Ontario Wine Scorecard Report - Litres Period 4, 2010-11

Ontario NOA Red	1 31134 4, 2010 11	Current Period Results			YTD Results			Rolling 13 Periods Results		
Ontation VOAR Rose 22,103 18,710 23,596 62,1645 50,481 26,194 143,286 13,1855 Ontario VOAR Total 448,897 413,426 8,6% 1,591,406 1,447,294 10,0% 5,560,483 4,833,511 Ontario NonVOA Red 595,593 663,551 10,224 4,1% 308,598 325,080 5,1% 1,141,222 1,072,277 Oritario NonVOA Rote 75,21 91,242 4,1% 308,588 325,080 5,1% 1,141,222 1,072,877 Ontario Non-VOA Rote 1,201,552 1,172,810 2,5% 4,392,441 4,247,777 1,395 23,303,030 33,746,272 Ontario Red 751,479 807,280 8,9% 372,243 375,561 -9.9% 1,184,518 1,204,5218 1,066,498 Ontario Red 751,479 807,280 -8,9% 2,948,014 3,047,063 -3,223 1,147,145 1,447,429 -0,3% 8,127,375 1,118,1518 1,204,531 1,147,420 1,447,429 -0,3% 8,127,375 1	Ontario Table Wine Sales	Actual Litres I	ast Year Litres	Variance %	Actual Litres	Last Year Litres	Variance %	Actual Litres	Last Year Litres	Variance %
Ontario VQA White 289,908 250,987 7.5% 921,694 865,062 6.5% 3,083,902 2,791,859 Chatario VQA Total 448,897 413,426 8.6% 1,591,406 1,447,294 10.0% 5,560,483 4,833,511 Chatario Non/VQA Red 595,593 663,551 -10.2% 2,341,947 2,515,312 -6.9% 8,219,223 8,696,499 Chatario Non/VQA Rose 67,521 91,242 -4.1% 308,598 325,080 5.5% 1,041,232 10,72,877 Chatario Non-VQA Total 1,884,666 1,927,693 -2.2% 4,304,414 4,247,717 1,3% 23,033 13,740,272 Chatario Non-VQA Total 1,884,666 1,927,693 -2.2% 5,952,986 7,088,109 -1.9% 23,163,658 23,509,648 Chatario Rose 110,624 109,952 0.6% 372,243 375,581 0.9% 1,184,518 1,060,458 10,642,418 1,045,429 1,044,518 1,045,429 1,044,518 1,045,429 1,044,518 1,045,429 1,044,518 1,045,429 1,044,518 1,045,429 1,044,518 1,045,429 1,044,518 1,044,518 1,045,429 1,044,518 1,044,518 1,045,429 1,044,518 1,044	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 Total	Ontario VQA Rose	23,103	18,710	23.5%	63,645	50,481	26.1%	143,286	131,655	8.8%
Ontario Non/QA Red 595,593 683,551 -10,2% 2,341,947 2,515,312 -6.9% 8,219,223 8,698,499 Ontario Non/QA Rose 1,021,552 1,172,810 2,5% 4,302,441 4,247,177 1,3% 1,041,232 1,072,877 Ontario Non-VQA Total 1,884,666 1,927,603 -2,2% 4,502,411 4,247,177 1,3% 13,032,303 13,746,272 Ontario Ron 1,071,417 1,375,471 4,000,403 4,3% 1,242,717 1,3% 13,032,303 13,746,272 Ontario Ron 1,471,460 1,432,377 3,3% 5,252,413 5,112,779 2,2% 1,695,161 1,606,604,606 Ontario Rose 1,141,460 1,432,379 3,3% 5,252,135 5,112,779 2,9% 1,184,518 1,204,532 Ontario Retail < \$83 1,441,494 1,461,683 -1,4% 5,232,797 5,422,831 -3,5% 1,7,375,479 1,7,375,479 1,7,375,479 2,7,761,44 2,7,375,479 2,7,22,414 2,833,65 2,341,029 -0,3% 6,544,432 <	Ontario VQA White	269,908	250,987		921,694	865,062	6.5%	3,093,902	2,791,859	10.8%
Ontario NonVOA Rose 1,201,552 1,172,810 2,5% 4,302,441 4,247,77 1,3% 13,903,203 13,740,727 Contario NonVOA White 1,201,552 1,172,810 2,5% 4,302,441 4,247,77 1,3% 13,903,203 13,740,727 Contario Non-YQA Total 1,884,666 1,927,803 -2,2% 6,952,986 7,088,109 -1.9% 23,163,658 23,509,648 Contario Ros Contario Ros 110,624 109,952 Contario White 1,471,660 1,423,797 1,3% 5,224,105 5,112,779 2,2% 10,997,105 11,8518 1,064,523 Contario White 1,471,660 1,423,797 1,3% 5,224,105 5,112,779 2,2% 10,997,105 11,6522,131 Contario Ratial \cdot S 1,474,460 1,423,797 1,3% 5,224,105 5,112,779 2,2% 10,997,105 11,6522,131 Contario Ratial \cdot S 1,441,494 1,461,683 1,444 1,4461,683 1,444 1,4461,683 1,444 1,4461,683 1,444 1,4461,683 1,444 1,4461,683 1,444 1,4461,683 1,444 1,4461,683 1,444 1,4461,683 1,444 1,4461,683 1,444 1,4461,683 1,444 1,4461,683 1,444 1,4461,683 1,444 1,4461,683 1,444 1,4461,683 1,444 1,4461 1,4461,683 1,444 1,4461 1,4461,683 1,444 1,4461 1,4461 1,446	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 Non/OA White 1,201,552 1,172,810 2.5% 4,302,441 4,247,717 1.3% 13,903,203 13,740,272			,		, ,	, ,		, ,	, ,	-5.5%
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 Ontario Red 751,479 807,280 -6.9% 2,948,014 3,047,063 -3.3% 10,542,518 10,660,466 Ontario Rose 11,624 10,9552 0.0% 37,2243 3.5% 16,997,105 16,521,131 Ontario Table by Colour Total 2,33,563 2,341,029 -0.3% 5,224,135 5,112,779 2,2% 16,997,105 16,522,131 Ontario Retall S \$2 1,441,444 1,461,663 -1.4% 5,222,797 5,422,813 -3,5% 17,776,149 0,776,149 0,776,149 0,777,176,149 <td>Ontario NonVQA Rose</td> <td>87,521</td> <td>91,242</td> <td>-4.1%</td> <td>,</td> <td>325,080</td> <td></td> <td>, ,</td> <td>1,072,877</td> <td>-2.9%</td>	Ontario NonVQA Rose	87,521	91,242	-4.1%	,	325,080		, ,	1,072,877	-2.9%
Ontario Red 751,479 807,280 6.9% 2,948,014 3,047,063 -3,3% 10,542,518 10,006,498 Ontario Rose 110,624 109,952 0.6% 372,243 375,561 -0.9% 1,184,518 1,204,532 Ontario White 1,471,600 1,425,797 3.3% 5,224,135 5,112,779 2.2% 10,697,105 15,532,131 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 Ontario Retail & 58 1,441,494 1,461,683 665,701 1,6% 2,445,643 2,306,894 6.0% 8,270,555 7,776,146 Ontario Retail \$8 - \$12 666,518 665,701 1,6% 2,445,643 2,306,894 6.0% 8,270,555 7,776,146 Ontario Table Wines 2,333,563 2,341,029 -0.3% 8,544,592 8,535,403 0.1% 28,724,141 28,343,159 Ontario Spankling/Fortified/Other 189,610 201,575 -6.0% 724,164 781,742 -7.4% 2,373,017 3,026,526 Imported Red 1,400,400,400 1,	Ontario NonVQA White	1,201,552	1,172,810		4,302,441	4,247,717	1.3%	13,903,203	13,740,272	1.2%
Ontatio Rose 110,624 109,952 0.8% 372,243 375,561 -0.9% 1,184,518 1,204,532 Ontario Table by Colour Total 2,333,633 2,341,029 -0.3% 8,544,392 8,535,403 0.1% 28,724,141 28,324,159 Ontario Retail < S8 1,441,494 1,461,683 -1.4% 5,232,137 5,542,631 -3,5% 17,375,479 17,877,761 Ontario Retail < S8 1,441,494 1,461,683 -1.4% 5,232,2197 5,422,631 -3,5% 17,375,479 17,877,761 Ontario Retail < S8 1,541,414 243,45643 0.9% 865,952 805,778 7,5% 3,078,107 2,689,252 Subtotal Ontario Table Wines 2,333,563 2,341,029 -0.3% 8,544,392 8,534,393 0.1% 28,724,141 28,341,159 Imported Table Wines 2,333,563 2,341,029 -0.3% 8,544,392 8,534,393 0.1% 28,724,141 28,341,159 Imported Table Wines 2,523,173 2,542,704 -0.8% 9,268,556 9,317,145	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 Natite 1,471,480 1,423,797 3.3% 5,224,135 5,112,779 2.2% 16,997,105 16,532,131			,			, ,		, ,	, ,	-0.6%
