

Ontario Wine Scorecard Report - Litres

Period 6, 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	176,232	146,900	20.0%	942,181	829,859	13.5%	2,361,301	1,956,425	20.7%
Ontario VQA Rose	18,398	12,463	47.6%	104,300	80,510	29.5%	153,909	132,804	15.9%
Ontario VQA White	266,590	227,413	17.2%	1,452,018	1,327,585	9.4%	3,161,709	2,823,557	12.0%
Ontario VQA Total	461,220	386,776	19.2%	2,498,499	2,237,954	11.6%	5,676,919	4,912,786	15.6%
Ontario NonVQA Red	623,191	605,268	3.0%	3,575,432	3,743,352	-4.5%	8,224,663	8,647,805	-4.9%
Ontario NonVQA Rose	74,442	79,427	-6.3%	474,817	498,611	-4.8%	1,033,919	1,071,321	-3.5%
Ontario NonVQA White	1,148,722	1,095,791	4.8%	6,650,547	6,451,261	3.1%	14,047,756	13,755,075	2.1%
Ontario Non-VQA Total	1,846,355	1,780,486	3.7%	10,700,796	10,693,224	0.1%	23,306,338	23,474,201	-0.7%
Ontario Red	799,423	752,168	6.3%	4,517,613	4,573,211	-1.2%	10,585,964	10,604,230	-0.2%
Ontario Rose	92,840	91,890	1.0%	579,117	579,121	0.0%	1,187,828	1,204,125	-1.4%
Ontario White	1,415,312	1,323,204	7.0%	8,102,565	7,778,846	4.2%	17,209,465	16,578,632	3.8%
Ontario Table by Colour Total	2,307,575	2,167,262	6.5%	13,199,295	12,931,178	2.1%	28,983,257	28,386,987	2.1%
Ontario Retail < \$8	1,411,645	1,289,593	9.5%	7,930,592	7,932,807	0.0%	17,245,099	17,457,867	-1.2%
Ontario Retail \$8 - \$12	673,458	670,474	0.4%	3,972,113	3,801,161	4.5%	8,720,773	8,281,404	5.3%
Ontario Retail > \$12	222,472	207,195	7.4%	1,296,590	1,197,210	8.3%	3,017,385	2,647,716	14.0%
Subtotal Ontario Table Wines	2,307,575	2,167,262	6.5%	13,199,295	12,931,178	2.1%	28,983,257	28,386,987	2.1%
Ontario Sparkling/Fortified/Other	183,913	191,633	-4.0%	1,096,111	1,168,778	-6.2%	2,857,929	3,020,747	-5.4%
Total Ontario Wine Sales	2,491,488	2,358,895	5.6%	14,295,406	14,099,956	1.4%	31,841,186	31,407,734	1.4%
Imported Table Wine Sales									
Imported Red	3,003,385	2,920,076	2.9%	17,307,765	18,118,405	-4.5%	40,314,386	41,280,989	-2.3%
Imported Rose	162,655	140,111	16.1%	1,073,322	930,898	15.3%	1,841,896	1,728,218	6.6%
Imported White	1,978,031	1,968,558	0.5%	11,651,815	11,635,458	0.1%	24,062,096	23,868,083	0.8%
Imported Table by Colour Total	5,144,071	5,028,745	2.3%	30,032,902	30,684,761	-2.1%	66,218,378	66,877,290	-1.0%
Imported Retail < \$8	1,927,809	2,074,321	-7.1%	11,266,622	12,540,176	-10.2%	25,721,933	26,456,032	-2.8%
Imported Retail \$8 - \$12	2,228,828	2,006,179	11.1%	12,750,373	12,347,969	3.3%	27,334,908	27,020,899	1.2%
Imported Retail > \$12	987,434	948,245	4.1%	6,015,907	5,796,616	3.8%	13,161,537	13,400,359	-1.8%
Subtotal Imported Table Wines	5,144,071	5,028,745	2.3%	30,032,902	30,684,761	-2.1%	66,218,378	66,877,290	-1.0%
