

Ontario Wine Scorecard Report - Litres

Period 11, 2010-11

GENERAL LIST

	Current Period Results			YTD Results			Rolling 13 Periods Results		
	Actual Litres	Last Year Litres	Variance %	Actual Litres	Last Year Litres	Variance %	Actual Litres	Last Year Litres	Variance %
Ontario Table Wine Sales									
Ontario VQA Red	144,705	130,879	10.6%	2,176,326	1,910,730	13.9%	2,514,763	2,173,036	15.7%
Ontario VQA Rose	6,132	3,819	60.6%	161,584	117,719	37.3%	173,988	127,917	36.0%
Ontario VQA White	171,673	164,063	4.6%	2,929,692	2,634,160	11.2%	3,332,819	2,980,632	11.8%
Ontario VQA Total	322,510	298,761	7.9%	5,267,602	4,662,609	13.0%	6,021,570	5,281,585	14.0%
Ontario VQA Table < \$8	9,386	9,380	0.1%	121,134	146,815	-17.5%	143,857	176,669	-18.6%
Ontario VQA Table \$8 - \$12	149,042	140,525	6.1%	2,396,840	2,120,614	13.0%	2,728,621	2,399,370	13.7%
Ontario VQA Table \$12 - \$15	153,452	138,834	10.5%	2,560,692	2,248,583	13.9%	2,930,735	2,541,608	15.3%
Ontario VQA Table > \$15	10,630	10,022	6.1%	188,936	146,597	28.9%	218,357	163,938	33.2%
Ontario VQA Table Total	322,510	298,761	7.9%	5,267,602	4,662,609	13.0%	6,021,570	5,281,585	14.0%
Ontario NonVQA Red	530,713	529,028	0.3%	6,989,180	7,132,009	-2.0%	8,249,589	8,409,852	-1.9%
Ontario NonVQA Rose	55,137	59,370	-7.1%	885,248	908,780	-2.6%	1,034,181	1,053,204	-1.8%
Ontario NonVQA White	870,763	870,441	0.0%	12,135,061	11,839,867	2.5%	14,143,657	13,718,567	3.1%
Ontario Non-VQA Total	1,456,613	1,458,839	-0.2%	20,009,489	19,880,656	0.6%	23,427,427	23,181,623	1.1%
Ontario Retail < \$8	1,061,255	1,026,251	3.4%	13,601,957	13,669,917	-0.5%	15,993,288	15,951,949	0.3%
Ontario Retail \$8 - \$12	551,027	578,452	-4.7%	8,882,376	8,407,648	5.6%	10,254,156	9,722,602	5.5%
Ontario Retail \$12 - \$15	156,089	142,678	9.4%	2,598,856	2,313,422	12.3%	2,977,942	2,618,702	13.7%
Ontario Retail > \$15	10,752	10,219	5.2%	193,902	152,278	27.3%	223,611	169,955	31.6%
Subtotal Ontario Table Wines	1,779,123	1,757,600	1.2%	25,277,091	24,543,265	3.0%	29,448,997	28,463,208	3.5%
Ontario Sparkling/Fortified/Other	155,497	167,309	-7.1%	2,454,343	2,541,550	-3.4%	2,840,304	2,933,651	-3.2%
Total Ontario Wine Sales	1,934,620	1,924,909	0.5%	27,731,434	27,084,815	2.4%	32,289,301	31,396,859	2.8%
Imported Table Wine Sales									
Imported Red	2,583,200	2,608,835	-1.0%	34,727,570	35,222,542	-1.4%	40,630,050	41,198,736	-1.4%
Imported Rose	96,339	74,238	29.8%	1,706,442	1,509,666	13.0%	1,896,248	1,700,000	11.5%
Imported White	1,401,440	1,374,990	1.9%	21,153,937	20,794,545	1.7%	24,405,125	23,877,334	2.2%
Imported Table by Colour Total	4,080,979	4,058,063	0.6%	57,587,949	57,526,753	0.1%	66,931,423	66,776,070	0.2%
Imported Retail < \$8	1,590,724	1,715,864	-7.3%	21,599,762	23,881,145	-9.6%	25,458,114	27,776,303	-8.3%
Imported Retail \$8 - \$12	1,662,690	1,614,457	3.0%	23,697,417	22,409,888	5.7%	27,419,100	25,873,974	6.0%
Imported Retail \$12 - \$15	591,453	495,436	19.4%	8,409,854	7,596,371	10.7%	9,633,680	8,915,256	8.1%
Imported Retail > \$15	236,112	232,306	1.6%	3,880,916	3,639,349	6.6%	4,420,529	4,210,537	5.0%
Subtotal Imported Table Wines	4,080,979	4,058,063	0.6%	57,587,949	57,526,753	0.1%	66,931,423	66,776,070	0.2%
Imported Sparkling/Fortified/Other	209,303	205,949	1.6%	3,695,849	3,597,684	2.7%	4,203,492	4,068,690	3.3%
Total Imported Wine Sales	4,290,282	4,264,012	0.6%	61,283,798	61,124,437	0.3%	71,134,915	70,844,760	0.4%
Total LCBO Wines Sales	6,224,902	6,188,921	0.6%	89,015,232	88,209,252	0.9%	103,424,216	102,241,619	1.2%