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 Ontario Retail < \$8	Ontario Rose	110,624			372,243	375,561				-1.7%
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 Ontario Retail \$8 - \$12 666,518 655,701 1.6% 2,445,643 2,306,994 6.0% 8,270,555 7,776,146 Ontario Retail \$8 - \$12 223,651 233,410,29 -0.3% 8,544,392 8,535,403 0.1% 28,724,141 28,734,159 Ontario Sparkling/Fortifiel/Other 189,610 201,675 -6.0% 724,164 781,742 -7.4% 2,873,017 3,026,526 Total Ontario Vine Sales 2,523,173 2,542,704 -0.8% 9,268,556 9,317,145 -0.5% 31,597,158 31,369,685 Imported Table Wine Sales 1900 and Park	Ontario White	1,471,460	1,423,797		5,224,135	5,112,779	2.2%	16,997,105	16,532,131	2.8%
Ontario Retail \$8 - \$12 666.518 655.701 1.6% 8.45.932 8.05.778 7.7% 3.078.107 2.689.252 225.555 223.645 0.9% 8.55.928 8.05.778 7.5% 3.078.107 2.689.252 2.5855 2.258.551 2	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 - \$12 225,551 223,645 0.9% 865,952 805,778 7.5% 3,078,107 2,689,252 2,680,000 2,41,0	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%
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 Ontario Sparkling/Fortified/Other 189,610 201,675 -6.0% 724,164 781,742 -7.4% 2,873,017 3,026,526 Total Othario Wine Sales 2,523,173 2,542,704 -0.8% 9,268,556 9,317,145 -0.5% 31,597,158 31,369,685	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 Sparkling/Fortified/Other 189,610 201,675 -6.0% 724,164 781,742 -7.4% 2,873,017 3,026,526 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 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 Imported Red 2,823,190 3,122,683 -9.6% 11,419,317 12,236,143 -6.7% 40,308,187 41,201,798 Imported Red 2,823,190 3,122,683 -9.6% 11,419,317 12,236,143 -6.7% 40,308,187 41,201,798 Imported Red 2,241,29 185,278 21.0% 704,801 661,570 8.2% 1,752,701 1,734,049 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 Imported Retail > \$12 2,161,551 2,139,939 1,357	Ontario Retail > \$12	225,551	223,645	0.9%	865,952	805,778	7.5%	3,078,107	2,689,252	14.5%
Total Ontario Wine Sales	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%
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 Imported Rose 224,129 185,278 21.0% 704,801 651,570 8.2% 1,752,701 1,734,049 Imported White 2,066,486 2,141,294 -3.5% 7,582,898 7,604,091 -0.8% 23,988,132 23,786,912 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 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 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 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 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 