Imported Sparkling/Fortified/Other	270,890	257,959	5.0%	1,631,673	1,582,580	3.1%	4,135,293	4,025,058	2.7%
Total Imported Wine Sales	5,414,961	5,286,704	2.4%	31,664,575	32,267,341	-1.9%	70,353,671	70,902,348	-0.8%
Total LCBO Wines Sales	7,906,449	7,645,599	3.4%	45,959,981	46,367,297	-0.9%	102,194,857	102,310,082	-0.1%
Vintages Ontario Wine Sales									
VQA Red	13,951	17,867	-21.9%	76,736	73,080	5.0%	213,500	184,188	15.9%
VQA Rose	4,644	4,016	15.6%	32,795	29,067	12.8%	43,552	33,656	29.4%
VQA White	23,898	19,564	22.2%	128,367	115,420	11.2%	273,361	242,824	12.6%
VQA Icewine	4,099	3,904	5.0%	22,197	21,328	4.1%	60,284	58,422	3.2%
VQA Other	187	410	-54.4%	493	2,200	-77.6%	2,803	5,654	-50.4%
Ontario VQA Total	46,779	45,761	2.2%	260,588	241,095	8.1%	593,500	524,744	13.1%
Ontario VQA Table Total	42,493	41,447	2.5%	237,898	217,567	9.3%	530,413	460,668	15.1%
Retail < \$15	4,363	4,363	0.0%	27,108	30,373	-10.7%	54,381	49,038	10.9%
Retail \$15 - \$25	36,290	34,744	4.4%	198,106	171,170	15.7%	439,580	373,826	17.6%
Retail > \$25	1,840	2,340	-21.4%	12,684	16,024	-20.8%	36,452	37,804	-3.6%
Ontario VQA Table Total	42,493	41,447	2.5%	237,898	217,567	9.3%	530,413	460,668	15.1%

Ontario Wine Scorecard Report - Net Sales

Period 6, 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	2,562,527	2,074,735	23.5%	13,359,566	11,667,920	14.5%	33,207,699	27,616,012	20.2%
Ontario VQA Rose	246,798	163,087	51.3%	1,397,392	1,058,152	32.1%	2,056,219	1,764,152	16.6%
Ontario VQA White	3,668,839	2,971,019	23.5%	19,685,985	17,295,926	13.8%	42,345,003	36,888,432	14.8%
Ontario VQA Total	6,478,164	5,208,841	24.4%	34,442,943	30,021,998	14.7%	77,608,921	66,268,596	17.1%
Ontario NonVQA Red	5,466,712	5,175,982	5.6%	30,740,552	31,806,368	-3.4%	70,293,836	73,606,830	-4.5%
Ontario NonVQA Rose	645,030	675,028	-4.4%	4,004,632	4,175,366	-4.1%	8,708,926	9,056,028	-3.8%
Ontario NonVQA White	9,726,050	9,001,028	8.1%	55,241,970	53,016,665	4.2%	115,631,789	112,608,529	2.7%
Ontario Non-VQA Total	15,837,792	14,852,038	6.6%	89,987,154	88,998,399	1.1%	194,634,551	195,271,387	-0.3%
Ontario Red	8,029,239	7,250,717	10.7%	44,100,118	43,474,288	1.4%	103,501,535	101,222,842	2.3%
Ontario Rose	891,828	838,115	6.4%	5,402,024	5,233,518	3.2%	10,765,145	10,820,180	-0.5%
Ontario White	13,394,889	11,972,047	11.9%	74,927,955	70,312,591	6.6%	157,976,792	149,496,961	5.7%
Ontario Table by Colour Total	22,315,956	20,060,879	11.2%	124,430,097	119,020,397	4.5%	272,243,472	261,539,983	4.1%
Ontario Retail < \$8	11,195,347	9,878,691	13.3%	61,521,851	60,740,256	1.3%	132,424,255	133,263,730	-0.6%
Ontario Retail \$8 - \$12	7,556,049	7,028,294	7.5%	42,813,255	40,092,455	6.8%	93,139,691	87,685,597	6.2%
