

Ontario Wine Scorecard Report - Litres

Period 5, 2010-11

	Current Period Results			YTD Results			Rolling 13 Periods Results		
Ontario Table Wine Sales	Actual Litres	Last Year Litres	Variance %	Actual Litres	Last Year Litres	Variance %	Actual Litres	Last Year Litres	Variance %
Ontario VQA Red	159,913	151,233	5.7%	765,967	682,969	12.2%	2,331,971	1,943,447	20.0%
Ontario VQA Rose	22,258	17,568	26.2%	85,899	68,047	26.2%	147,975	133,001	11.3%
Ontario VQA White	263,759	235,131	12.2%	1,185,437	1,100,184	7.7%	3,122,531	2,808,755	11.2%
Ontario VQA Total	445,930	403,932	10.4%	2,037,303	1,851,200	10.1%	5,602,477	4,885,203	14.7%
Ontario NonVQA Red	610,312	622,800	-2.0%	2,952,248	3,138,097	-5.9%	8,206,741	8,666,819	-5.3%
Ontario NonVQA Rose	91,778	94,108	-2.5%	400,377	419,188	-4.5%	1,038,906	1,074,300	-3.3%
Ontario NonVQA White	1,199,406	1,107,785	8.3%	5,501,837	5,355,486	2.7%	13,994,824	13,721,101	2.0%
Ontario Non-VQA Total	1,901,496	1,824,693	4.2%	8,854,462	8,912,771	-0.7%	23,240,471	23,462,220	-0.9%
Ontario Red	770,225	774,033	-0.5%	3,718,215	3,821,066	-2.7%	10,538,712	10,610,266	-0.7%
Ontario Rose	114,036	111,676	2.1%	486,276	487,235	-0.2%	1,186,881	1,207,301	-1.7%
Ontario White	1,463,165	1,342,916	9.0%	6,687,274	6,455,670	3.6%	17,117,355	16,529,856	3.6%
Ontario Table by Colour Total	2,347,426	2,228,625	5.3%	10,891,765	10,763,971	1.2%	28,842,948	28,347,423	1.7%
Ontario Retail < \$8	1,395,978	1,334,761	4.6%	6,415,944	6,565,835	-2.3%	16,860,026	17,159,677	-1.7%
Ontario Retail \$8 - \$12	735,456	700,276	5.0%	3,444,882	3,235,249	6.5%	9,096,470	8,650,250	5.2%
Ontario Retail > \$12	215,992	193,588	11.6%	1,030,939	962,887	7.1%	2,886,452	2,537,496	13.8%
Subtotal Ontario Table Wines	2,347,426	2,228,625	5.3%	10,891,765	10,763,971	1.2%	28,842,948	28,347,423	1.7%
Ontario Sparkling/Fortified/Other	188,055	195,418	-3.8%	912,209	977,152	-6.6%	2,865,654	3,022,683	-5.2%
Total Ontario Wine Sales	2,535,481	2,424,043	4.6%	11,803,974	11,741,123	0.5%	31,708,602	31,370,106	1.1%
Imported Table Wine Sales									
Imported Red	2,885,221	2,962,326	-2.6%	14,304,458	15,198,401	-5.9%	40,231,101	41,260,837	-2.5%
Imported Rose	205,881	139,230	47.9%	910,683	790,794	15.2%	1,819,361	1,720,730	5.7%
Imported White	2,090,986	2,026,510	3.2%	9,673,829	9,666,947	0.1%	24,052,615	23,813,701	1.0%
Imported Table by Colour Total	5,182,088	5,128,066	1.1%	24,888,970	25,656,142	-3.0%	66,103,077	66,795,268	-1.0%
Imported Retail < \$8	1,906,400	2,090,800	-8.8%	9,404,822	10,455,388	-10.0%	25,995,875	26,213,588	-0.8%
Imported Retail \$8 - \$12	2,206,511	2,049,828	7.6%	10,378,233	10,217,797	1.6%	26,598,226	26,573,023	0.1%
Imported Retail > \$12	1,069,177	987,438	8.3%	5,105,915	4,982,957	2.5%	13,508,976	14,008,657	-3.6%
Subtotal Imported Table Wines	5,182,088	5,128,066	1.1%	24,888,970	25,656,142	-3.0%	66,103,077	66,795,268	-1.0%
Imported Sparkling/Fortified/Other	279,613	264,832	5.6%	1,360,801	1,324,626	2.7%	4,122,369	4,031,448	2.3%
Total Imported Wine Sales	5,461,701	5,392,898	1.3%	26,249,771	26,980,768	-2.7%	70,225,446	70,826,716	-0.8%
Total LCBO Wines Sales	7,997,182	7,816,941	2.3%	38,053,745	38,721,891	-1.7%	101,934,048	102,196,822	-0.3%
Vintages Ontario Wine Sales									
VQA Red	13,322	11,728	13.6%	62,798	55,233	13.7%	217,411	178,695	21.7%
VQA Rose	6,442	7,752	-16.9%	28,152	25,052	12.4%	42,922	31,597	35.8%
VQA White	24,026	20,916	14.9%	104,490	95,868	9.0%	269,042	244,820	9.9%
VQA Icewine	4,235	3,989	6.2%	18,097	17,423	3.9%	60,088	58,378	2.9%
VQA Other	99	478	-79.3%	306	1,791	-82.9%	3,027	5,582	-45.8%
Ontario VQA Total	48,124	44,863	7.3%	213,843	195,367	9.5%	592,490	519,072	14.1%
Ontario VQA Table Total	43,790	40,396	8.4%	195,440	176,153	10.9%	529,375	455,112	16.3%
Retail < \$15	4,502	5,281	-14.8%	22,747	26,012	-12.6%	54,381	48,244	12.7%
Retail \$15 - \$25	36,836	32,690	12.7%	160,638	134,316	19.6%	435,916	363,916	19.8%
Retail > \$25	2,452	2,425	1.1%	12,055	15,825	-23.8%	39,078	42,952	-9.0%
Ontario VQA Table Total	43,790	40,396	8.4%	195,440	176,153	10.9%	529,375	455,112	16.3%