VINTAGES

Ontario Wine Sales									
Ontario VQA Red	12,769	13,087	-2.4%	179,850	185,028	-2.8%	204,660	207,257	-1.3%
Ontario VQA Rose	862	841	2.5%	42,440	37,380	13.5%	44,884	38,045	18.0%
Ontario VQA White	16,609	13,514	22.9%	257,762	226,244	13.9%	291,919	251,715	16.0%
Ontario VQA Table Total	30,240	27,442	10.2%	480,052	448,652	7.0%	541,463	497,017	8.9%
Ontario VQA Icewine	3,150	2,934	7.4%	55,077	52,755	4.4%	61,737	58,697	5.2%
Ontario VQA Other	218	257	-15.2%	4,578	7,135	-35.8%	5,051	8,117	-37.8%
Ontario VQA Total	33,608	30,633	9.7%	539,707	508,542	6.1%	608,251	563,831	7.9%
Retail < \$15	3,975	3,313	20.0%	48,837	54,149	-9.8%	57,060	59,063	-3.4%
Retail \$15 - \$25	24,346	21,948	10.9%	402,707	358,363	12.4%	451,108	395,779	14.0%
Retail > \$25	1,919	2,181	-12.0%	28,508	36,140	-21.1%	33,295	42,175	-21.1%
Ontario VQA Table Total	30,240	27,442	10.2%	480,052	448,652	7.0%	541,463	497,017	8.9%
Imported Table Wine Sales									
Imported Red	605,731	552,939	9.5%	8,054,850	6,843,708	17.7%	9,392,967	7,915,170	18.7%
Imported Rose	2,614	4,049	-35.4%	206,701	178,112	16.1%	220,443	186,692	18.1%
Imported White	204,351	182,729	11.8%	3,098,821	2,610,835	18.7%	3,535,770	2,965,254	19.2%
Imported Table Total	812,696	739,717	9.9%	11,360,372	9,632,655	17.9%	13,149,180	11,067,116	18.8%
Imported Other	38,613	31,166	23.9%	642,305	608,748	5.5%	776,102	713,940	8.7%
Imported Total	851,309	770,883	10.4%	12,002,677	10,241,403	17.2%	13,925,282	11,781,056	18.2%
Retail < \$15	237,298	259,880	-8.7%	3,141,608	2,472,635	27.1%	3,676,938	2,848,016	29.1%
Retail \$15 - \$25	503,111	428,796	17.3%	7,115,073	6,104,580	16.6%	8,222,555	6,994,508	17.6%
Retail > \$25	72,287	51,041	41.6%	1,103,691	1,055,440	4.6%	1,249,687	1,224,592	2.0%
Imported Table Total	812,696	739,717	9.9%	11,360,372	9,632,655	17.9%	13,149,180	11,067,116	18.8%
Total Vintages Sales	884,917	801,516	10.4%	12,542,384	10,749,945	16.7%	14,533,533	12,344,887	17.7%