



# LDB Report

by Katharine Jowett

Now that the holiday selling season is over, it is important to ensure that employees who order inventory are aware of important beverage alcohol trends that have emerged in the last 12 months through to December 31, 2009.

To capitalize on the trends of 2009, compare your order/sales history from this past year to the product category trends in the charts below. By reviewing the trends, you can extrapolate which products you will want to carry in your inventory as you begin the new selling season.

While most of the spirit category was down, vodka continues to show growth with a 4% increase in 2009, while tequila and rum also show positive trends. Wines of Argentina have shown the largest growth in the wine category with close to a 40% increase in sales during 2009. Chile follows with a 3% increase. France and Australia continue to show significant declines - a trend that has become repetitive over the past few years. Price-conscious consumers appear to be moving toward beer consumption and possibly to lower price points in wines.

Import beer is posting a large increase with an almost 10% rise in sales for 2009 while cottage brewery beer is up 15% over the same time period. Refreshment beverages continue their popularity with the category increasing over 5% in 2009. Coolers are showing a 7% increase over the 12-month period, which indicates that coolers are becoming more than just a seasonal beverage to be enjoyed during the hot weather.

After the hiatus over the holiday season, the LDB Web Store is once again accepting new user applications for Licensee Retail Stores and Rural Agency Stores to register for the orientation session that will give you all the information required to begin ordering online. If you are a LDB Wholesale Customer and order a minimum of 30 full cases per week and receive direct delivery from the LDB Wholesale Customer Centre, we invite you to apply online by accessing the New User Registration page on [www.ldbwholesale.com](http://www.ldbwholesale.com). Currently, 25% of our customer base is already using Web Store and the customer satisfaction levels are extremely positive.

In response to customer demand, the Wholesale Customer Centre can now send the Order Submission and Non-Stocked Wholesale reports to our Direct Delivery customers by email rather than fax. If you would prefer to receive these reports

via email, please advise David Vaughan at [david.vaughan@bcliquorstores.com](mailto:david.vaughan@bcliquorstores.com) or 604-775-0681, and he will be glad to make the arrangements.

We look forward to a more favourable retail trend as the 2010 Winter Games will have certainly kick-started both the licensee outlets and private retailers, and will provide positive momentum through the balance of the year.

## Total Provincial Spirit Sales Growth (Gross \$)

Category	% Change
Vodka	4.05
Canadian Whisky	-5.66
Liqueurs	-10.49
Rum	1.33
Scotch - Blend	-7.41
Gin	-1.24
Scotch - Malt	-0.58
Tequila	0.80
Brandy	-3.29
Others	-4.18
<b>Total</b>	<b>-1.81%</b>

## Total Provincial Wine Sales Growth (Gross \$)

Category	% Change
BC	0.26
Australia	-12.57
USA	-2.61
France	-12.82
Italy	-3.56
Chile	3.44
Spain	-5.52
Argentina	38.47
South Africa	-0.40
<b>Total</b>	<b>-2.37%</b>

## Total Provincial Beer/Refreshment Beverage Sales Growth

Product	Category	% Change
Beer	Commercial Brewery	-1.98
	Domestic Import	9.58
	Cottage Brewery	15.24
<b>Total Beer</b>		<b>1.72%</b>
Cider		2.95
Coolers		7.06
<b>Total Refreshment</b>		<b>5.37%</b>

Year to date rolling 12 months ending December 31, 2009

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