

Ontario Wine Scorecard Report - Litres

Period 4, 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	155,886	143,729	8.5%	606,067	531,751	14.0%	2,323,295	1,909,997	21.6%
Ontario VQA Rose	23,103	18,710	23.5%	63,645	50,481	26.1%	143,286	131,655	8.8%
Ontario VQA White	269,908	250,987	7.5%	921,694	865,062	6.5%	3,093,902	2,791,859	10.8%
Ontario VQA Total	448,897	413,426	8.6%	1,591,406	1,447,294	10.0%	5,560,483	4,833,511	15.0%
Ontario NonVQA Red	595,593	663,551	-10.2%	2,341,947	2,515,312	-6.9%	8,219,223	8,696,499	-5.5%
Ontario NonVQA Rose	87,521	91,242	-4.1%	308,598	325,080	-5.1%	1,041,232	1,072,877	-2.9%
Ontario NonVQA White	1,201,552	1,172,810	2.5%	4,302,441	4,247,717	1.3%	13,903,203	13,740,272	1.2%
Ontario Non-VQA Total	1,884,666	1,927,603	-2.2%	6,952,986	7,088,109	-1.9%	23,163,658	23,509,648	-1.5%
Ontario Red	751,479	807,280	-6.9%	2,948,014	3,047,063	-3.3%	10,542,518	10,606,496	-0.6%
Ontario Rose	110,624	109,952	0.6%	372,243	375,561	-0.9%	1,184,518	1,204,532	-1.7%
Ontario White	1,471,460	1,423,797	3.3%	5,224,135	5,112,779	2.2%	16,997,105	16,532,131	2.8%
Ontario Table by Colour Total	2,333,563	2,341,029	-0.3%	8,544,392	8,535,403	0.1%	28,724,141	28,343,159	1.3%
Ontario Retail < \$8	1,441,494	1,461,683	-1.4%	5,232,797	5,422,631	-3.5%	17,375,479	17,877,761	-2.8%
Ontario Retail \$8 - \$12	666,518	655,701	1.6%	2,445,643	2,306,994	6.0%	8,270,555	7,776,146	6.4%
Ontario Retail > \$12	225,551	223,645	0.9%	865,952	805,778	7.5%	3,078,107	2,689,252	14.5%
Subtotal Ontario Table Wines	2,333,563	2,341,029	-0.3%	8,544,392	8,535,403	0.1%	28,724,141	28,343,159	1.3%
Ontario Sparkling/Fortified/Other	189,610	201,675	-6.0%	724,164	781,742	-7.4%	2,873,017	3,026,526	-5.1%
Total Ontario Wine Sales	2,523,173	2,542,704	-0.8%	9,268,556	9,317,145	-0.5%	31,597,158	31,369,685	0.7%
Imported Table Wine Sales									
Imported Red	2,823,190	3,122,683	-9.6%	11,419,317	12,236,143	-6.7%	40,308,187	41,201,798	-2.2%
Imported Rose	224,129	185,278	21.0%	704,801	651,570	8.2%	1,752,701	1,734,049	1.1%
Imported White	2,066,486	2,141,294	-3.5%	7,582,898	7,640,491	-0.8%	23,988,132	23,786,912	0.8%
Imported Table by Colour Total	5,113,805	5,449,255	-6.2%	19,707,016	20,528,204	-4.0%	66,049,020	66,722,759	-1.0%
Imported Retail < \$8	1,885,381	2,180,389	-13.5%	7,410,281	8,306,896	-10.8%	25,890,098	25,722,605	0.7%
Imported Retail \$8 - \$12	2,161,551	2,139,924	1.0%	8,089,195	8,051,490	0.5%	26,137,038	26,265,405	-0.5%
Imported Retail > \$12	1,066,873	1,128,942	-5.5%	4,207,540	4,169,818	0.9%	14,021,884	14,734,749	-4.8%
Subtotal Imported Table Wines	5,113,805	5,449,255	-6.2%	19,707,016	20,528,204	-4.0%	66,049,020	66,722,759	-1.0%
