

Ontario Wine Scorecard Report - Litres

Period 2, 2011-12

GENERAL LIST

Current Period Results

	Actual Litres	Last Year Litres	Variance %
Ontario Table Wine Sales	141,178	147,263	-4.1%
Ontario VOA Red	15,568	12,109	28.6%
Ontario VOA Rose	230,105	222,617	3.4%
Ontario VOA White			
Ontario VOA Total	386,851	381,989	1.3%
Ontario VOA Table < \$8	53	917	-94.2%
Ontario VOA Table \$8 - \$12	189,172	176,530	7.2%
Ontario VOA Table \$12 - \$15	184,246	192,723	-4.4%
Ontario VOA Table > \$15	13,380	11,819	13.2%
Ontario VOA Table Total	386,851	381,989	1.3%
Ontario NonVOA Red	614,622	627,880	-2.1%
Ontario NonVOA Rose	72,727	78,469	-7.3%
Ontario NonVOA White	1,056,163	1,118,883	-5.6%
Ontario NonVOA Total	1,743,532	1,825,232	-4.5%
Ontario Retail < \$8	1,282,978	1,296,871	-1.1%
Ontario Retail \$8 - \$12	646,675	701,208	-7.8%
Ontario Retail \$12 - \$15	187,271	197,202	-5.0%
Ontario Retail > \$15	13,439	11,940	12.6%
Subtotal Ontario Table Wines	2,130,353	2,207,221	-3.5%
Ontario Sparkling/Fortified/Other	182,052	191,489	-4.9%
Total Ontario Wine Sales	2,312,415	2,398,710	-3.6%

Imported Table Wine Sales			
Imported Red	3,051,847	3,163,637	-3.5%
Imported Rose	150,642	156,718	-3.9%
Imported White	1,898,103	1,918,912	-1.1%
Imported Table by Colour Total	5,100,592	5,239,267	-2.6%
Imported Retail < \$8	1,798,002	1,971,813	-8.8%
Imported Retail \$8 - \$12	2,171,485	2,223,368	-2.3%
Imported Retail \$12 - \$15	855,792	775,257	10.4%
Imported Retail > \$15	275,313	268,809	2.4%
Subtotal Imported Table Wines	5,100,592	5,239,267	-2.6%
Imported Sparkling/Fortified/Other	283,653	277,806	2.1%
Total Imported Wine Sales	5,384,245	5,517,073	-2.4%
Total LCBO Wines Sales	7,696,660	7,915,783	-2.8%

VINTAGES

Ontario Wine Sales			
Ontario VOA Red	11,510	12,700	-9.4%
Ontario VOA Rose	4,160	4,518	-7.9%
Ontario VOA White	17,901	18,536	-3.4%
Ontario VOA Table Total	33,571	35,754	-6.1%
Ontario VOA Icewine	3,461	3,497	-1.0%
Ontario VOA Other	102	204	-50.0%
Ontario VOA Total	37,134	39,455	-5.9%
Retail < \$15	5,054	5,723	-11.7%
Retail \$15 - \$20	20,746	23,024	-9.9%
Retail \$20 - \$25	3,994	3,841	4.0%
Retail > \$25	3,777	3,166	19.3%
Ontario VOA Table Total	33,571	35,754	-6.1%

Imported Table Wine Sales			
Imported Red	646,337	633,400	2.0%
Imported Rose	17,825	24,816	-28.2%
Imported White	258,263	259,225	-0.4%
Imported Table Total	922,425	917,441	0.5%
Imported Other	48,791	47,389	3.0%
Imported Total	971,216	964,830	0.7%
Retail < \$15	204,384	293,910	-30.5%
Retail \$15 - \$20	491,042	433,000	12.9%
Retail \$20 - \$25	131,710	116,268	13.3%
Retail > \$25	95,289	72,243	31.9%
Imported Table Total	922,425	917,441	0.5%
Total Vintages Sales	1,008,350	1,004,285	0.4%