Imported Sparkling/Fortified/Other 290,422 282,416 2.8% 1,081,204 1,059,825 2.0% 4,107,581 4,038,534 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 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 VAA Rose 8,016 7,859 2.0% 21,712 17,301 25,5% 44,235 27,538 VAA Rose 4,211 4,010 5.0% 13,872 13,437 3.2% 59,844 58,633 VAA Other 38 421 -91.0% 208 1,315 -84.2% 3,404 5,661 Ontario VQA Total 50,644 45,552 11,2% 15,688 150,538 10.1% 589,233 515,016 Ontario VQA Total 46,395 41,121 12.8% 15,688 135,786 11,7% 525,975 450,722 Retail \$15 - \$25 34,183 25,025 36,6% 114,528 90,338 26.8% 399,342 32,1632 Retail \$15 - \$25 2,015 3,340 -39,7% 9,645 13,540 28,8% 41,907 44,540 44,540 44,540 44,540 44,540 44,540 44,540 44,540 44,540 44,540 44,540 44,540 44,540 44,540 44,540 44,540 44,540 44,540 44,540 44,5	Ontario Sparkling/Fortified/Other	189,610	201,675		724,164	781,742	-7.4%	2,873,017	3,026,526	-5.1%
Imported Red 2,823,190 3,122,683 9,8% 11,419,317 12,236,143 6.7% 40,308,187 41,201,798 Imported Rose 224,129 185,278 21.0% 704,801 651,570 8.2% 1,752,701 1,734,049 Imported White 2,066,486 2,141,294 -3.5% 7,582,988 7,640,491 -0.8% 23,988,132 23,786,912 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 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 Imported Retail \\$8 - \$12 2,161,551 2,139,924 1.0% 8,089,195 4,001,490 0.5% 26,137,038 26,265,405 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 3,440,440 1,040 4	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 Red 2,823,190 3,122,683 -9.6% 11,419,317 12,236,143 -6.7% 40,308,187 41,201,798 Imported Rose 224,129 185,278 21.0% 704,801 651,570 8.2% 1,752,701 1,734,049 Imported White 2,066,486 2,141,294 -3.5% 7,582,988 7,640,491 -0.8% 23,988,132 23,786,912 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 Imported Retail < \$8	Imported Table Wine Sales									
Imported Rose 224,129 185,278 21.0% 704,801 651,570 8.2% 1,752,701 1,734,049 1	•	2 823 100	3 122 683	-9.6%	11 /10 317	12 236 1/13	-6 7%	<i>1</i> 0 308 187	/1 201 7Q8	-2.2%
Imported White 2,066,486 2,141,294 -3.5% 7,582,898 7,640,491 -0.8% 23,988,132 23,786,912 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 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 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 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 Imported Sparkling/Fortified/Other 290,422 282,416 2.8% 1,081,204 1,059,825 2.0% 4,107,581 4,038,534 Total LCBO Wines Sales 5,404,227 5,731,671 -5.7% 20,788,220 21,588,029 -3.7% 70,156,601 70,761,293 Vintages Ontario Wine Sales VQA Red 13,198 11,132 18.6%<	•				, ,	, ,		, ,		1.1%
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 Imported Retail < \$8	•				,	,		, ,	, ,	0.8%
Imported Retail \$8 - \$12										-1.0%
Imported Retail \$8 - \$12	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 > \$12	•	, ,			, ,	, ,		, ,	, ,	-0.5%