Imported Sparkling/Fortified/Other	290,422	282,416	2.8%	1,081,204	1,059,825	2.0%	4,107,581	4,038,534	1.7%
Total Imported Wine Sales	5,404,227	5,731,671	-5.7%	20,788,220	21,588,029	-3.7%	70,156,601	70,761,293	-0.9%
Total LCBO Wines Sales	7,927,400	8,274,375	-4.2%	30,056,776	30,905,174	-2.7%	101,753,759	102,130,978	-0.4%
Vintages Ontario Wine Sales									
VQA Red	13,198	11,132	18.6%	49,482	43,511	13.7%	215,811	179,487	20.2%
VQA Rose	8,016	7,859	2.0%	21,712	17,301	25.5%	44,235	27,538	60.6%
VQA White	25,181	22,130	13.8%	80,494	74,974	7.4%	265,929	243,697	9.1%
VQA Icewine	4,211	4,010	5.0%	13,872	13,437	3.2%	59,844	58,633	2.1%
VQA Other	38	421	-91.0%	208	1,315	-84.2%	3,404	5,661	-39.9%
Ontario VQA Total	50,644	45,552	11.2%	165,768	150,538	10.1%	589,223	515,016	14.4%
Ontario VQA Table Total	46,395	41,121	12.8%	151,688	135,786	11.7%	525,975	450,722	16.7%
Retail < \$15	10,197	12,756	-20.1%	27,515	31,908	-13.8%	84,726	84,550	0.2%
Retail \$15 - \$25	34,183	25,025	36.6%	114,528	90,338	26.8%	399,342	321,632	24.2%
Retail > \$25	2,015	3,340	-39.7%	9,645	13,540	-28.8%	41,907	44,540	-5.9%
Ontario VQA Table Total	46,395	41,121	12.8%	151,688	135,786	11.7%	525,975	450,722	16.7%

Ontario Wine Scorecard Report - Net Sales

Period 4, 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	2,205,034	2,039,388	8.1%	8,447,484	7,495,662	12.7%	32,467,875	27,016,296	20.2%
Ontario VQA Rose	306,935	245,281	25.1%	845,635	665,363	27.1%	1,897,251	1,764,423	7.5%
Ontario VQA White	3,662,523	3,271,048	12.0%	12,344,749	11,278,461	9.5%	41,021,223	36,412,139	12.7%
Ontario VQA Total	6,174,492	5,555,717	11.1%	21,637,868	19,439,486	11.3%	75,386,349	65,192,858	15.6%
Ontario NonVQA Red	5,180,660	5,655,137	-8.4%	19,913,755	21,316,814	-6.6%	69,956,594	74,071,869	-5.6%
Ontario NonVQA Rose	740,050	753,674	-1.8%	2,580,982	2,717,011	-5.0%	8,743,630	9,062,480	-3.5%
Ontario NonVQA White	9,948,527	9,561,773	4.0%	35,285,974	34,854,408	1.2%	113,838,042	112,424,110	1.3%
Ontario Non-VQA Total	15,869,237	15,970,584	-0.6%	57,780,711	58,888,233	-1.9%	192,538,266	195,558,459	-1.5%
Ontario Red	7,385,694	7,694,525	-4.0%	28,361,239	28,812,476	-1.6%	102,424,469	101,088,165	1.3%
Ontario Rose	1,046,985	998,955	4.8%	3,426,617	3,382,374	1.3%	10,640,881	10,826,903	-1.7%
Ontario White	13,611,050	12,832,821	6.1%	47,630,723	46,132,869	3.2%	154,859,265	148,836,249	4.0%
Ontario Table by Colour Total	22,043,729	21,526,301	2.4%	79,418,579	78,327,719	1.4%	267,924,615	260,751,317	2.8%
Ontario Retail < \$8	11,236,330	11,191,809	0.4%	40,161,977	41,621,024	-3.5%	133,121,650	136,796,836	-2.7%
Ontario Retail \$8 - \$12	7,274,569	6,935,957	4.9%	26,052,655	24,516,841	6.3%	87,689,225	82,906,797	5.8%