Ontario Wine Scorecard Report - Net Sales

Period 5, 2010-11

	Current Period Results			YTD Results			Rolling 13 Periods Results		
Ontario Table Wine Sales	Actual Dollars	Last Year Dollars	Variance %	Actual Dollars	Last Year Dollars	Variance %	Actual Dollars	Last Year Dollars	Variance %
Ontario VQA Red	2,349,549	2,097,530	12.0%	10,797,036	9,593,189	12.5%	32,719,889	27,420,167	19.3%
Ontario VQA Rose	304,959	229,702	32.8%	1,150,592	895,065	28.5%	1,972,507	1,773,877	11.2%
Ontario VQA White	3,672,400	3,046,443	20.5%	16,017,145	14,324,905	11.8%	41,647,184	36,647,284	13.6%
Ontario VQA Total	6,326,908	5,373,675	17.7%	27,964,773	24,813,159	12.7%	76,339,580	65,841,328	15.9%
Ontario NonVQA Red	5,360,087	5,313,566	0.9%	25,273,851	26,630,382	-5.1%	70,003,120	73,791,207	-5.1%
Ontario NonVQA Rose	778,621	783,330	-0.6%	3,359,604	3,500,336	-4.0%	8,738,927	9,080,196	-3.8%
Ontario NonVQA White	10,229,947	9,161,234	11.7%	45,515,924	44,015,642	3.4%	114,906,758	112,341,077	2.3%
Ontario Non-VQA Total	16,368,655	15,258,130	7.3%	74,149,379	74,146,360	0.0%	193,648,805	195,212,480	-0.8%
Ontario Red	7,709,636	7,411,096	4.0%	36,070,887	36,223,571	-0.4%	102,723,009	101,211,374	1.5%
Ontario Rose	1,083,580	1,013,032	7.0%	4,510,196	4,395,401	2.6%	10,711,434	10,854,073	-1.3%
Ontario White	13,902,347	12,207,677	13.9%	61,533,069	58,340,547	5.5%	156,553,942	148,988,361	5.1%
Ontario Table by Colour Total	22,695,563	20,631,805	10.0%	102,114,152	98,959,519	3.2%	269,988,385	261,053,808	3.4%
Ontario Retail < \$8	11,007,091	10,213,858	7.8%	49,214,466	50,024,338	-1.6%	128,402,109	130,471,172	-1.6%
Ontario Retail \$8 - \$12	8,218,272	7,462,733	10.1%	36,962,659	34,301,289	7.8%	96,981,181	91,641,095	5.8%
Ontario Retail > \$12	3,470,200	2,955,214	17.4%	15,937,027	14,633,892	8.9%	44,605,095	38,941,541	14.5%
Subtotal Ontario Table Wines	22,695,563	20,631,805	10.0%	102,114,152	98,959,519	3.2%	269,988,385	261,053,808	3.4%
Ontario Sparkling/Fortified/Other	1,825,155	1,755,835	3.9%	8,579,031	8,774,497	-2.2%	27,290,201	27,620,284	-1.2%
Total Ontario Wine Sales	24,520,718	22,387,640	9.5%	110,693,183	107,734,016	2.7%	297,278,586	288,674,092	3.0%
Imported Table Wine Sales									