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 Imported Sparkling/Fortified/Other 290,422 282,416 2.8% 1,081,204 1,059,825 2.0% 4,107,581 4,038,534 1,081,204 1,059,825 2.0% 4,107,581 4,038,534 1,081,204 1,059,825 2.0% 4,107,581 4,038,534 1,081,204 1,059,825 2.0% 4,107,581 4,038,534 1,081,204 1,059,825 2.0% 4,107,581 4,038,534 1,081,204 1,059,825 2.0% 4,107,581 4,038,534 1,081,204 1,059,825 2.0% 21,588,029 -3.7% 70,156,601 70,761,293 1,081,204 1,081,204 1,059,825 1,081,204 1,059,825 1,081,204 1,059,825 1,081,204 1,059,825 2.0% 2,788,820 21,588,029 -3.7% 70,156,601 70,761,293 1,081,204 1,081,204 1,081,204 1,081,204 1,081,204 1,081,204 1,081,204 1,081,204 1,081,204 1,081,204 1,081,204 1,081,204 1,081,204 1,081,204 1,081,204 1,081,204 1,059,825 1,081,204 1,081,204 1,059,825 1,081,204 1,059,825 1,081,204 1,	·									-4.8%
Total Imported Wine Sales										-1.0%
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 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 Vintages Ontario Wine Sales VQA Red 13,198 11,132 18.6% 49,482 43,511 13.7% 215,811 179,487 VQA Rose 8,016 7,859 2.0% 21,712 17,301 25.5% 44,235 27,538 VQA White 25,181 22,130 13.8% 80,494 74,974 7.4% 265,929 243,697 VQA Icewine 4,211 4,010 5.0% 13,872 13,437 3.2% 59,844 58,633 VQA Other 38 421 -91.0% 208 1,315 -84.2% 3,404 5,661 Ontario VQA Total 50,644 45,552 11.2% 165,768 150,538 10.1% 589,223 515,016 Ontario VQA Total </td <td>•</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>1.7%</td>	•									1.7%
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 Vintages Ontario Wine Sales VQA Red 13,198 11,132 18.6% 49,482 43,511 13.7% 215,811 179,487 VQA Rose 8,016 7,859 2.0% 21,712 17,301 25.5% 44,235 27,538 VQA White 25,181 22,130 13.8% 80,494 74,974 7.4% 265,929 243,697 VQA Icewine 4,211 4,010 5.0% 13,872 13,437 3.2% 59,844 58,633 VQA Other 38 421 -91.0% 208 1,315 -84.2% 3,404 5,661 Ontario VQA Total 50,644 45,552 11.2% 165,768 150,538 10.1% 589,223 515,016 Ontario VQA Table Total 46,395 41,121 12.8% 151,688 135,786 11.7% 525,975 450,722 Retail <	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%
VQA Red 13,198 11,132 18.6% 49,482 43,511 13.7% 215,811 179,487 VQA Rose 8,016 7,859 2.0% 21,712 17,301 25.5% 44,235 27,538 VQA White 25,181 22,130 13.8% 80,494 74,974 7.4% 265,929 243,697 VQA Icewine 4,211 4,010 5.0% 13,872 13,437 3.2% 59,844 58,633 VQA Other 38 421 -91.0% 208 1,315 -84.2% 3,404 5,661 Ontario VQA Total 50,644 45,552 11.2% 165,768 150,538 10.1% 589,223 515,016 Ontario VQA Table Total 46,395 41,121 12.8% 151,688 135,786 11.7% 525,975 450,722 10,722 10,722 10,722 10,722 10,722 10,722 10,722 10,722 10,722 10,722 10,722 10,722 10,722 10,722 10,722 10,722	<u> </u>									-0.4%
VQA Red 13,198 11,132 18.6% 49,482 43,511 13.7% 215,811 179,487 VQA Rose 8,016 7,859 2.0% 21,712 17,301 25.5% 44,235 27,538 VQA White 25,181 22,130 13.8% 80,494 74,974 7.4% 265,929 243,697 VQA Icewine 4,211 4,010 5.0% 13,872 13,437 3.2% 59,844 58,633 VQA Other 38 421 -91.0% 208 1,315 -84.2% 3,404 5,661 Ontario VQA Total 50,644 45,552 11.2% 165,768 150,538 10.1% 589,223 515,016 Ontario VQA Table Total 46,395 41,121 12.8% 151,688 135,786 11.7% 525,975 450,722 11.7% Retail < \$15	N									