YTD Results

	Actual Litres	Last Year Litres	Variance %
Ontario Table Wine Sales	309,068	304,926	1.4%
Ontario VOA Red	28,893	20,820	38.8%
Ontario VOA Rose	450,117	420,873	6.9%
Ontario VOA White			
Ontario VOA Total	788,078	746,619	5.6%
Ontario VOA Table < \$8	102	1,930	-94.7%
Ontario VOA Table \$8 - \$12	377,504	341,929	10.4%
Ontario VOA Table \$12 - \$15	380,576	379,514	0.3%
Ontario VOA Table > \$15	29,896	23,246	28.6%
Ontario VOA Table Total	788,078	746,619	5.6%
Ontario NonVOA Red	1,157,769	1,156,671	0.1%
Ontario NonVOA Rose	141,576	143,858	-1.6%
Ontario NonVOA White	1,998,668	2,015,799	-0.8%
Ontario NonVOA Total	3,298,013	3,316,328	-0.6%
Ontario Retail < \$8	2,366,483	2,344,902	0.9%
Ontario Retail \$8 - \$12	1,303,420	1,306,803	-0.3%
Ontario Retail \$12 - \$15	386,169	387,782	-0.4%
Ontario Retail > \$15	30,019	23,460	28.0%
Subtotal Ontario Table Wines	4,086,091	4,062,947	0.6%
Ontario Sparkling/Fortified/Other	345,187	353,388	-2.3%
Total Ontario Wine Sales	4,431,278	4,416,335	0.3%

Imported Table Wine Sales			
Imported Red	5,818,615	5,820,966	0.0%
Imported Rose	284,384	286,360	-0.7%
Imported White	3,547,332	3,556,518	0.3%
Imported Table by Colour Total	9,650,331	9,663,834	0.1%
Imported Retail < \$8	3,438,259	3,703,412	-7.2%
Imported Retail \$8 - \$12	4,116,800	4,071,548	1.1%
Imported Retail \$12 - \$15	1,548,935	1,394,987	11.0%
Imported Retail > \$15	546,337	473,887	15.3%
Subtotal Imported Table Wines	9,650,331	9,663,834	0.1%
Imported Sparkling/Fortified/Other	527,182	511,839	3.0%
Total Imported Wine Sales	10,177,513	10,155,673	0.2%
Total LCBO Wines Sales	14,608,791	14,572,008	0.3%

Rolling 13 Periods Results

	Actual Litres	Last Year Litres	Variance %
Ontario Table Wine Sales	2,480,745	2,273,528	9.1%
Ontario VOA Red	185,875	136,629	36.0%
Ontario VOA Rose	3,371,893	3,042,907	10.8%
Ontario VOA White			
Ontario VOA Total	6,038,513	5,453,064	10.7%
Ontario VOA Table < \$8	12,307	29,531	-58.3%
Ontario VOA Table \$8 - \$12	2,851,373	2,503,744	13.9%
Ontario VOA Table \$12 - \$15	2,941,196	2,725,783	7.9%
Ontario VOA Table > \$15	233,637	194,006	20.4%
Ontario VOA Table Total	6,038,513	5,453,064	10.7%
Ontario NonVOA Red	8,271,333	8,361,131	-1.1%
Ontario NonVOA Rose	1,017,587	1,047,878	-2.9%
Ontario NonVOA White	14,166,891	13,871,504	2.1%
Ontario NonVOA Total	23,455,811	23,280,913	0.8%
Ontario Retail < \$8	16,565,058	16,464,259	0.6%
Ontario Retail \$8 - \$12	9,707,987	9,275,876	4.7%
Ontario Retail \$12 - \$15	2,982,607	2,793,916	6.8%
Ontario Retail > \$15	238,672	199,926	19.4%
Subtotal Ontario Table Wines	29,494,324	28,733,977	2.6%
Ontario Sparkling/Fortified/Other	2,820,538	2,899,229	-2.7%
Total Ontario Wine Sales	32,314,862	31,633,206	2.2%

Imported Table Wine Sales			
Imported Red	40,961,554	40,921,205	0.1%
Imported Rose	1,924,253	1,713,430	12.3%
Imported White	24,556,685	24,090,009	1.9%
Imported Table by Colour Total	67,442,492	66,724,644	1.1%
Imported Retail < \$8	24,630,659	26,978,246	-8.7%
Imported Retail \$8 - \$12	28,584,437	27,180,628	5.2%
Imported Retail \$12 - \$15	10,287,161	9,013,783	14.1%
Imported Retail > \$15	3,940,235	3,551,987	10.9%
Subtotal Imported Table Wines	67,442,492	66,724,644	1.1%
Imported Sparkling/Fortified/Other	4,230,328	4,111,297	2.9%
Total Imported Wine Sales	71,672,820	70,835,941	1.2%
Total LCBO Wines Sales	103,987,682	102,469,147	1.5%

Ontario Wine Sales			
Ontario VOA Red	206,990	214,958	-3.7%
Ontario VOA Rose	46,539	40,783	14.1%
Ontario VOA White	295,422	262,930	12.4%
Ontario VOA Table Total	548,951	518,671	5.8%
Ontario VOA Icewine	61,980	59,643	3.9%
Ontario VOA Other	4,739	7,243	-34.6%
Ontario VOA Total	615,670	585,557	5.1%
Retail < \$15	78,299	89,778	-12.8%
Retail \$15 - \$20	353,367	319,785	10.5%
Retail \$20 - \$25	73,701	59,409	24.1%
Retail > \$25	43,584	49,699	-12.3%
Ontario VOA Table Total	548,951	518,671	5.8%

