%</b>	<b>13,851,914</b>	<b>13,086,860</b>	<b>5.8%</b>	<b>67,485,625</b>	<b>63,953,330</b>	<b>5.5%</b>	<b>67,485,625</b>	<b>63,953,330</b>	<b>5.5%</b>

### Notes:

LCBO Duty Free and Private Ordering sales are omitted as well as coolers, ciders and flavoured drinks.

WRS and DD sales may not match other reports or past reports due to a timing difference of the retrieval of data. DD sales do not include Duty Free.

Sources: Periodic Ontario Wine Scorecard Report, J10, WRS and VQA Reports

Prepared by: LCBO Financial Planning and Analysis

# Ontario Wine Quarterly Scorecard Report - Q4 2014/15

## Value Sales (\$)

For the 3 fiscal periods ended March 31, 2015

	2014/15	Rolling 13 2013/14	% Change
<b>TOTAL LCBO Wine Sales (A)</b>	<b>1,813,785,354</b>	<b>1,726,712,309</b>	<b>5.0%</b>
<b>LCBO Ontario Wine Sales</b>			
White Wine	210,501,138	199,000,046	5.8%
Red Wine	148,917,164	136,049,630	9.5%
Rose Wine	14,093,462	13,055,020	8.0%
Sparkling / Fortified / Other	35,786,826	35,044,942	2.1%
<b>Total LCBO Sales of Ontario Wine (includes VQA) (B)</b>	<b>409,298,590</b>	<b>383,149,638</b>	<b>6.8%</b>
<b>LCBO Share of Ontario Wine Sales (B/E)</b>	<b>55.7%</b>	<b>55.6%</b>	
<b>Winery Retail Store Sales</b>			
White Wine	114,709,294	110,928,938	3.4%
Red Wine	110,207,849	101,566,962	8.5%
Rose Wine	8,066,493	8,248,053	-2.2%
Sparkling Wine	3,472,912	3,110,085	11.7%
Below 7% Sparkling Wine	1,562,222	563,364	177.3%
Port	424,974	489,353	-13.2%
Sherry	2,628,551	2,854,608	-7.9%
Dessert Wines	11,571,260	10,764,264	7.5%
Coolers and Cider	9,660,032	9,534,108	1.3%
Other	12,196,065	8,375,023	45.6%
<b>Total Winery Retail Store Sales (C)</b>	<b>274,499,651</b>	<b>256,434,759</b>	<b>7.0%</b>
<b>WRS Share of the Ontario Wine Sales (C/E)</b>	<b>37.4%</b>	<b>37.2%</b>	
<b>Direct Delivery to Licencees</b>			
VQA	47,021,508	46,551,204	1.0%
ICB/Non-VQA	3,746,653	3,439,853	8.9%
<b>Total Direct Delivery (D)</b>	<b>50,768,160</b>	<b>49,991,058</b>	<b>1.6%</b>
<b>Direct Delivery Share of the Ontario Wine Sales (D/E)</b>	<b>6.9%</b>	<b>7.2%</b>	
<b>TOTAL Sales of Ontario wines, all channels E=[B+C+D]</b>	<b>734,566,401</b>	<b>689,575,454</b>	<b>6.5%</b>
<b>TOTAL Wine Sales, all channels F=[A+C+D]</b>	<b>2,139,053,165</b>	<b>2,033,138,125</b>	<b>5.2%</b>
<b>VQA Sales at the LCBO</b>			
White Wine	60,910,173	58,607,417	6.5%
Red Wine	53,459,421	50,143,451	6.5%
Rose Wine	4,021,511	3,980,720	6.5%
Other	9,426,618	8,801,424	6.5%
<b>LCBO VQA Sales</b>	<b>127,817,723</b>	<b>121,533,012</b>	<b>6.5%</b>
<b>VQA Sales at Winery Retail Stores</b>	<b>112,953,953</b>	<b>106,684,960</b>	<b>5.9%</b>
<b>VQA Sales through Direct Delivery</b>	<b>47,021,508</b>	<b>46,551,204</b>	<b>1.0%</b>
<b>TOTAL VQA Sales</b>	<b>287,793,184</b>	<b>274,769,177</b>	<b>4.7%</b>
<b>VQA Wine as a % of Ontario wine sales</b>	<b>39.2%</b>	<b>39.8%</b>	
<b>VQA Wine as a % of all wine sales</b>	<b>13.5%</b>	<b>13.5%</b>	