VQA Rose 8,016 7,859 2.0% 21,712 17,301 25.5% 44,235 27,538 VQA White 25,181 22,130 13.8% 80,494 74,974 7.4% 265,929 243,697 VQA Icewine 4,211 4,010 5.0% 13,872 13,437 3.2% 59,844 58,633 VQA Other 38 421 -91.0% 208 1,315 -84.2% 3,404 5,661 Ontario VQA Total 50,644 45,552 11.2% 165,768 150,538 10.1% 589,223 515,016 Ontario VQA Table Total 46,395 41,121 12.8% 151,688 135,786 11.7% 525,975 450,722 11.2% Retail < \$15		40.400	44.400	40.00/	40.400	40.544	40.70/	045.044	470 407	00.00/
VQA White 25,181 22,130 13.8% 80,494 74,974 7.4% 265,929 243,697 VQA Icewine 4,211 4,010 5.0% 13,872 13,437 3.2% 59,844 58,633 VQA Other 38 421 -91.0% 208 1,315 -84.2% 3,404 5,661 Ontario VQA Total 50,644 45,552 11.2% 165,768 150,538 10.1% 589,223 515,016 Ontario VQA Table Total 46,395 41,121 12.8% 151,688 135,786 11.7% 525,975 450,722 Retail < \$15										20.2%
VQA Icewine 4,211 4,010 5.0% 13,872 13,437 3.2% 59,844 58,633 VQA Other 38 421 -91.0% 208 1,315 -84.2% 3,404 5,661 Ontario VQA Total 50,644 45,552 11.2% 165,768 150,538 10.1% 589,223 515,016 Ontario VQA Table Total 46,395 41,121 12.8% 151,688 135,786 11.7% 525,975 450,722 Retail < \$15 10,197 12,756 -20.1% 27,515 31,908 -13.8% 84,726 84,550 Retail \$15 - \$25 34,183 25,025 36.6% 114,528 90,338 26.8% 399,342 321,632 Retail > \$25 2,015 3,340 -39.7% 9,645 13,540 -28.8% 41,907 44,540										60.6%
VQA Other 38 421 -91.0% 208 1,315 -84.2% 3,404 5,661 Ontario VQA Total 50,644 45,552 11.2% 165,768 150,538 10.1% 589,223 515,016 Ontario VQA Table Total 46,395 41,121 12.8% 151,688 135,786 11.7% 525,975 450,722 Retail < \$15										9.1%
Ontario VQA Total 50,644 45,552 11.2% 165,768 150,538 10.1% 589,223 515,016 Ontario VQA Table Total 46,395 41,121 12.8% 151,688 135,786 11.7% 525,975 450,722 Retail < \$15										2.1%
Ontario VQA Table Total 46,395 41,121 12.8% 151,688 135,786 11.7% 525,975 450,722 Retail < \$15										-39.9%
Retail < \$15 10,197 12,756 -20.1% 27,515 31,908 -13.8% 84,726 84,550 Retail \$15 - \$25 34,183 25,025 36.6% 114,528 90,338 26.8% 399,342 321,632 Retail > \$25 2,015 3,340 -39.7% 9,645 13,540 -28.8% 41,907 44,540		•				•		<u>-</u>	-	14.4%
Retail \$15 - \$25 34,183 25,025 36.6% 114,528 90,338 26.8% 399,342 321,632 Retail > \$25 2,015 3,340 -39.7% 9,645 13,540 -28.8% 41,907 44,540				•		•			,	16.7%
Retail > \$25 2,015 3,340 -39.7% 9,645 13,540 -28.8% 41,907 44,540	•									0.2%
										24.2%
<u>Ontario VQA Table Total</u> 46,395 41,121 12.8% 151,688 135,786 11.7% 525,975 450,722										-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%
han anta d Tabla Wina Oalaa	•		_						
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 Red 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%