Imported Table Wine Sales			
Imported Red	9,686,554	8,393,669	15.4%
Imported Rose	203,120	207,414	-2.1%
Imported White	3,615,901	3,116,655	16.0%
Imported Table Total	13,507,575	11,717,738	15.3%
Imported Other	819,533	707,391	15.9%
Imported Total	14,327,108	12,425,129	15.3%
Retail < \$15	3,604,395	3,237,959	11.3%
Retail \$15 - \$20	6,816,347	5,796,815	17.6%
Retail \$20 - \$25	1,719,183	1,469,518	14.6%
Retail > \$25	1,367,650	1,183,446	15.6%
Imported Table Total	13,507,575	11,717,738	15.3%
Total Vintages Sales	14,942,778	13,010,686	14.9%



Ontario Wine Scorecard Report - Net Sales

Period 2, 2011-12

GENERAL LIST

Current Period Results

Ontario Table Wine Sales			
Actual Dollars	Last Year Dollars	Variance %	
2,094,756	2,073,237	1.0%	
Ontario VOA Red	216,636	31.4%	
Ontario VOA Rose	3,201,537	2,952,057	8.5%
Ontario VOA White			

Ontario VOA Total

Ontario VOA Table < \$8	441	10,181	-95.7%
Ontario VOA Table \$8 - \$12	2,350,551	2,078,375	13.1%
Ontario VOA Table \$12 - \$15	2,906,363	2,884,641	0.8%
Ontario VOA Table > \$15	255,574	216,945	17.8%

Ontario VOA Table Total

Ontario NonVOA Red	5,357,666	5,348,471	0.2%
Ontario NonVOA Rose	619,930	651,149	-4.8%
Ontario NonVOA White	8,951,880	9,087,043	-1.5%
Ontario Non-VOA Total	14,929,476	15,086,663	-1.0%

Ontario Retail < \$8	10,081,563	9,775,441	3.1%
Ontario Retail \$8 - \$12	7,149,229	7,328,619	-2.4%
Ontario Retail \$12 - \$15	2,952,221	2,948,976	0.1%
Ontario Retail > \$15	259,392	223,769	15.9%

Subtotal Ontario Table Wines

Ontario Sparkling/Fortified/Other	1,768,092	1,771,676	-0.2%
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Imported Table Wine Sales

Imported Red	36,552,083	36,086,431	1.3%
Imported Rose	1,597,545	1,605,118	-0.5%
Imported White	21,497,534	20,806,614	3.3%

Imported Table by Colour Total

Imported Retail < \$8	14,732,932	15,734,900	-6.4%
Imported Retail \$8 - \$12	25,549,790	25,378,205	0.7%
Imported Retail \$12 - \$15	13,566,935	11,901,690	14.0%
Imported Retail > \$15	5,797,505	5,493,368	5.5%

Subtotal Imported Table Wines

Imported Sparkling/Fortified/Other	5,061,673	4,755,400	5.8%
Total Imported Wine Sales	64,708,835	63,293,563	2.2%
Total LCBO Wines Sales	86,919,332	85,342,044	1.8%

VINTAGES

Ontario Wine Sales

Ontario VOA Red	307,758	298,681	3.0%
Ontario VOA Rose	74,950	80,303	-6.7%
Ontario VOA White	396,875	405,733	-2.2%

Ontario VOA Table Total

Ontario VQA Icewine	345,263	335,546	2.9%
Ontario VQA Other	3,095	3,782	-18.2%
Ontario VQA Total	1,127,941	1,124,045	0.3%

Retail < \$15	84,831	95,553	-11.2%
Retail \$15 - \$20	427,008	462,829	-7.7%
Retail \$20 - \$25	108,690	101,042	7.6%
Retail > \$25	159,054	125,293	26.9%
Ontario VOA Table Total	779,583	784,717	-0.7%

Imported Table Wine Sales

Imported Red	15,944,377	14,556,817	9.5%
Imported Rose	301,747	416,994	-27.6%
Imported White	5,772,934	5,461,047	5.7%

Imported Table Total

Imported Other	1,236,692	1,244,808	-0.7%
Imported Total	23,255,750	21,679,666	7.3%
Retail < \$15	3,357,267	4,692,402	-28.5%
Retail \$15 - \$20	10,276,405	8,809,131	16.7%
Retail \$20 - \$25	3,569,973	3,057,219	16.8%
Retail > \$25	4,815,413	3,876,106	24.2%

