

LIQUOR SALES AND TRENDS

YTD ending December 31, 2009

Beer

	Gross Sales	% Change	Marketshare
BC Liquor Stores	\$285,377,960	5.2%	30.7%
L.R.S.	\$405,919,833	5.5%	43.6%
Licensee	\$181,479,336	-2.3%	19.5%
Other Sources not Reported	\$ 57,389,680		
Product Total from All Sources	\$930,166,809		

Spirits

	Gross Sales	% Change	Marketshare
BC Liquor Stores	\$296,546,691	1.2%	49.7%
L.R.S.	\$117,980,476	-3.8%	29.8%
Licensee	\$ 81,388,048	-6.3%	13.6%
Other Sources not Reported	\$ 40,540,767		
Product Total from All Sources	\$596,455,981		

Wine

	Gross Sales	% Change	Marketshare
BC Liquor Stores	\$321,146,288	0.8%	49.3%
L.R.S.	\$130,494,892	2.9%	20.0%
Licensee	\$102,896,001	-10.1%	15.8%
Other Sources not Reported	\$ 97,348,488		
Product Total from All Sources	\$651,885,669		

Refreshment Beverage

	Gross Sales	% Change	Marketshare
BC Liquor Stores	\$35,744,926	12.2%	33.9%
L.R.S.	\$51,640,255	8.9%	48.9%
Licensee	\$10,641,310	-1.5%	10.1%
Other Sources not Reported	\$ 7,480,035		
Product Total from All Sources	\$105,506,496		

Note: (1) Measured in Gross Retail Sales Dollars. (2) Report includes all liquor sales from BC market.
Source: BC Liquor Distribution Branch



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