Ontario Retail > \$12	3,564,560	3,153,894	13.0%	20,094,991	18,187,686	10.5%	46,679,526	40,590,656	15.0%
Subtotal Ontario Table Wines	22,315,956	20,060,879	11.2%	124,430,097	119,020,397	4.5%	272,243,472	261,539,983	4.1%
Ontario Sparkling/Fortified/Other	1,783,142	1,725,353	3.3%	10,362,166	10,499,853	-1.3%	27,347,991	27,620,689	-1.0%
Total Ontario Wine Sales	24,099,098	21,786,232	10.6%	134,792,263	129,520,250	4.1%	299,591,463	289,160,672	3.6%
Imported Table Wine Sales									
Imported Red	35,525,861	33,351,594	6.5%	200,298,085	207,107,282	-3.3%	465,724,906	482,609,293	-3.5%
Imported Rose	1,683,293	1,383,021	21.7%	11,159,592	9,272,696	20.3%	18,667,759	16,961,076	10.1%
Imported White	22,204,655	21,306,761	4.2%	128,304,639	126,631,963	1.3%	262,652,112	262,018,402	0.2%
Imported Table by Colour Total	59,413,809	56,041,376	6.0%	339,762,316	343,011,941	-0.9%	747,044,777	761,588,771	-1.9%
Imported Retail < \$8	15,843,405	16,753,287	-5.4%	90,683,881	101,499,989	-10.7%	207,419,697	215,411,014	-3.7%
Imported Retail \$8 - \$12	26,359,418	23,218,883	13.5%	147,493,457	143,367,571	2.9%	316,088,456	316,945,217	-0.3%
Imported Retail > \$12	17,210,986	16,069,206	7.1%	101,584,978	98,144,381	3.5%	223,536,624	229,232,540	-2.5%
Subtotal Imported Table Wines	59,413,809	56,041,376	6.0%	339,762,316	343,011,941	-0.9%	747,044,777	761,588,771	-1.9%
Imported Sparkling/Fortified/Other	4,942,614	4,521,813	9.3%	28,513,374	26,956,982	5.8%	72,307,595	69,512,714	4.0%
Total Imported Wine Sales	64,356,423	60,563,189	6.3%	368,275,690	369,968,923	-0.5%	819,352,372	831,101,485	-1.4%
Total LCBO Wines Sales	88,455,521	82,349,421	7.4%	503,067,953	499,489,173	0.7%	1,118,943,835	1,120,262,157	-0.1%
Vintages Ontario Wine Sales									
VQA Red	331,589	425,289	-22.0%	1,822,558	1,793,883	1.6%	5,233,840	4,589,834	14.0%
VQA Rose	84,183	72,079	16.8%	593,007	503,793	17.7%	786,606	580,547	35.5%
VQA White	515,920	403,950	27.7%	2,744,086	2,427,108	13.1%	5,861,067	5,162,031	13.5%
VQA Icewine	402,673	361,450	11.4%	2,160,093	2,034,301	6.2%	5,847,925	5,768,027	1.4%
VQA Other	5,260	13,908	-62.2%	12,964	69,815	-81.4%	86,480	172,256	-49.8%
Ontario VQA Total	1,339,625	1,276,676	4.9%	7,332,708	6,828,900	7.4%	17,815,918	16,272,695	9.5%
Ontario VQA Table Total	931,692	901,318	3.4%	5,159,651	4,724,784	9.2%	11,881,513	10,332,412	15.0%
Retail < \$15	70,302	71,208	-1.3%	445,902	495,314	-10.0%	892,754	796,954	12.0%
Retail \$15 - \$25	783,835	730,730	7.3%	4,181,343	3,561,457	17.4%	9,399,075	7,941,255	18.4%
Retail > \$25	77,555	99,380	-22.0%	532,406	668,013	-20.3%	1,589,684	1,594,203	-0.3%
Ontario VQA Table Total	931,692	901,318	3.4%	5,159,651	4,724,784	9.2%	11,881,513	10,332,412	15.0%