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## Volume Sales (L)

For the 3 fiscal periods ended March 31, 2015

	2014/15	Rolling 13 2013/14	% Change
<b>TOTAL LCBO Wine Sales (A)</b>	<b>131,453,162</b>	<b>126,549,841</b>	<b>3.9%</b>
<b>LCBO Ontario Wine Sales</b>			
White Wine	21,263,197	20,133,214	5.6%
Red Wine	14,013,112	12,868,875	8.9%
Rose Wine	1,388,592	1,290,832	7.6%
Sparkling / Fortified / Other	2,937,385	2,921,216	0.6%
<b>Total LCBO Sales of Ontario Wine (includes VQA) (B)</b>	<b>39,602,286</b>	<b>37,214,137</b>	<b>6.4%</b>
<b>LCBO Share of Ontario Wine Sales (B/E)</b>	<b>58.7%</b>	<b>58.2%</b>	
<b>Winery Retail Store Sales</b>			
White Wine	10,582,232	10,325,618	2.5%
Red Wine	9,302,135	8,957,184	3.9%
Rose Wine	743,354	723,258	2.8%
Sparkling Wine	174,476	228,916	-23.8%
Below 7% Sparkling Wine	165,589	68,815	140.6%
Port	30,010	33,569	-10.6%
Sherry	293,187	299,410	-2.1%
Dessert Wines	110,960	98,250	12.9%
Coolers and Cider	1,774,748	1,682,075	5.5%
Other	788,241	457,477	72.3%
<b>Total Winery Retail Store Sales (C)</b>	<b>23,964,932</b>	<b>22,874,573</b>	<b>4.8%</b>
<b>WRS Share of the Ontario Wine Sales (C/E)</b>	<b>35.5%</b>	<b>35.7%</b>	
<b>Direct Delivery to Licencees</b>			
VQA	3,369,681	3,350,427	0.6%
ICB/Non-VQA	548,726	514,193	6.7%
<b>Total Direct Delivery (D)</b>	<b>3,918,407</b>	<b>3,864,620</b>	<b>1.4%</b>
<b>Direct Delivery Share of the Ontario Wine Sales (D/E)</b>	<b>5.8%</b>	<b>6.0%</b>	
<b>TOTAL Sales of Ontario wines, all channels E=[B+C+D]</b>	<b>67,485,625</b>	<b>63,953,330</b>	<b>5.5%</b>
<b>TOTAL Wine Sales, all channels F=[A+C+D]</b>	<b>159,336,501</b>	<b>153,289,034</b>	<b>3.9%</b>
<b>VQA Sales at the LCBO</b>			
White Wine	3,989,933	3,866,573	6.5%
Red Wine	3,306,871	3,133,661	6.5%
Rose Wine	260,514	256,120	6.5%
Other	188,279	173,470	6.5%
<b>LCBO VQA Sales</b>	<b>7,745,597</b>	<b>7,429,824</b>	<b>6.5%</b>
<b>VQA Sales at Winery Retail Stores</b>	<b>5,495,749</b>	<b>5,331,198</b>	<b>5.9%</b>
<b>VQA Sales through Direct Delivery</b>	<b>3,369,681</b>	<b>3,350,427</b>	<b>1.0%</b>
<b>TOTAL VQA Sales</b>	<b>16,611,028</b>	<b>16,111,448</b>	<b>4.7%</b>
<b>VQA Wine as a % of Ontario wine sales</b>	<b>24.6%</b>	<b>25.2%</b>	
<b>VQA Wine as a % of Ontario wine sales</b>	<b>10.4%</b>	<b>10.5%</b>	