

Ontario Wine Industry Market Share Report, Litres Sold

For the 3 months and year ended December 31, 2010

	Net Sales, 3rd quarter only		%	Rolling 12		%
	This Year	Last Year		This Year	Last Year	
Total LCBO Wine Sales (A)	31,302,129	30,140,468	3.9%	83,184,837	81,925,746	1.5%
LCBO Ontario Wine Sales						
White Wine	4,861,834	4,608,214	5.5%	13,971,803	13,329,993	4.8%
Red Wine	3,272,150	3,125,831	4.7%	8,502,554	8,359,408	1.7%
Rose Wine	335,572	316,306	6.1%	985,594	958,310	2.8%
Sparkling Wine	164,635	165,011	-0.2%	316,263	323,448	-2.2%
Below 7% Sparkling Wine	512,717	492,682	4.1%	1,002,841	1,010,652	-0.8%
Port	60,008	57,251	4.8%	137,137	133,548	2.7%
Sherry	281,842	288,529	-2.3%	753,559	793,343	-5.0%
Dessert Wines	18,724	20,146	-7.1%	31,020	30,610	1.3%
Other	193,264	200,363	-3.5%	450,262	449,473	0.2%
Total LCBO Sales of Ontario Wine (includes VQA) (B)	9,700,746	9,274,332	4.6%	26,151,033	25,388,788	3.0%
LCBO Share of Ontario Wine Sales (B/E)	59.4%	57.9%	1.5%	58.1%	57.2%	0.9%
Market Share of Ontario Wines at the LCBO (B/A)	31.0%	30.8%	0.2%	31.4%	31.0%	0.4%
Winery Retail Store Sales						
White Wine	2,463,082	2,498,815	-1.4%	7,233,152	7,227,981	0.1%
Red Wine	2,544,764	2,577,461	-1.3%	6,774,399	6,919,125	-2.1%
Rose Wine	177,150	177,396	-0.1%	536,872	555,569	-3.4%
Sparkling Wine	111,170	104,170	6.7%	224,330	218,653	2.6%
Below 7% Sparkling Wine	19,047	23,969	-20.5%	67,618	63,178	7.0%
Port	13,179	13,882	-5.1%	29,668	31,366	-5.4%
Sherry	83,358	90,881	-8.3%	234,642	257,748	-9.0%
Dessert Wines	48,172	47,897	0.6%	125,145	118,166	5.9%
Coolers and Cider	164,430	184,809	-11.0%	601,655	649,688	-7.4%
Other	135,652	138,851	-2.3%	310,333	307,147	1.0%
Total Winery Retail Sales (C)	5,760,004	5,858,130	-1.7%	16,137,813	16,348,621	-1.3%
WRS Share of the Ontario Wine Sales	35.3%	36.6%	-1.3%	35.9%	36.8%	-1.0%
Direct Delivery to Licensees						
VQA	775,388	800,380	-3.1%	2,418,102	2,363,286	2.3%
Non-VQA	100,246	80,749	24.1%	288,451	266,392	8.3%
Total Direct Delivery (D)	875,634	881,129	-0.6%	2,706,553	2,629,678	2.9%
Direct Delivery Share of the Ontario Wine Sales	5.4%	5.5%	-0.1%	6.0%	5.9%	0.1%
Total Sales of Ontario wines, all channels E=[B+C+D]	16,336,383	16,013,591	2.0%	44,995,399	44,367,087	1.4%
Total Wine Sales, all channels F=[A+C+D]	37,937,766	36,879,726	2.9%	102,029,203	100,904,044	1.1%
Overall Market share for Ontario wines (E/F)	43.1%	43.4%		44.1%	44.0%	
VQA Sales at the LCBO						
White Wine	1,016,943	866,796	17.3%	2,595,701	2,313,611	12.2%
Red Wine	837,378	737,568	13.5%	1,962,031	1,707,942	14.9%
Other Wines	82,903	63,552	30.4%	238,247	183,717	29.7%
Total (G)	1,937,224	1,667,916	16.1%	4,795,979	4,205,271	14.0%
VQA sales at Winery Retail Stores	1,264,239	1,490,723	-15.2%	3,719,734	3,882,784	-4.2%
Total VQA Sales	3,976,851	3,959,019	0.5%	10,933,815	10,451,341	4.6%
VQA Wine as a % of Ontario wine sales	24.3%	24.7%		24.3%	23.6%	
Total 'Cellared In' Sales	12,359,533	12,054,572	2.5%	34,061,584	33,915,746	0.4%
Cellared In' Sales for WRS	4,495,765	4,367,407	2.9%	12,418,079	12,465,837	-0.4%