Imported Red	34,047,245	33,627,947	1.2%	164,772,208	173,755,669	-5.2%	463,550,625	484,345,101	-4.3%
Imported Rose	2,185,568	1,426,977	53.2%	9,476,304	7,889,677	20.1%	18,367,491	16,870,218	8.9%
Imported White	23,561,518	22,027,890	7.0%	106,099,988	105,325,205	0.7%	261,754,246	262,104,521	-0.1%
Imported Table by Colour Total	59,794,331	57,082,814	4.8%	280,348,500	286,970,551	-2.3%	743,672,362	763,319,840	-2.6%
Imported Retail < \$8	15,543,246	16,881,813	-7.9%	75,459,832	84,617,788	-10.8%	209,541,786	213,545,218	-1.9%
Imported Retail \$8 - \$12	25,938,279	23,571,733	10.0%	119,332,518	118,474,586	0.7%	306,561,133	311,970,423	-1.7%
Imported Retail > \$12	18,312,806	16,629,268	10.1%	85,556,150	83,878,177	2.0%	227,569,443	237,804,199	-4.3%
Subtotal Imported Table Wines	59,794,331	57,082,814	4.8%	280,348,500	286,970,551	-2.3%	743,672,362	763,319,840	-2.6%
Imported Sparkling/Fortified/Other	5,021,674	4,591,393	9.4%	23,570,763	22,435,176	5.1%	71,886,786	69,688,471	3.2%
Total Imported Wine Sales	64,816,005	61,674,207	5.1%	303,919,263	309,405,727	-1.8%	815,559,148	833,008,311	-2.1%
Total LCBO Wines Sales	89,336,723	84,061,847	6.3%	414,612,446	417,139,743	-0.6%	1,112,837,734	1,121,682,403	-0.8%
Vintages Ontario Wine Sales									
VQA Red	323,924	278,068	16.5%	1,490,966	1,368,587	8.9%	5,327,547	4,450,398	19.7%
VQA Rose	119,159	142,206	-16.2%	508,828	431,716	17.9%	774,502	542,048	42.9%
VQA White	520,149	436,508	19.2%	2,228,167	2,023,160	10.1%	5,749,101	5,208,954	10.4%
VQA Icewine	420,027	387,040	8.5%	1,757,427	1,672,852	5.1%	5,806,711	5,783,953	0.4%
VQA Other	2,775	15,629	-82.2%	7,704	55,908	-86.2%	95,130	168,204	-43.4%
Ontario VQA Total	1,386,034	1,259,451	10.1%	5,993,092	5,552,223	7.9%	17,752,991	16,153,557	9.9%
Ontario VQA Table Total	963,232	856,782	12.4%	4,227,961	3,823,463	10.6%	11,851,150	10,201,400	16.2%
Retail < \$15	74,372	86,531	-14.1%	375,601	424,105	-11.4%	893,656	782,423	14.2%
Retail \$15 - \$25	789,272	672,998	17.3%	3,365,492	2,786,889	20.8%	9,293,281	7,736,374	20.1%
Retail > \$25	99,588	97,253	2.4%	486,868	612,469	-20.5%	1,664,213	1,682,603	-1.1%
Ontario VQA Table Total	963,232	856,782	12.4%	4,227,961	3,823,463	10.6%	11,851,150	10,201,400	16.2%