Imported Table Total

	24,383,691	22,803,711	6.9%
Total Vintages Sales			

YTD Results

Actual Dollars			
Actual Dollars	Last Year Dollars	Variance %	
4,524,497	4,236,598	6.8%	
397,797	283,635	40.2%	
6,279,012	5,599,285	12.1%	

Ontario VOA Total

11,201,306	10,119,518	10.7%
895	21,543	-95.8%
4,677,978	4,006,463	16.8%
5,653,177	5,664,894	5.1%
569,256	428,628	33.4%

Ontario VOA Table Total

11,201,306	10,119,518	10.7%
10,132,856	9,803,956	3.4%
1,201,579	1,197,711	0.3%
16,869,953	16,482,931	2.3%
28,204,388	27,484,638	2.6%

18,561,473	17,720,215	4.7%
14,229,566	13,661,946	4.2%
6,037,842	5,783,526	4.4%
576,713	438,469	31.5%
39,405,694	37,604,156	4.8%
3,354,043	3,274,093	2.4%

Subtotal Ontario Table Wines

42,759,737	40,878,249	4.6%
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Imported Table Wine Sales

69,510,199	66,312,423	4.8%
2,983,265	2,892,616	3.1%
39,997,668	38,098,208	5.0%

Imported Table by Colour Total

112,491,132	107,303,247	4.8%
28,184,894	29,656,400	-5.0%
48,475,489	46,418,248	4.4%
24,489,967	21,478,115	14.0%
11,340,782	9,750,484	16.3%

Subtotal Imported Table Wines

112,491,132	107,303,247	4.8%
9,280,021	8,632,090	7.5%
121,771,153	115,935,337	5.0%
164,530,890	156,813,586	4.9%

Rolling 13 Periods Results

Actual Dollars			
Actual Dollars	Last Year Dollars	Variance %	
36,294,226	32,013,233	13.4%	
2,532,437	1,808,574	40.0%	
46,738,281	40,243,442	16.1%	

Ontario VOA Total

85,564,924	74,065,249	15.5%
132,990	317,588	-58.1%
35,059,383	29,195,067	20.2%
45,855,845	40,987,092	11.9%
4,476,706	3,565,502	25.6%

Ontario VOA Table Total

85,564,924	74,065,249	15.5%
72,365,431	71,042,667	1.9%
8,728,151	8,792,533	-0.7%
119,407,897	113,475,299	5.2%
200,501,479	193,310,499	3.7%

129,327,746	124,496,162	3.9%
105,535,528	97,059,503	8.7%
46,478,160	41,986,813	10.7%
4,724,959	3,853,270	22.6%
286,066,403	267,375,748	7.0%
27,734,241	27,292,532	1.6%

Subtotal Ontario Table Wines

313,800,644	294,668,280	6.5%
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Imported Table Wine Sales

487,199,535	469,772,542	3.7%
19,733,224	17,072,520	15.6%
275,171,624	260,802,866	5.5%

Imported Table by Colour Total

782,104,383	747,647,928	4.6%
201,236,594	219,177,222	-8.2%
336,835,333	314,586,386	7.1%
161,554,625	140,506,724	15.0%
82,477,831	73,377,596	12.4%

Subtotal Imported Table Wines

782,104,383	747,647,928	4.6%
76,400,487	71,181,711	7.3%
858,504,870	818,829,639	4.8%
1,172,305,514	1,113,497,919	5.3%

Ontario Wine Sales

5,191,401	5,286,926	-1.8%
854,419	716,684	19.2%
6,459,286	5,589,953	15.3%

Ontario VOA Table Total

12,505,106	11,603,563	7.8%
6,124,974	5,742,193	6.7%
148,631	184,218	-19.3%
18,778,711	17,529,974	7.1%

1,332,409	1,510,336	-11.8%
7,383,303	6,528,175	13.3%
1,984,483	1,574,370	26.0%
1,794,911	1,990,682	-9.8%
12,505,106	11,603,563	7.8%

Imported Table Wine Sales

242,331,434	207,763,096	16.6%
3,397,341	3,505,293	-3.1%
78,836,109	66,927,924	17.8%

Imported Table Total

324,564,884	278,196,313	16.7%
21,480,328	18,927,936	13.5%
346,045,212	297,124,249	16.5%
58,716,421	52,474,325	11.9%
118,339,486	118,339,486	19.6%
46,377,363	39,587,384	17.2%
77,983,891	67,785,118	15.0%

Imported Table Total

324,564,884	278,196,313	16.7%
364,823,923	314,654,223	15.9%