Ontario Retail > \$12	3,532,830	3,398,535	4.0%	13,203,947	12,189,854	8.3%	47,113,740	41,047,684	14.8%
Subtotal Ontario Table Wines	22,043,729	21,526,301	2.4%	79,418,579	78,327,719	1.4%	267,924,615	260,751,317	2.8%
Ontario Sparkling/Fortified/Other	1,791,711	1,814,418	-1.3%	6,753,880	7,018,667	-3.8%	27,220,885	27,640,997	-1.5%
Total Ontario Wine Sales	23,835,440	23,340,719	2.1%	86,172,459	85,346,386	1.0%	295,145,500	288,392,314	2.3%
Imported Table Wine Sales									
Imported Red	32,820,189	35,889,247	-8.6%	130,724,990	140,127,745	-6.7%	463,131,331	485,953,404	-4.7%
Imported Rose	2,389,439	1,916,175	24.7%	7,290,737	6,462,702	12.8%	17,608,894	16,967,172	3.8%
Imported White	23,027,916	23,247,508	-0.9%	82,538,463	83,297,319	-0.9%	260,220,604	262,374,325	-0.8%
Imported Table by Colour Total	58,237,544	61,052,930	-4.6%	220,554,190	229,887,766	-4.1%	740,960,829	765,294,901	-3.2%
Imported Retail < \$8	15,208,381	17,648,652	-13.8%	59,095,741	67,166,479	-12.0%	208,053,744	209,561,993	-0.7%
Imported Retail \$8 - \$12	24,969,797	24,562,471	1.7%	91,779,941	92,889,050	-1.2%	298,470,839	306,700,864	-2.7%
Imported Retail > \$12	18,059,366	18,841,807	-4.2%	69,678,508	69,832,237	-0.2%	234,436,246	249,032,044	-5.9%
Subtotal Imported Table Wines	58,237,544	61,052,930	-4.6%	220,554,190	229,887,766	-4.1%	740,960,829	765,294,901	-3.2%
Imported Sparkling/Fortified/Other	5,082,557	4,769,283	6.6%	18,549,088	17,843,777	4.0%	71,456,502	69,850,668	2.3%
Total Imported Wine Sales	63,320,101	65,822,213	-3.8%	239,103,278	247,731,543	-3.5%	812,417,331	835,145,569	-2.7%
Total LCBO Wines Sales	87,155,541	89,162,932	-2.3%	325,275,737	333,077,929	-2.3%	1,107,562,831	1,123,537,883	-1.4%
Vintages Ontario Wine Sales									
VQA Red	309,932	276,956	11.9%	1,167,044	1,090,517	7.0%	5,281,690	4,455,679	18.5%
VQA Rose	145,092	130,673	11.0%	389,673	289,511	34.6%	797,547	461,676	72.8%
VQA White	530,298	459,011	15.5%	1,708,014	1,586,662	7.6%	5,665,449	5,182,639	9.3%
VQA Icewine	416,498	387,512	7.5%	1,337,391	1,285,815	4.0%	5,773,716	5,810,339	-0.6%
VQA Other	941	12,444	-92.4%	4,930	40,278	-87.8%	107,983	168,527	-35.9%
Ontario VQA Total	1,402,761	1,266,596	10.8%	4,607,052	4,292,783	7.3%	17,626,385	16,078,860	9.6%
Ontario VQA Table Total	985,322	866,640	13.7%	3,264,731	2,966,690	10.0%	11,744,686	10,099,994	16.3%
Retail < \$15	172,248	210,148	-18.0%	462,486	535,618	-13.7%	1,428,167	1,426,124	0.1%
Retail \$15 - \$25	732,048	529,217	38.3%	2,414,143	1,912,206	26.2%	8,576,777	6,965,536	23.1%
Retail > \$25	81,026	127,275	-36.3%	388,102	518,866	-25.2%	1,739,742	1,708,334	1.8%
Ontario VQA Table Total	985,322	866,640	13.7%	3,264,731	2,966,690	10.0%	11,744,686	10,099,994	16.3%