

# 2010-2011 RETAIL YEAR in Review



PA Wine & Spirits Stores

FINE WINE & GOOD SPIRITS



# TRANSFORMATION

*in Motion*



Pictured on cover: employees Shomari Bey and Velda Swindell  
Cover photos: Trudy Mancuso

# TABLE OF *Contents*

|   |    |
|---|----|
| A Message from the Board  | 2  |
| Research Notes  | 3  |
| Retail Year Sales and Shares  | 4  |
| County and Store Reports  | 10 |
| Brand and Item Performance  | 17 |
| Spirits Details   | 30 |
| Wine Analysis   | 33 |
| Appendix A – Map  | 38 |
| Appendix B – Table 5: Stores Ranked by Total Dollar Sales Amounts, RY 2010-11 | 39 |





# A MESSAGE from the Board



Patrick J. Stapleton III, Chairman

We are pleased to present the 2010-2011 Marketing Year in Review. In our continued effort to be a resource to our consumers and legislators, we provide this annual report detailing our sales and marketing efforts in the previous retail year (RY). As you will see, despite a very challenging economic climate, the 2010-11 RY set records at the agency. For the first time ever, sales topped \$1.9 billion, a nearly four percent increase over last year. We believe our focus on customer service, selection and value is making an impact on the millions of consumers who shop at our PA Wine & Spirits stores every year.

While spirits make up nearly 60 percent of our business, wine continues to increase its market share across the state. One of the highlights of that growth was our Chairman's Selection™ wine program, which reached more than \$50 million in sales. The program features premium wines at tremendous savings, some more than 50 percent off. In this challenging time, we know our consumers are more cost-conscious than ever. To illustrate that point, value wines, wines costing up to \$8.99, made up more than 50 percent of all wine sold.



Thomas F. Goldsmith, Board Member

As mentioned, spirits outperform wine in Pennsylvania, with vodka remaining the top-selling spirit statewide and bourbon and rum coming in a distant second and third respectively. Flavored vodkas showed the most significant growth in the market, and we expect to see impressive growth in other varieties of flavored spirits in 2011-12.

This report contains a lot of additional interesting data that we hope you find useful. The PLCB is in the midst of a transformation, and we look forward to continuing our focus on providing consumers with not only excellent selection and value, but also the best customer service in the industry in the years ahead.

Sincerely,

Patrick J. Stapleton III



Robert S. Marcus, Board Member

Thomas F. Goldsmith

Robert S. Marcus

# RESEARCH Notes

This second annual Retail Year in Review seeks to provide insights on the retail business of the PA Wine & Spirits Stores. In doing so, the report highlights key findings in an accessible manner. Once again this publication has been shaped by the review of reports from other control states, industry reports and experts. Data for this report was extracted from the data warehouse which collects information from the point of sales system in the PA Wine & Spirits Stores. Review of best practices, data extraction and analysis as well as project coordination were handled by the Bureau of Market and Store Analytics.

Dollar sales amounts included in this report are strictly reported from the point of sales system and do not include sales tax. In Pennsylvania this would be 6% statewide. Philadelphia and Allegheny counties implemented a 1% local sales tax effective October 1, 1991 and July 1, 1994, respectively. Moreover, Philadelphia county local sales tax increased to 2% effective October 8, 2009.

Throughout the report there are a number of filters used. The most common is the retail year end date of June 26, 2011. Where reporting is done on a monthly basis, the Gregorian calendar was used to eliminate anomalies caused by "four-five-four" week retail months. Reports using the Gregorian calendar are noted. All reports include retail and licensee sales, unless otherwise noted. Similar to last year, Special Liquor Orders (SLO) were not included unless otherwise noted.

When comparing reports please pay attention to all footnotes as they can indicate that different types of extractions were used to answer different questions.

Please note the data in this report are unaudited and may vary from financial statements. Additional variations exist due to calendar date alignments, sorting techniques, filter criteria or data normalization, so these data may vary from other professional organizations' reporting on the beverage alcohol industry.

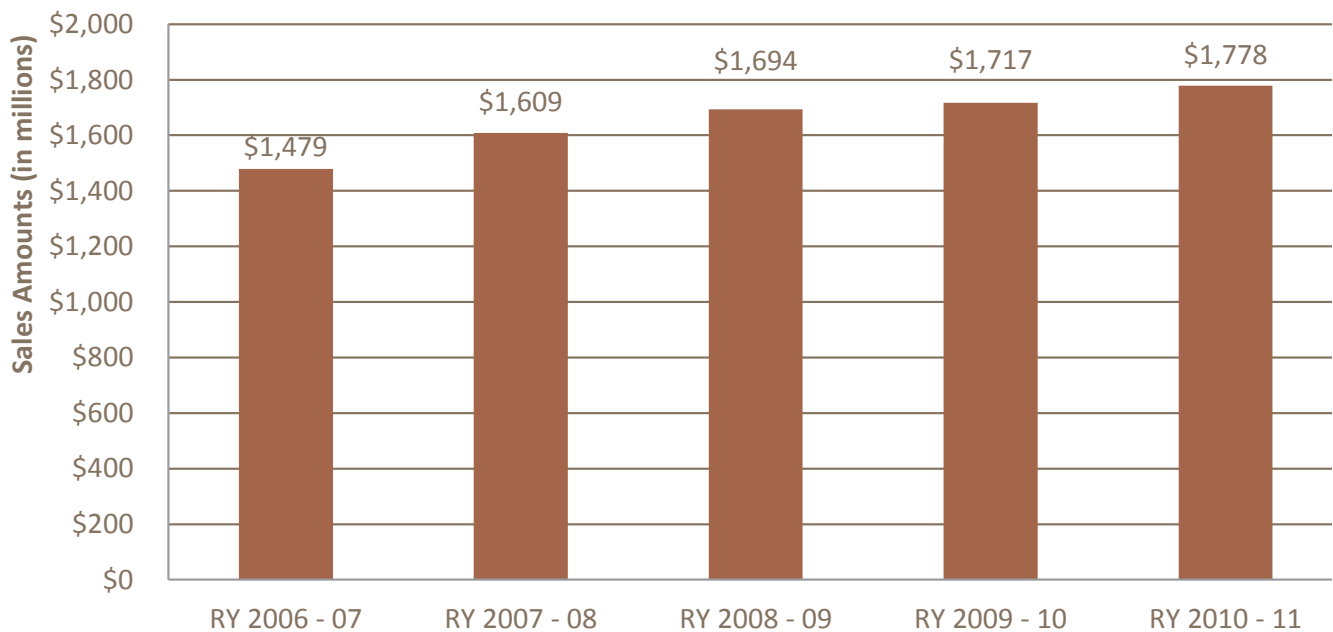


# RETAIL YEAR

## *Sales and Shares*

The broad view of the retail business can be provided by looking at sales by year. Figure 1 displays the amounts for the past five retail years. During the Retail Year (RY) 2010 - 2011 the total dollar sales amount was \$1,777,934,444. Please note; sales figures for this report includes retail and licensee sales only, does not include sales tax, Special Liquor Orders (SLO) and can vary from financial reporting.

**Figure 1: End of Retail Year Dollar Sales Amounts (RY 2006-07 - RY 2010-11)\***



Within the retail business, wine made up 41.22% of the dollar sales and has increased each year since RY 2006 - 07. Spirits (58.78%) still holds the largest share despite the gains made by wine in the past five years. Table 1 provides an overview of the past five years.

**Table 1: Wine v. Spirits by Dollar Sales Amount, RY 2006 - 07 through RY 2010 - 11**

| Retail Year | Wine          | Spirits         | Wine % Share | Spirits % Share |
|-------------|---------------|-----------------|--------------|-----------------|
| 2006 - 07   | \$580,484,088 | \$899,013,633   | 39.24%       | 60.76%          |
| 2007 - 08   | \$643,873,832 | \$965,033,623   | 40.02%       | 59.98%          |
| 2008 - 09   | \$686,814,199 | \$1,007,038,925 | 40.55%       | 59.45%          |
| 2009 - 10   | \$704,068,866 | \$1,013,047,896 | 41.00%       | 59.00%          |
| 2010 - 11   | \$732,910,632 | \$1,045,023,812 | 41.22%       | 58.78%          |

In terms of units sold, spirits have composed the larger portion of retail sales for the past two years. For RY 2010 - 11, wine was 49.27% of units sold while spirits were 50.73% of units sold. Table 2 shows the results for the past five years.

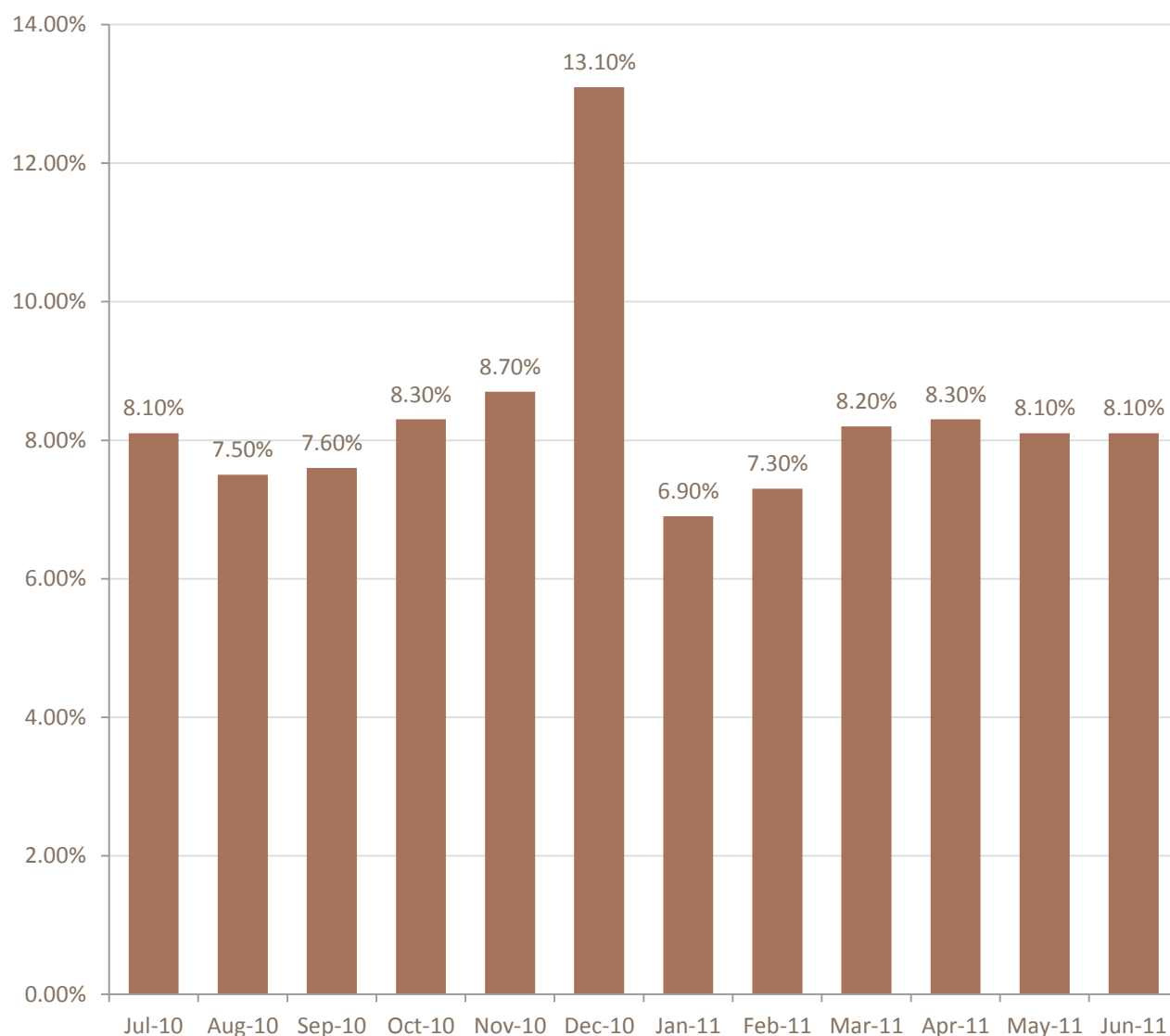
**Table 2: Wine v. Spirits by Units Sold, RY 2006 - 07 through RY 2010 - 11**

| Retail Year | Wine       | Spirits    | Wine % | Spirits % |
|-------------|------------|------------|--------|-----------|
| 2006 - 07   | 52,068,813 | 58,948,870 | 46.90% | 53.10%    |
| 2007 - 08   | 56,661,841 | 62,044,906 | 47.73% | 52.27%    |
| 2008 - 09   | 59,649,230 | 64,091,262 | 48.21% | 51.79%    |
| 2009 - 10   | 61,516,854 | 64,739,495 | 48.72% | 51.28%    |
| 2010 - 11   | 64,352,255 | 66,262,104 | 49.27% | 50.73%    |



Each month comprises a percentage of yearly sales. By using this measure the most active months for sales can be determined . Figure 2 shows the percent of sales by month. December (13.10%), November (8.70%), October (8.30%) and April (8.30%) were the highest. In contrast, January (6.90%) had the lowest sales percentage.

**Figure 2: Percent of Sales by Month,  
Based on Dollar Amount by Calendar Month, July 2010 - June 2011**



In terms of dollars, December 2010 was the highest amount and accounted for \$244,235,346 in sales. The lowest month was January 2011 with \$128,530,187 in sales. The difference between these two months was \$115,705,159.

<sup>1</sup> This report used the Gregorian Month from July 2010 to June 2011.



Table 3 lists the top 15 marketing categories based on dollar sales amounts . Vodka (\$241,334,619) was the highest category followed by Bourbon (\$95,493,311). The highest amounts of dollar growth, between RY 2009 - 10 and RY 2010 - 11 was in Italian White - Varietals (+\$3,427,569; 104.86%), Argentina - Red (+\$5,007,147; 94.93%), US White - Other (+\$6,333,188; 87.54%) and Argentina - White (+\$2,295,959; 81.40%).

**Table 3: Dollar Sales by Marketing Category, RY 2009 - 10 and RY 2010 - 11**

| Rank | Marketing Category Detail | RY 2009 - 2010<br>Dollar Sales Amount | RY 2010 - 2011<br>Dollar Sales Amount |
|------|---------------------------|---------------------------------------|---------------------------------------|
| 1    | Vodka                     | \$236,993,458                         | \$241,334,619                         |
| 2    | Bourbon                   | \$86,962,627                          | \$95,493,311                          |
| 3    | Rum - Flavored            | \$89,965,855                          | \$92,734,755                          |
| 4    | Vodka - Flavored          | \$65,764,960                          | \$92,333,097                          |
| 5    | US Chardonnay             | \$56,653,054                          | \$60,811,493                          |
| 6    | Rum - Unflavored          | \$59,712,721                          | \$56,906,710                          |
| 7    | Canadian Whisky           | \$56,125,943                          | \$55,613,357                          |
| 8    | Tequila                   | \$44,916,457                          | \$47,756,053                          |
| 9    | US Cabernet               | \$43,130,198                          | \$47,504,311                          |
| 10   | Shooters - Liqueurs       | \$48,181,775                          | \$46,913,618                          |
| 11   | 5L Box Wine               | \$41,294,543                          | \$45,765,315                          |
| 12   | Gin                       | \$47,013,635                          | \$45,324,200                          |
| 13   | Scotch - Blends           | \$38,299,831                          | \$37,406,682                          |
| 14   | US Merlot                 | \$26,418,940                          | \$26,970,415                          |
| 15   | Beverage Wine             | \$27,265,022                          | \$25,957,569                          |



<sup>2</sup>Table 3 and Table 4 reports filtered out all categories that were not beverages such as Accessories - Licensee, Candles, Cocktail Garnishes, Corkscrews, Decanters, Gift Items (Wine), Glassware, Glassware - Licensee, Glassware - Multipack, Stoppers/Pourers and Uncategorized.

Table 4 shows the percentage of dollar share for each marketing category. Within the top marketing categories, Vodka (14.23%) had the largest dollar share of the business for RY 2010 - 11, followed by Bourbon (5.63%), Rum - Flavored (5.47%) and Vodka - Flavored (5.45%).

**Table 4: Dollar Share by Marketing Category, RY 2009 - 10 and RY 2010 - 11**

| Rank | Marketing Category Detail | Dollar Share RY 09 - 10 | Dollar Share RY 10 -11 |
|------|---------------------------|-------------------------|------------------------|
| 1    | Vodka                     | 14.67%                  | 14.23%                 |
| 2    | Bourbon                   | 5.38%                   | 5.63%                  |
| 3    | Rum - Flavored            | 5.57%                   | 5.47%                  |
| 4    | Vodka - Flavored          | 4.07%                   | 5.45%                  |
| 5    | US Chardonnay             | 3.51%                   | 3.59%                  |
| 6    | Rum - Unflavored          | 3.70%                   | 3.36%                  |
| 7    | Canadian Whisky           | 3.47%                   | 3.28%                  |
| 8    | Tequila                   | 2.78%                   | 2.82%                  |
| 9    | US Cabernet               | 2.67%                   | 2.80%                  |
| 10   | Shooters - Liqueurs       | 2.98%                   | 2.77%                  |
| 11   | 5L Box Wine               | 2.56%                   | 2.70%                  |
| 12   | Gin                       | 2.91%                   | 2.67%                  |
| 13   | Scotch - Blends           | 2.37%                   | 2.21%                  |
| 14   | US Merlot                 | 1.63%                   | 1.59%                  |
| 15   | Beverage Wine             | 1.69%                   | 1.53%                  |



Figure 3 shows the transaction count by month for the past year. The increases in the number of transactions corresponded to the increases in dollar sales. December 2010 (6,963,535), November 2010 (5,095,383) and April 2011 (4,983,063) had the most transactions. Together they generated 28.88% of the year's transactions. There were 58,816,470 transactions for the retail year. There were 59,017,791 transactions when reporting using Gregorian months.

Figure 3: Transaction Count by Month, June 2010 - July 2011

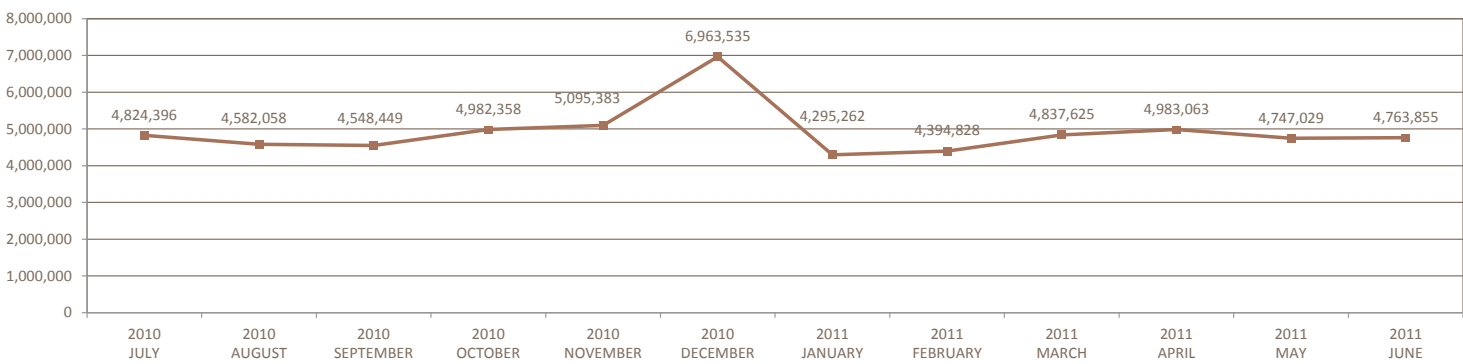
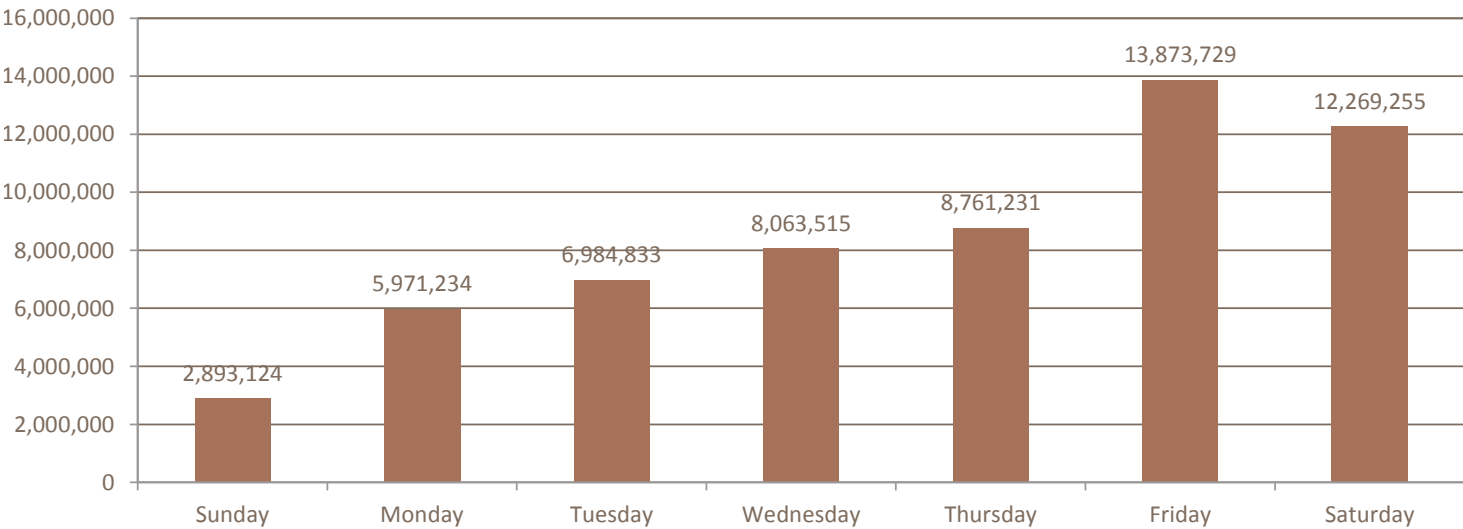


Figure 4 displays the transaction counts by day of the week for RY 2010 - 11. Friday (13,873,729), Saturday (12,269,255) and Thursday (8,761,231) had the most transactions. Please note Sunday sales are dramatically lower, as not all stores are open and those open have limited hours. There were 59,017,791 transactions when reporting using Gregorian months.

Figure 4: Transaction Count by Day of the Week, RY 2010 - 11



<sup>3</sup> Figure 3 is reported using the Gregorian month.





# COUNTY AND Store Reports

Moving onto the county level, a more detailed view of the retail year can be provided. Sales by county and category are illustrated in Table 5. Allegheny and Philadelphia, as well as their surrounding areas were the leaders when looking at the data this way.

Examination of dollar sales among categories revealed Allegheny (\$81,915,668) and Montgomery (\$78,991,851) had the highest for table wine. Vodka was highest in Philadelphia (\$45,847,243), Allegheny (\$42,208,502), Montgomery (\$29,464,726), Bucks (\$21,237,365) and Chester (\$17,942,736).

Whiskey and rum sales looked similar to these other categories. Whiskey had the most dollar sales in Allegheny (\$29,517,701), Philadelphia (\$20,247,673) and Montgomery (\$18,378,178). Philadelphia (\$17,876,696), Allegheny (\$16,979,349) and Montgomery (\$9,061,038) were the three highest in dollar sales amounts for rum.



<sup>4</sup> A map of Pennsylvania, including PA Wine and Spirits Stores and their region can be found in Appendix A.

<sup>5</sup> Please note this table only includes boutiques, self-service and conventional stores. See the Research Notes section for further details.





Analysis can be enhanced by examining the percentage of sales each category has in a county. This measure can display which counties favor certain categories. Figure 5 is a graphical display of these percentages based on the data from Table 5.

Table wine proportionately sold highest in Chester (44.80%), Montgomery (43.90%) and Bucks (41.60%) counties. Vodka sold proportionately highest in Philadelphia (21.60%), Beaver (20.90%), Lawrence (20.80%) and Monroe (19.90%).

Whiskey sales tended to concentrate in the western portion of the state. Greene (28.70%), Forest (27.30%) and Fulton (23.00%) had the highest percentages. Meanwhile, counties towards the center of the state had higher proportions of rum: Northumberland (16.90%), Mifflin (16.60%) and Fulton (15.90%) were the top three counties.





Figure 5: RY 2010-11 Percentage of Sales by Category in County, Based on Dollar Sales Amount

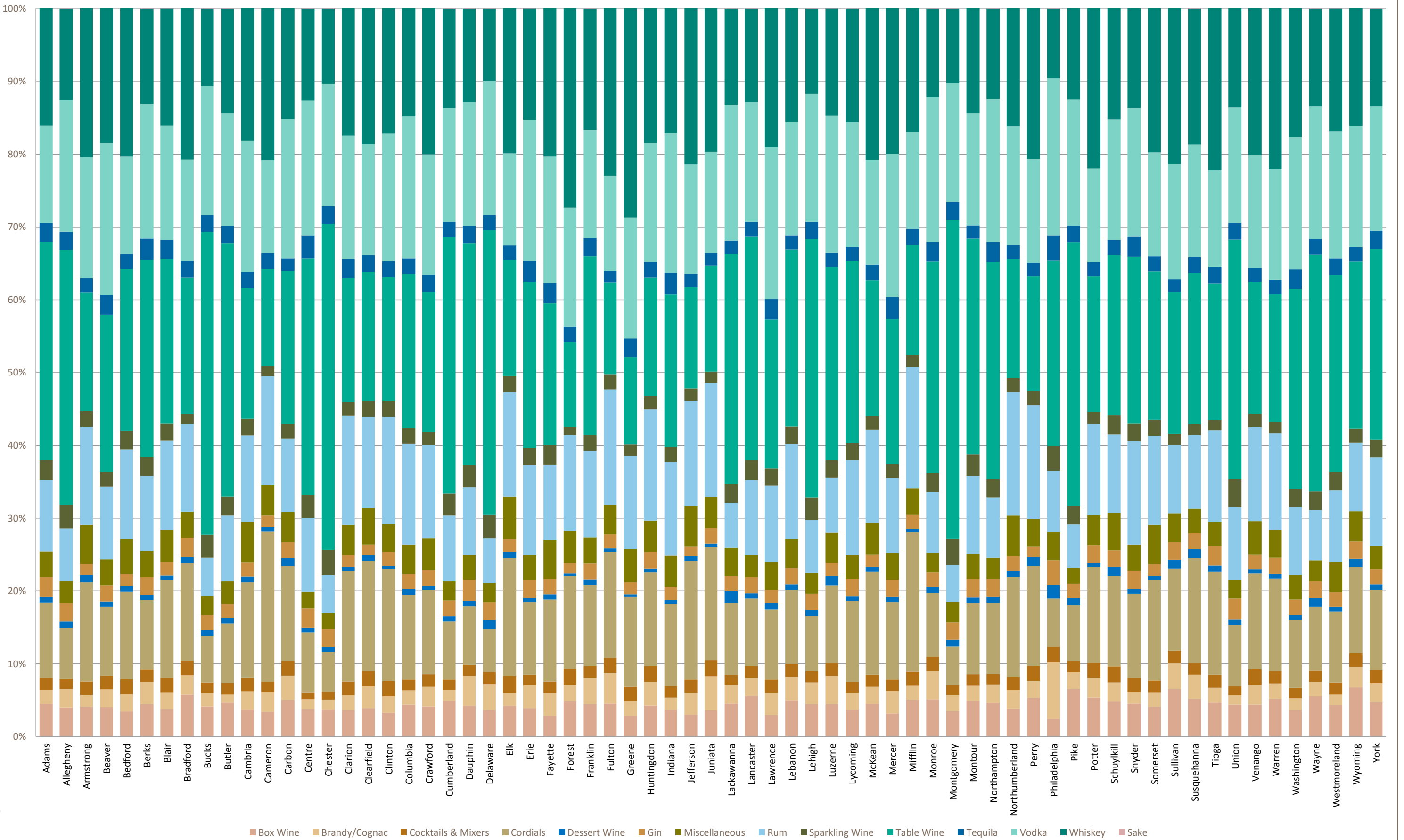






Table 5: RY 2010 - 11 Sales by County and Category, in Dollars

| County         | Box Wine    | Brandy/Cognac | Cocktails & Mixers | Cordials     | Dessert Wine | Gin         | Misc.       | Rum          | Sparkling Wine | Table Wine   | Tequila     | Vodka        | Whiskey      | Sake     | County Totals |
|----------------|-------------|---------------|--------------------|--------------|--------------|-------------|-------------|--------------|----------------|--------------|-------------|--------------|--------------|----------|---------------|
| Adams          | \$232,874   | \$102,581     | \$80,932           | \$541,969    | \$40,176     | \$144,874   | \$180,974   | \$513,779    | \$138,250      | \$1,564,776  | \$134,465   | \$697,462    | \$836,946    |          | \$5,210,058   |
| Allegheny      | \$9,369,987 | \$5,896,377   | \$3,282,376        | \$16,310,757 | \$2,075,910  | \$5,872,443 | \$7,170,450 | \$16,979,349 | \$7,598,214    | \$81,915,668 | \$5,851,638 | \$42,208,502 | \$29,517,701 | \$31,670 | \$234,081,042 |
| Armstrong      | \$142,827   | \$56,532      | \$65,154           | \$476,751    | \$34,470     | \$53,991    | \$187,642   | \$470,776    | \$76,384       | \$570,743    | \$67,184    | \$581,003    | \$715,519    |          | \$3,498,976   |
| Beaver         | \$672,059   | \$411,717     | \$319,010          | \$1,583,194  | \$118,710    | \$372,877   | \$599,229   | \$1,678,230  | \$332,747      | \$3,618,896  | \$457,675   | \$3,493,659  | \$3,094,063  |          | \$16,752,066  |
| Bedford        | \$98,378    | \$67,562      | \$59,995           | \$345,472    | \$23,010     | \$46,083    | \$137,036   | \$353,542    | \$75,622       | \$636,594    | \$57,949    | \$384,545    | \$584,003    |          | \$2,869,791   |
| Berks          | \$2,032,663 | \$1,403,952   | \$793,848          | \$4,377,694  | \$361,285    | \$1,110,233 | \$1,631,326 | \$4,740,308  | \$1,236,262    | \$12,452,263 | \$1,320,157 | \$8,509,941  | \$6,028,750  | \$2,969  | \$46,001,651  |
| Blair          | \$485,562   | \$287,379     | \$246,207          | \$1,714,579  | \$83,446     | \$239,337   | \$557,045   | \$1,558,345  | \$300,745      | \$2,882,416  | \$326,193   | \$1,994,842  | \$2,049,433  | \$230    | \$12,725,759  |
| Bradford       | \$269,548   | \$123,518     | \$93,746           | \$627,992    | \$36,563     | \$126,965   | \$167,524   | \$563,828    | \$61,779       | \$875,118    | \$111,217   | \$648,823    | \$970,570    |          | \$4,677,191   |
| Bucks          | \$4,940,887 | \$2,155,203   | \$1,773,948        | \$7,566,467  | \$1,006,893  | \$2,512,846 | \$3,080,749 | \$6,311,068  | \$3,804,375    | \$49,716,111 | \$2,774,644 | \$21,237,365 | \$12,651,842 | \$9,418  | \$119,541,816 |
| Butler         | \$1,371,023 | \$326,210     | \$473,805          | \$2,407,271  | \$215,767    | \$559,086   | \$929,549   | \$2,657,640  | \$771,810      | \$10,257,927 | \$691,367   | \$4,569,639  | \$4,220,605  | \$8,045  | \$29,459,744  |
| Cambria        | \$484,026   | \$325,885     | \$241,296          | \$1,717,422  | \$104,569    | \$258,197   | \$727,945   | \$1,549,212  | \$301,696      | \$2,342,342  | \$294,789   | \$2,354,374  | \$2,377,864  |          | \$13,079,617  |
| Cameron        | \$13,738    | \$11,390      | \$5,774            | \$85,059     | \$2,552      | \$6,565     | \$17,049    | \$61,730     | \$6,018        | \$54,740     | \$8,684     | \$52,836     | \$85,819     |          | \$411,954     |
| Carbon         | \$223,503   | \$150,628     | \$87,308           | \$582,018    | \$48,888     | \$96,861    | \$185,809   | \$450,002    | \$90,940       | \$933,469    | \$80,222    | \$852,659    | \$676,375    |          | \$4,458,682   |
| Centre         | \$947,636   | \$328,970     | \$233,197          | \$2,053,284  | \$176,877    | \$649,032   | \$575,172   | \$2,521,685  | \$785,849      | \$8,113,563  | \$798,431   | \$4,607,424  | \$3,153,512  | \$4,609  | \$24,949,241  |
| Chester        | \$3,972,935 | \$1,443,051   | \$1,143,662        | \$5,761,335  | \$807,456    | \$2,566,905 | \$2,364,032 | \$5,572,474  | \$3,705,112    | \$47,733,971 | \$2,563,925 | \$17,942,736 | \$11,012,408 | \$11,679 | \$106,601,681 |
| Clarion        | \$125,963   | \$69,881      | \$65,985           | \$528,349    | \$17,529     | \$56,651    | \$145,917   | \$521,264    | \$64,003       | \$590,256    | \$92,174    | \$590,328    | \$605,359    |          | \$3,473,659   |
| Clearfield     | \$257,464   | \$196,034     | \$141,427          | \$999,115    | \$51,070     | \$100,638   | \$331,903   | \$825,713    | \$142,746      | \$1,173,909  | \$153,808   | \$1,007,532  | \$1,232,183  |          | \$6,613,542   |
| Clinton        | \$90,784    | \$63,082      | \$58,579           | \$429,656    | \$10,712     | \$53,291    | \$106,862   | \$410,798    | \$61,633       | \$473,168    | \$61,311    | \$489,749    | \$478,487    |          | \$2,788,112   |
| Columbia       | \$302,839   | \$135,319     | \$101,001          | \$804,329    | \$52,886     | \$143,115   | \$278,949   | \$954,762    | \$146,421      | \$1,465,313  | \$146,526   | \$1,343,288  | \$1,022,289  |          | \$6,897,037   |
| Crawford       | \$327,896   | \$214,772     | \$135,171          | \$914,314    | \$47,289     | \$173,779   | \$343,303   | \$1,020,733  | \$136,753      | \$1,527,454  | \$185,269   | \$1,312,479  | \$1,585,959  |          | \$7,925,171   |
| Cumberland     | \$1,949,575 | \$610,428     | \$568,388          | \$3,163,511  | \$296,947    | \$859,970   | \$1,057,076 | \$3,598,045  | \$1,216,186    | \$14,061,462 | \$820,739   | \$6,229,592  | \$5,460,967  | \$7,117  | \$39,900,003  |
| Dauphin        | \$1,729,618 | \$1,680,227   | \$631,657          | \$3,294,296  | \$298,561    | \$1,188,900 | \$1,416,016 | \$3,817,164  | \$1,213,094    | \$12,540,618 | \$954,951   | \$7,006,770  | \$5,253,713  | \$5,597  | \$41,031,182  |
| Delaware       | \$2,472,352 | \$2,437,689   | \$1,117,580        | \$3,987,577  | \$861,757    | \$1,694,957 | \$1,789,288 | \$4,136,613  | \$2,242,321    | \$26,634,547 | \$1,386,933 | \$12,551,171 | \$6,758,976  | \$4,368  | \$68,076,129  |
| Elk            | \$94,494    | \$38,731      | \$53,129           | \$363,674    | \$17,973     | \$40,178    | \$131,199   | \$320,373    | \$50,802       | \$357,860    | \$43,830    | \$283,912    | \$446,292    |          | \$2,242,447   |
| Erie           | \$1,558,488 | \$1,249,807   | \$609,159          | \$3,990,308  | \$242,732    | \$960,800   | \$1,399,505 | \$4,959,684  | \$970,088      | \$9,152,870  | \$1,154,153 | \$7,772,059  | \$6,140,358  | \$321    | \$40,160,332  |
| Fayette        | \$282,287   | \$319,982     | \$162,200          | \$1,142,627  | \$69,244     | \$209,579   | \$550,486   | \$1,048,010  | \$271,456      | \$1,964,407  | \$292,585   | \$1,750,365  | \$2,060,096  |          | \$10,123,324  |
| Forest         | \$34,366    | \$15,600      | \$15,803           | \$90,013     | \$2,576      | \$10,253    | \$30,845    | \$92,997     | \$8,175        | \$82,260     | \$14,908    | \$115,594    | \$193,208    |          | \$706,598     |
| Franklin       | \$462,944   | \$373,754     | \$177,108          | \$1,160,125  | \$76,824     | \$230,393   | \$381,745   | \$1,239,485  | \$227,275      | \$2,564,321  | \$259,528   | \$1,563,441  | \$1,736,078  | \$959    | \$10,453,980  |
| Fulton         | \$24,630    | \$23,066      | \$11,284           | \$79,377     | \$2,590      | \$10,521    | \$22,038    | \$86,476     | \$11,277       | \$68,805     | \$8,730     | \$71,313     | \$125,154    |          | \$545,261     |
| Greene         | \$57,499    | \$42,329      | \$40,976           | \$254,265    | \$7,491      | \$33,927    | \$93,541    | \$263,668    | \$32,257       | \$247,079    | \$53,013    | \$341,445    | \$590,620    |          | \$2,058,110   |
| Huntingdon     | \$110,190   | \$83,046      | \$56,304           | \$331,915    | \$13,965     | \$57,766    | \$112,588   | \$393,318    | \$47,683       | \$418,490    | \$54,739    | \$422,413    | \$476,972    |          | \$2,579,389   |
| Indiana        | \$258,862   | \$119,738     | \$108,907          | \$801,871    | \$41,319     | \$124,839   | \$304,810   | \$912,607    | \$151,759      | \$1,480,116  | \$212,239   | \$1,365,723  | \$1,210,442  |          | \$7,093,232   |
| Jefferson      | \$76,195    | \$75,728      | \$46,046           | \$412,919    | \$15,954     | \$32,712    | \$140,582   | \$366,741    | \$43,889       | \$352,003    | \$46,532    | \$380,372    | \$542,338    |          | \$2,532,011   |
| Juniata        | \$25,459    | \$33,527      | \$15,886           | \$110,428    | \$3,369      | \$15,142    | \$30,673    | \$111,493    | \$10,950       | \$103,561    | \$12,308    | \$99,002     | \$140,002    |          | \$711,800     |
| Lackawanna     | \$1,617,032 | \$890,866     | \$508,675          | \$3,521,512  | \$568,420    | \$738,110   | \$1,385,429 | \$2,184,432  | \$925,226      | \$11,245,619 | \$669,812   | \$6,657,587  | \$4,688,844  | \$1,081  | \$35,602,645  |
| Lancaster      | \$2,779,826 | \$1,206,145   | \$837,684          | \$4,610,068  | \$356,586    | \$1,106,999 | \$1,487,922 | \$5,159,588  | \$1,376,209    | \$15,287,945 | \$990,499   | \$8,186,278  | \$6,380,648  | \$3,014  | \$49,769,411  |
| Lawrence       | \$210,456   | \$216,836     | \$129,151          | \$688,323    | \$57,117     | \$131,060   | \$276,827   | \$745,196    | \$166,649      | \$1,456,040  | \$201,420   | \$1,483,131  | \$1,359,415  | \$0      | \$7,121,621   |
| Lebanon        | \$509,831   | \$330,541     | \$185,394          | \$1,043,552  | \$78,859     | \$229,478   | \$404,803   | \$1,341,751  | \$246,620      | \$2,498,982  | \$197,611   | \$1,605,554  | \$1,594,678  |          | \$10,267,654  |
| Lehigh         | \$2,753,143 | \$1,840,756   | \$953,751          | \$4,708,136  | \$525,606    | \$1,368,396 | \$1,771,101 | \$4,461,254  | \$1,922,463    | \$21,976,969 | \$1,459,153 | \$10,892,036 | \$7,224,640  |          | \$61,864,652  |
| Luzerne        | \$1,854,240 | \$1,635,501   | \$709,329          | \$4,493,268  | \$530,714    | \$780,042   | \$1,728,107 | \$3,157,181  | \$1,010,926    | \$11,118,306 | \$824,321   | \$7,861,157  | \$6,169,595  | \$7,248  | \$41,873,563  |
| Lycoming       | \$545,376   | \$344,771     | \$216,654          | \$1,640,515  | \$91,952     | \$362,267   | \$482,487   | \$1,934,033  | \$342,868      | \$3,692,820  | \$280,914   | \$2,534,708  | \$2,311,077  | \$876    | \$14,782,451  |
| McKean         | \$167,124   | \$85,850      | \$63,002           | \$522,968    | \$25,643     | \$63,506    | \$160,845   | \$476,961    | \$66,887       | \$692,741    | \$81,011    | \$533,622    | \$772,179    | \$2,009  | \$3,712,339   |
| Mercer         | \$375,031   | \$360,667     | \$189,965          | \$1,254,632  | \$83,241     | \$272,220   | \$439,022   | \$1,216,582  | \$231,670      | \$2,352,659  | \$348,806   | \$2,325,318  | \$2,358,302  |          | \$11,808,115  |
| Mifflin        | \$143,254   | \$55,032      | \$55,063           | \$543,841    | \$14,158     | \$54,181    | \$103,779   | \$478,829    | \$47,835       | \$430,538    | \$60,244    | \$380,400    | \$481,789    |          | \$2,842,943   |
| Monroe         | \$1,526,485 | \$1,152,014   | \$581,124          | \$2,606,762  | \$250,094    | \$579,830   | \$817,538   | \$2,472,977  | \$764,870      | \$8,649,243  | \$802,772   | \$5,917,975  | \$3,614,199  |          | \$29,738,826  |
| Montgomery     | \$6,241,462 | \$4,043,297   | \$2,464,422        | \$9,457,816  | \$1,760,151  | \$4,199,850 | \$5,142,943 | \$9,061,038  | \$6,484,271    | \$78,991,851 | \$4,338,297 | \$29,464,726 | \$18,378,178 | \$2,943  | \$180,077,360 |
| Montour        | \$134,216   | \$57,713      | \$43,963           | \$268,347    | \$22,282     | \$68,440    | \$97,612    | \$294,762    | \$82,435       | \$817,145    | \$49,678    | \$425,912    | \$395,891    | \$49,058 | \$2,758,396   |
| Northampton    | \$2,039,056 | \$1,098,754   | \$643,017          | \$4,295,960  | \$356,584    | \$1,073,193 | \$1,295,446 | \$3,609,490  | \$1,133,217    | \$13,122,347 | \$1,214,671 | \$8,622,324  | \$5,458,699  |          | \$43,965,194  |
| Northumberland | \$234,705   | \$154,627     | \$106,174          | \$837,691    | \$50,991     | \$121,144   | \$343,675   | \$1,031,201  | \$117,043      | \$997,404    | \$113,350   | \$996,487    | \$983,897    | \$2,436  | \$6,088,389   |
| Perry          | \$109,409   | \$48,337      | \$42,174           | \$282,852    | \$25,213     | \$30,283    | \$78,208    | \$323,182    | \$40,182       | \$326,173    | \$37,370    | \$294,815    | \$426,733    |          | \$2,064,931   |
| Philadelphia   | \$5,094,876 | \$16,488,632  | \$4,520,913        | \$14,110,753 | \$3,939,878  | \$7,217,720 | \$8,203,007 | \$17,876,696 | \$7,183,883    | \$54,138,371 | \$7,314,550 | \$45,847,243 | \$20,247,673 | \$17,304 | \$212,201,499 |
| Pike           | \$399,346   | \$142,579     | \$93,362           | \$471,136    | \$60,103     | \$122,043   | \$133,253   | \$367,477    | \$154,926      | \$2,223,503  | \$139,311   | \$1,063,486  | \$767,105    |          | \$6,137,630   |
| Potter         | \$64,129    | \$31,879      | \$25,057           | \$157,733    | \$6,649      | \$29,503    | \$49,602    | \$149,871    | \$20,253       | \$223,383    | \$23,628    | \$153,506    | \$263,535    |          | \$1,198,728   |
| Schuylkill     | \$541,551   | \$297,575     | \$246,149          | \$1,396,362  | \$147,126    | \$251,369   | \$586,584   | \$1,209,505  | \$301,597      | \$2,477,823  | \$230,028   | \$1,872,020  | \$1,715,449  |          | \$11,273,138  |
| Snyder         | \$105,592   | \$37,843      | \$44,419           | \$271,865    | \$13,496     | \$59,865    | \$83,805    | \$331,695    | \$57,753       | \$535,879    | \$65,144    | \$412,585    | \$319,311    |          | \$2,339,252   |
| Somerset       | \$177,688   | \$85,379      | \$71,329           | \$597,264    | \$28,810     | \$67,820    | \$236,151   | \$531,093    | \$96,654       | \$884,546    | \$89,570    | \$622,070    | \$857,751    |          | \$4,346,125   |
| Sullivan       | \$47,019    | \$25,529      | \$12,995           | \$81,420     | \$8,867      | \$17,448    | \$28,557    | \$68,317     | \$10,874       | \$140,845    | \$12,599    | \$114,551    | \$154,738    |          | \$723,759     |
| Susquehanna    | \$138,147   | \$89,633      | \$41,565           | \$387,459    | \$32,993     | \$58,164    | \$90,566    | \$270,301    | \$39,755       | \$557,375    | \$58,243    | \$413,619    | \$499,998    | \$101    | \$2,677,919   |
| Tioga          | \$163,057   | \$70,768      | \$61,573           | \$491,688    | \$30,309     | \$94,781    | \$112,331   | \$439,589    | \$48,786       | \$654,516    | \$80,660    | \$459,968    | \$773,228    |          | \$3,481,254   |
| Union          | \$187,372   | \$54,256      | \$54,072           | \$358,445    | \$33,277     | \$120,870   | \$105,356   | \$428,973    | \$165,044      | \$1,401,976  | \$97,530    | \$677,167    | \$579,270    |          | \$4,263,608   |
| Venango        | \$168,381   | \$102,424     | \$84,149           | \$503,496    | \$23,315     | \$77,234    | \$175,222   | \$494,904    | \$70,790       | \$696,230    | \$75,819    | \$590,441    | \$773,623    |          | \$3,836,028   |
| Warren         | \$180,852   | \$72,966      | \$59,928           | \$444,269    | \$21,627     | \$77,860    | \$135,031   | \$461,272    | \$54,605       | \$612,839    | \$70,097    | \$529,841    | \$770,126    |          | \$3,491,313   |
| Washington     | \$941,609   | \$417,972     | \$378,749          | \$2,421,156  | \$182,708    | \$552,686   | \$883,690   | \$2,421,877  | \$639,794      | \$7,150,423  | \$686,762   | \$4,741,991  | \$4,584,741  |          | \$26,004,158  |
| Wayne          | \$555,007   | \$201,688     | \$                 |              |              |             |             |              |                |              |             |              |              |          |               |

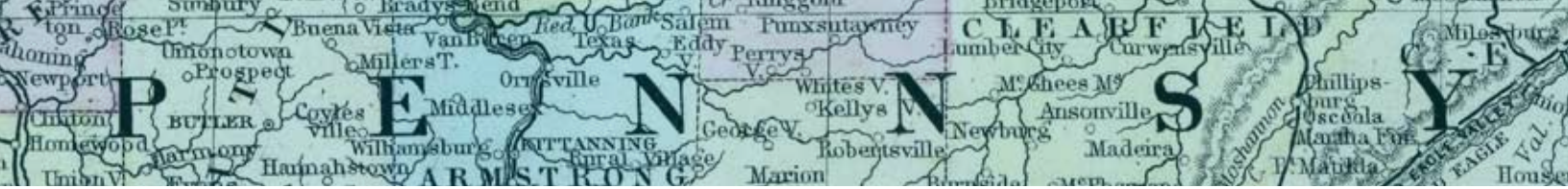


Table 6 displays each county and the share of the dollar sales amount they contribute to the overall PA Wine & Spirits Stores business . The top 10 counties in RY 2010 - 11 accounted for 63.50% of dollar sales.

**Table 6: RY 2010 - 2011 Share by County, Based on Dollar Sales Amount**

| Rank | County         | RY 2009 - 2010<br>Dollar Sales Amount | RY 2010 - 2011<br>Dollar Sales Amount | RY 2010 - 2011<br>County Share |
|------|----------------|---------------------------------------|---------------------------------------|--------------------------------|
| 1    | Allegheny      | \$225,896,502                         | \$233,797,228                         | 13.20%                         |
| 2    | Philadelphia   | \$206,593,210                         | \$211,970,557                         | 12.00%                         |
| 3    | Montgomery     | \$174,585,038                         | \$179,856,591                         | 10.20%                         |
| 4    | Bucks          | \$114,815,447                         | \$119,392,490                         | 6.70%                          |
| 5    | Chester        | \$103,429,333                         | \$106,488,983                         | 6.00%                          |
| 6    | Delaware       | \$65,780,496                          | \$67,987,183                          | 3.80%                          |
| 7    | Lehigh         | \$58,894,478                          | \$61,780,717                          | 3.50%                          |
| 8    | Lancaster      | \$48,152,074                          | \$49,701,327                          | 2.80%                          |
| 9    | York           | \$47,016,630                          | \$47,277,864                          | 2.70%                          |
| 10   | Westmoreland   | \$44,774,688                          | \$46,682,515                          | 2.60%                          |
| 11   | Berks          | \$44,515,186                          | \$45,933,166                          | 2.60%                          |
| 12   | Northampton    | \$42,217,384                          | \$43,915,223                          | 2.50%                          |
| 13   | Luzerne        | \$40,958,551                          | \$41,815,770                          | 2.40%                          |
| 14   | Dauphin        | \$40,176,446                          | \$40,897,780                          | 2.30%                          |
| 15   | Erie           | \$37,903,092                          | \$40,110,069                          | 2.30%                          |
| 16   | Cumberland     | \$38,713,283                          | \$39,821,284                          | 2.20%                          |
| 17   | Lackawanna     | \$34,556,208                          | \$35,563,253                          | 2.00%                          |
| 18   | Monroe         | \$29,003,127                          | \$29,693,633                          | 1.70%                          |
| 19   | Butler         | \$27,739,512                          | \$29,421,987                          | 1.70%                          |
| 20   | Washington     | \$26,274,326                          | \$25,976,920                          | 1.50%                          |
| 21   | Centre         | \$24,464,557                          | \$24,916,010                          | 1.40%                          |
| 22   | Beaver         | \$16,024,385                          | \$16,735,459                          | 0.90%                          |
| 23   | Lycoming       | \$13,803,783                          | \$14,770,478                          | 0.80%                          |
| 24   | Cambria        | \$12,523,233                          | \$13,066,570                          | 0.70%                          |
| 25   | Blair          | \$12,065,188                          | \$12,708,228                          | 0.70%                          |
| 26   | Mercer         | \$11,428,355                          | \$11,789,215                          | 0.70%                          |
| 27   | Schuylkill     | \$10,997,529                          | \$11,258,967                          | 0.60%                          |
| 28   | Franklin       | \$10,161,463                          | \$10,443,485                          | 0.60%                          |
| 29   | Lebanon        | \$9,935,393                           | \$10,252,552                          | 0.60%                          |
| 30   | Fayette        | \$9,586,827                           | \$10,112,022                          | 0.60%                          |
| 31   | Wayne          | \$9,636,878                           | \$10,037,069                          | 0.60%                          |
| 32   | Crawford       | \$7,709,308                           | \$7,912,581                           | 0.40%                          |
| 33   | Lawrence       | \$6,860,741                           | \$7,112,632                           | 0.40%                          |
| 34   | Indiana        | \$6,996,460                           | \$7,089,149                           | 0.40%                          |
| 35   | Columbia       | \$6,528,913                           | \$6,891,460                           | 0.40%                          |
| 36   | Clearfield     | \$6,351,080                           | \$6,604,375                           | 0.40%                          |
| 37   | Pike           | \$5,968,628                           | \$6,128,777                           | 0.30%                          |
| 38   | Northumberland | \$5,954,255                           | \$6,080,144                           | 0.30%                          |
| 39   | Adams          | \$5,086,750                           | \$5,198,541                           | 0.30%                          |
| 40   | Bradford       | \$4,184,495                           | \$4,667,993                           | 0.30%                          |
| 41   | Carbon         | \$4,284,595                           | \$4,453,223                           | 0.30%                          |
| 42   | Somerset       | \$4,107,128                           | \$4,340,782                           | 0.20%                          |
| 43   | Union          | \$4,050,712                           | \$4,255,505                           | 0.20%                          |
| 44   | Venango        | \$3,616,722                           | \$3,830,406                           | 0.20%                          |

<sup>6</sup>Tables 5, 6 and 7 include boutiques, conventional stores and self-service stores. These reports are constructed to include regular, luxury and SLO items. Therefore these results will vary from Table 5.





**Table 6: RY 2010 - 2011 Share by County, Based on Dollar Sales Amount, Continued**

| <b>Rank</b> | <b>County</b> | <b>RY 2009 - 2010<br/>Dollar Sales Amount</b> | <b>RY 2010 - 2011<br/>Dollar Sales Amount</b> | <b>RY 2010 - 2011<br/>County Share</b> |
|-------------|---------------|---|---|--|
| 45          | McKean        | \$3,516,299                                   | \$3,705,332                                   | 0.20%                                  |
| 46          | Armstrong     | \$3,313,499                                   | \$3,494,809                                   | 0.20%                                  |
| 47          | Warren        | \$3,355,702                                   | \$3,486,809                                   | 0.20%                                  |
| 48          | Tioga         | \$3,183,485                                   | \$3,475,662                                   | 0.20%                                  |
| 49          | Clarion       | \$3,355,914                                   | \$3,469,276                                   | 0.20%                                  |
| 50          | Bedford       | \$2,735,143                                   | \$2,866,001                                   | 0.20%                                  |
| 51          | Mifflin       | \$2,654,480                                   | \$2,840,469                                   | 0.20%                                  |
| 52          | Clinton       | \$2,578,850                                   | \$2,784,023                                   | 0.20%                                  |
| 53          | Montour       | \$2,665,214                                   | \$2,754,912                                   | 0.20%                                  |
| 54          | Susquehanna   | \$2,679,074                                   | \$2,674,584                                   | 0.20%                                  |
| 55          | Huntingdon    | \$2,527,673                                   | \$2,576,365                                   | 0.10%                                  |
| 56          | Jefferson     | \$2,397,917                                   | \$2,528,672                                   | 0.10%                                  |
| 57          | Snyder        | \$2,143,886                                   | \$2,335,880                                   | 0.10%                                  |
| 58          | Elk           | \$2,123,604                                   | \$2,238,567                                   | 0.10%                                  |
| 59          | Wyoming       | \$2,026,564                                   | \$2,083,932                                   | 0.10%                                  |
| 60          | Perry         | \$1,997,148                                   | \$2,062,095                                   | 0.10%                                  |
| 61          | Greene        | \$1,998,690                                   | \$2,055,501                                   | 0.10%                                  |
| 62          | Potter        | \$1,117,958                                   | \$1,196,171                                   | 0.10%                                  |
| 63          | Sullivan      | \$682,530                                     | \$722,516                                     | 0.00%                                  |
| 64          | Juniata       | \$702,632                                     | \$710,694                                     | 0.00%                                  |
| 65          | Forest        | \$690,458                                     | \$705,314                                     | 0.00%                                  |
| 66          | Fulton        | \$584,704                                     | \$544,640                                     | 0.00%                                  |
| 67          | Cameron       | \$378,418                                     | \$411,210                                     | 0.00%                                  |
|             | Total         | \$1,713,732,233                               | \$1,770,463,600                               | 100.00%                                |





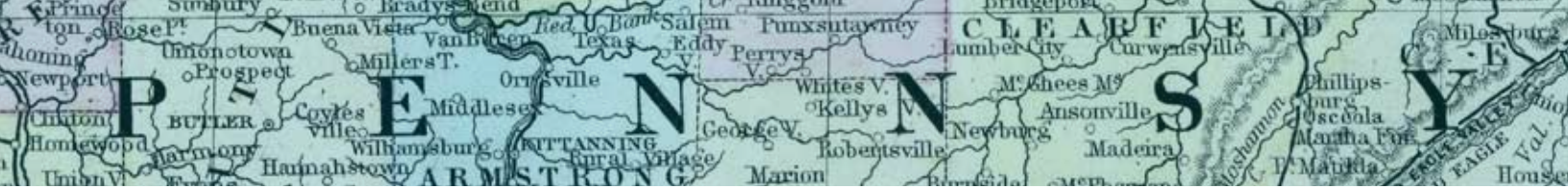


Table 7 shows the top 20 counties based on percentage change. Bradford (11.55%) experienced the highest percentage of growth between RY 2009 - 10 and RY 2010 - 11.

**Table 7: RY 2010 - 2011 Share by County, Percentage Change, Based on Dollar Sales**

| Rank | County    | RY 2009 - 2010      | RY 2010 - 2011      | % Change |
|------|-----------|---------------------|---------------------|----------|
|      |           | Dollar Sales Amount | Dollar Sales Amount |          |
| 1    | Bradford  | \$4,184,495         | \$4,667,993         | 11.55%   |
| 2    | Tioga     | \$3,183,485         | \$3,475,662         | 9.18%    |
| 3    | Snyder    | \$2,143,886         | \$2,335,880         | 8.96%    |
| 4    | Cameron   | \$378,418           | \$411,210           | 8.67%    |
| 5    | Clinton   | \$2,578,850         | \$2,784,023         | 7.96%    |
| 6    | Mifflin   | \$2,654,480         | \$2,840,469         | 7.01%    |
| 7    | Lycoming  | \$13,803,783        | \$14,770,478        | 7.00%    |
| 8    | Potter    | \$1,117,958         | \$1,196,171         | 7.00%    |
| 9    | Butler    | \$27,739,512        | \$29,421,987        | 6.07%    |
| 10   | Venango   | \$3,616,722         | \$3,830,406         | 5.91%    |
| 11   | Sullivan  | \$682,530           | \$722,516           | 5.86%    |
| 12   | Erie      | \$37,903,092        | \$40,110,069        | 5.82%    |
| 13   | Somerset  | \$4,107,128         | \$4,340,782         | 5.69%    |
| 14   | Columbia  | \$6,528,913         | \$6,891,460         | 5.55%    |
| 15   | Fayette   | \$9,586,827         | \$10,112,022        | 5.48%    |
| 16   | Armstrong | \$3,313,499         | \$3,494,809         | 5.47%    |
| 17   | Jefferson | \$2,397,917         | \$2,528,672         | 5.45%    |
| 18   | Elk       | \$2,123,604         | \$2,238,567         | 5.41%    |
| 19   | McKean    | \$3,516,299         | \$3,705,332         | 5.38%    |
| 20   | Blair     | \$12,065,188        | \$12,708,228        | 5.33%    |

PA Wine & Spirits Stores, individually, can be assessed for performance. Table 8, located in Appendix B due to its size, presents dollar sales amounts by store, transaction counts and average dollar value of transaction RY 2010 – 11. This report includes all sales for boutiques, conventional stores, self-service stores, fulfillment and licensee centers. An asterisk after the store number indicates a licensee or fulfillment center.

# BRAND & ITEM Performance

Product performance is vital to retail success. Changes in item availability, through delist and innovation, may impact apparent product performance throughout the year. This section will provide summary analysis of how brands and items performed for the entire retail year.

Table 9 lists the top brands. The top five brands for this year were Jacquin's, Bacardi, Smirnoff, Captain Morgan and Sutter Home. In the top 10 Sutter Home (9.29%), Absolut (5.14%) and Franzia (4.68%) had the highest percentage increases. Overall, Cupcake (388.94%), Pinnacle (169.32%) and Cîroc (78.85%) had the largest gains when comparing this retail year to last retail year. Each of these brands was on sale for the entire RY 2009 – 10 and RY 2010 – 11 at PA Wine & Spirits Stores. Adding items to a brand would increase sales volume, and not all growth in these cases is attributed to shopper purchases of the same items from year to year.





**Table 9: Top 100 Brands, Based on Units Sold**

| Rank | Brand              | RY 2009 - 2010 | RY 2010 - 2011 | % Change |
|------|--------------------|----------------|----------------|----------|
|      |                    | Units Sold     | Units Sold     |          |
| 1    | Jacquin's          | 4,244,996      | 4,208,411      | -0.86%   |
| 2    | Bacardi            | 3,345,305      | 3,276,784      | -2.05%   |
| 3    | Smirnoff           | 3,267,299      | 3,111,468      | -4.77%   |
| 4    | Captain Morgan     | 3,148,785      | 3,098,340      | -1.60%   |
| 5    | Sutter Home        | 2,807,435      | 3,068,154      | 9.29%    |
| 6    | Yellow Tail        | 2,895,429      | 2,591,291      | -10.50%  |
| 7    | Woodbridge         | 2,196,620      | 2,259,692      | 2.87%    |
| 8    | Nikolai            | 2,229,781      | 2,188,258      | -1.86%   |
| 9    | Absolut            | 2,055,263      | 2,160,952      | 5.14%    |
| 10   | Franzia            | 2,016,836      | 2,111,210      | 4.68%    |
| 11   | Barefoot           | 1,724,277      | 2,094,146      | 21.45%   |
| 12   | Jack Daniel's      | 1,861,278      | 1,920,030      | 3.16%    |
| 13   | Seagram's          | 2,035,752      | 1,896,456      | -6.84%   |
| 14   | Banker's Club      | 1,644,383      | 1,533,471      | -6.74%   |
| 15   | Pinnacle           | 557,235        | 1,500,734      | 169.32%  |
| 16   | Arbor Mist         | 1,489,721      | 1,432,430      | -3.85%   |
| 17   | Beringer           | 1,430,292      | 1,375,926      | -3.80%   |
| 18   | Cavit              | 1,215,288      | 1,367,029      | 12.49%   |
| 19   | Dekuyper           | 1,335,577      | 1,297,934      | -2.82%   |
| 20   | José Cuervo        | 1,209,583      | 1,185,926      | -1.96%   |
| 21   | Jim Beam           | 1,130,655      | 1,152,685      | 1.95%    |
| 22   | Jägermeister       | 1,178,866      | 1,142,635      | -3.07%   |
| 23   | Grey Goose         | 1,139,277      | 1,131,945      | -0.64%   |
| 24   | Vladimir           | 1,169,276      | 1,098,699      | -6.04%   |
| 25   | Three Olives       | 1,069,993      | 1,092,601      | 2.11%    |
| 26   | Riunite            | 1,015,091      | 1,045,511      | 3.00%    |
| 27   | Southern Comfort   | 1,053,083      | 1,032,405      | -1.96%   |
| 28   | E & J              | 1,100,996      | 1,021,233      | -7.24%   |
| 29   | Carlo Rossi        | 1,005,872      | 1,018,728      | 1.28%    |
| 30   | Concha y Toro      | 901,591        | 989,591        | 9.76%    |
| 31   | Taylor             | 1,030,362      | 979,648        | -4.92%   |
| 32   | Gallo              | 927,682        | 936,923        | 1.00%    |
| 33   | Fish Eye           | 635,155        | 926,829        | 45.92%   |
| 34   | Stolichnaya        | 975,094        | 905,279        | -7.16%   |
| 35   | Kendall - Jackson  | 814,523        | 864,784        | 6.17%    |
| 36   | Crown Royal        | 818,913        | 842,958        | 2.94%    |
| 37   | Windsor            | 788,443        | 760,674        | -3.52%   |
| 38   | Robert Mondavi     | 771,661        | 757,608        | -1.82%   |
| 39   | Martini & Rossi    | 769,681        | 734,130        | -4.62%   |
| 40   | