

Ontario Wine Scorecard Report - Net Sales

Period 13, 2010-11

GENERAL LIST

| Current Period Results | | | |
|-------------------------------------|-------------------|-------------------|--------------|
| Ontario Table Wine Sales | Actual Dollars | Last Year Dollars | Variance % |
| Ontario VQA Red | 2,429,732 | 2,163,366 | 12.3% |
| Ontario VQA Rose | 182,318 | 118,787 | 53.5% |
| Ontario VQA White | 3,077,486 | 2,647,234 | 16.3% |
| Ontario VQA Total | 5,689,536 | 4,929,387 | 15.4% |
| Ontario VQA Table < \$8 | 76,554 | 56,204 | 36.2% |
| Ontario VQA Table \$8 - \$12 | 2,738,877 | 2,078,482 | 31.8% |
| Ontario VQA Table \$12 - \$15 | 2,574,330 | 2,606,383 | -1.2% |
| Ontario VQA Table > \$15 | 299,775 | 188,318 | 59.2% |
| Ontario VQA Table Total | 5,689,536 | 4,929,387 | 15.4% |
| Ontario NonVQA Red | 4,775,189 | 4,455,523 | 7.2% |
| Ontario NonVQA Rose | 581,648 | 546,565 | 6.4% |
| Ontario NonVQA White | 7,918,067 | 7,395,897 | 7.1% |
| Ontario Non-VQA Total | 13,274,904 | 12,397,985 | 7.1% |
| Ontario Retail < \$8 | 9,235,174 | 8,285,637 | 11.5% |
| Ontario Retail \$8 - \$12 | 6,812,614 | 6,187,709 | 10.1% |
| Ontario Retail \$12 - \$15 | 2,613,238 | 2,660,690 | -1.8% |
| Ontario Retail > \$15 | 303,414 | 193,336 | 56.9% |
| Subtotal Ontario Table Wines | 18,964,440 | 17,327,372 | 9.4% |
| Ontario Sparkling/Fortified/Other | 1,584,795 | 1,502,417 | 5.5% |
| Total Ontario Wine Sales | 20,549,235 | 18,829,789 | 9.1% |

Imported Table Wine Sales

| | | | |
|---------------------------------------|-------------------|-------------------|-------------|
| Imported Red | 32,958,111 | 30,215,998 | 9.1% |
| Imported Rose | 1,385,716 | 1,287,497 | 7.6% |
| Imported White | 18,500,140 | 17,291,618 | 7.0% |
| Imported Table by Colour Total | 52,843,967 | 48,795,113 | 8.3% |
| Imported Retail < \$8 | 13,587,421 | 13,938,502 | -2.5% |
| Imported Retail \$8 - \$12 | 23,227,041 | 20,486,506 | 13.4% |
| Imported Retail \$12 - \$15 | 10,038,623 | 9,328,402 | 7.6% |
| Imported Retail > \$15 | 5,990,882 | 5,041,703 | 18.8% |
| Subtotal Imported Table Wines | 52,843,967 | 48,795,113 | 8.3% |
| Imported Sparkling/Fortified/Other | 4,218,356 | 3,846,691 | 9.7% |
| Total Imported Wine Sales | 57,062,323 | 52,641,804 | 8.4% |
| Total LCBO Wines Sales | 77,611,558 | 71,471,593 | 8.6% |

VINTAGES

| Current Period Results | | | |
|----------------------------------|-------------------|-------------------|--------------|
| Ontario Wine Sales | Actual Dollars | Last Year Dollars | Variance % |
| Ontario VQA Red | 308,710 | 283,483 | 8.9% |
| Ontario VQA Rose | 52,695 | 23,786 | 121.5% |
| Ontario VQA White | 431,692 | 344,074 | 25.5% |
| Ontario VQA Table Total | 793,097 | 651,343 | 21.8% |
| Ontario VQA Icewine | 274,948 | 255,597 | 7.6% |
| Ontario VQA Other | 3,021 | 3,418 | -11.6% |
| Ontario VQA Total | 1,071,066 | 910,358 | 17.7% |
| Retail < \$15 | 93,115 | 73,426 | 26.8% |
| Retail \$15 - \$20 | 474,711 | 396,107 | 19.8% |
| Retail \$20 - \$25 | 116,298 | 99,728 | 16.6% |
| Retail > \$25 | 108,973 | 82,082 | 32.8% |
| Ontario VQA Table Total | 793,097 | 651,343 | 21.8% |
| Imported Table Wine Sales | | | |
| Imported Red | 16,358,382 | 12,641,024 | 29.4% |
| Imported Rose | 95,245 | 162,013 | -41.2% |
| Imported White | 5,582,333 | 4,580,766 | 21.9% |
| Imported Table Total | 22,035,960 | 17,383,803 | 26.8% |
| Imported Other | 1,883,987 | 912,264 | 106.5% |
| Imported Total | 23,919,947 | 18,296,067 | 30.7% |
| Retail < \$15 | 3,406,034 | 4,088,092 | -16.7% |
| Retail \$15 - \$20 | 10,756,846 | 7,917,794 | 35.9% |
| Retail \$20 - \$25 | 3,332,179 | 2,398,404 | 38.9% |
| Retail > \$25 | 4,540,901 | 2,979,513 | 52.4% |
| Imported Table Total | 22,035,960 | 17,383,803 | 26.8% |
| Total Vintages Sales | 28,709,119 | 24,514,916 | 17.1% |

YTD Results

| YTD Results | | | |
|-------------------|-------------------|--------------|--|
| Actual Dollars | Last Year Dollars | Variance % | |
| 2,429,732 | 2,163,366 | 12.3% | |
| 182,318 | 118,787 | 53.5% | |
| 3,077,486 | 2,647,234 | 16.3% | |
| 5,689,536 | 4,929,387 | 15.4% | |
| 76,554 | 56,204 | 36.2% | |
| 2,738,877 | 2,078,482 | 31.8% | |
| 2,574,330 | 2,606,383 | -1.2% | |
| 299,775 | 188,318 | 59.2% | |
| 5,689,536 | 4,929,387 | 15.4% | |
| 4,775,189 | 4,455,523 | 7.2% | |
| 581,648 | 546,565 | 6.4% | |
| 7,918,067 | 7,395,897 | 7.1% | |
| 13,274,904 | 12,397,985 | 7.1% | |
| 9,235,174 | 8,285,637 | 11.5% | |
| 6,812,614 | 6,187,709 | 10.1% | |
| 2,613,238 | 2,660,690 | -1.8% | |
| 303,414 | 193,336 | 56.9% | |
| 18,964,440 | 17,327,372 | 9.4% | |
| 1,584,795 | 1,502,417 | 5.5% | |
| 20,549,235 | 18,829,789 | 9.1% | |

Rolling 13 Periods Results

| Rolling 13 Periods Results | | | |
|----------------------------|--------------------|--------------|--|
| Actual Dollars | Last Year Dollars | Variance % | |
| 36,272,708 | 31,748,808 | 14.2% | |
| 2,481,805 | 1,749,688 | 41.8% | |
| 46,488,791 | 40,014,704 | 16.2% | |
| 85,243,304 | 73,513,200 | 16.0% | |
| 958,182 | 1,094,643 | -12.5% | |
| 38,144,578 | 31,921,326 | 19.5% | |
| 41,827,779 | 37,138,348 | 12.6% | |
| 4,312,765 | 3,358,883 | 28.4% | |
| 85,243,304 | 73,513,200 | 16.0% | |
| 72,356,230 | 71,045,507 | 1.8% | |
| 8,759,368 | 8,839,464 | -0.9% | |
| 119,543,059 | 113,017,201 | 5.8% | |
| 200,658,657 | 192,902,172 | 4.0% | |
| 133,149,956 | 130,009,531 | 2.4% | |
| 105,719,401 | 94,578,411 | 11.8% | |
| 42,468,571 | 38,179,523 | 11.2% | |
| 4,564,033 | 3,647,907 | 25.1% | |
| 285,901,961 | 266,415,372 | 7.3% | |
| 27,736,674 | 27,283,543 | 1.7% | |
| 313,638,635 | 293,698,915 | 6.8% | |

| | | |
|-------------------|-------------------|-------------|
| 32,958,111 | 30,215,998 | 9.1% |
| 1,385,716 | 1,287,497 | 7.6% |
| 18,500,140 | 17,291,618 | 7.0% |
| 52,843,967 | 48,795,113 | 8.3% |
| 13,587,421 | 13,938,502 | -2.5% |
| 23,227,041 | 20,486,506 | 13.4% |
| 10,038,623 | 9,328,402 | 7.6% |
| 5,990,882 | 5,041,703 | 18.8% |
| 52,843,967 | 48,795,113 | 8.3% |
| 4,218,356 | 3,846,691 | 9.7% |
| 57,062,323 | 52,641,804 | 8.4% |
| 77,611,558 | 71,471,593 | 8.6% |

| | | |
|----------------------|----------------------|-------------|
| 486,743,872 | 468,771,503 | 3.8% |
| 19,740,800 | 16,916,406 | 16.7% |
| 274,480,700 | 260,242,453 | 5.5% |
| 780,965,372 | 745,930,362 | 4.7% |
| 203,177,289 | 221,922,432 | -8.4% |
| 332,292,059 | 306,047,117 | 8.6% |
| 150,404,556 | 131,788,785 | 14.1% |
| 95,091,468 | 86,172,028 | 10.4% |
| 780,965,372 | 745,930,362 | 4.7% |
| 76,124,218 | 70,743,060 | 7.6% |
| 857,089,590 | 816,673,422 | 4.9% |
| 1,170,728,225 | 1,110,372,337 | 5.4% |

| | | |
|--------------------|--------------------|--------------|
| 308,710 | 283,483 | 8.9% |
| 52,695 | 23,786 | 121.5% |
| 431,692 | 344,074 | 25.5% |
| 793,097 | 651,343 | 21.8% |
| 274,948 | 255,597 | 7.6% |
| 3,021 | 3,418 | -11.6% |
| 1,071,066 | 910,358 | 17.7% |
| 93,115 | 73,426 | 26.8% |
| 474,711 | 396,107 | 19.8% |
| 116,298 | 99,728 | 16.6% |
| 108,973 | 82,082 | 32.8% |
| 793,097 | 651,343 | 21.8% |
| 16,358,382 | 12,641,024 | 29.4% |
| 95,245 | 162,013 | -41.2% |
| 5,582,333 | 4,580,766 | 21.9% |
| 22,035,960 | 17,383,803 | 26.8% |
| 1,883,987 | 912,264 | 106.5% |
| 23,919,947 | 18,296,067 | 30.7% |
| 3,406,034 | 4,088,092 | -16.7% |
| 10,756,846 | 7,917,794 | 35.9% |
| 3,332,179 | 2,398,404 | 38.9% |
| 4,540,901 | 2,979,513 | 52.4% |
| 22,035,960 | 17,383,803 | 26.8% |
| 357,450,801 | 311,041,055 | 14.9% |

| | | |
|--------------------|--------------------|--------------|
| 5,197,971 | 5,281,540 | -1.6% |
| 859,774 | 668,088 | 28.7% |
| 6,485,836 | 5,593,065 | 16.0% |
| 12,543,581 | 11,542,693 | 8.7% |
| 6,115,265 | 5,722,036 | 6.9% |
| 149,315 | 190,722 | -21.7% |
| 18,808,161 | 17,455,451 | 7.7% |
| 1,343,024 | 1,524,822 | -11.9% |
| 7,449,831 | 6,453,439 | 15.4% |
| 1,973,930 | 1,528,474 | 29.1% |
| 1,776,796 | 2,035,958 | -12.7% |
| 12,543,581 | 11,542,693 | 8.7% |
| 240,928,252 | 205,967,931 | 17.0% |
| 3,512,586 | 3,348,629 | 4.9% |
| 78,506,549 | 66,246,784 | 18.5% |
| 322,947,387 | 275,563,344 | 17.2% |
| 21,488,447 | 18,764,371 | 14.5% |
| 344,435,834 | 294,327,715 | 17.0% |
| 59,913,570 | 50,661,554 | 18.3% |
| 139,853,490 | 117,188,271 | 19.3% |
| 46,147,421 | 39,651,521 | 16.4% |
| 77,032,906 | 68,061,998 | 13.2% |
| 322,947,387 | 275,563,344 | 17.2% |
| 357,450,801 | 311,041,055 | 14.9% |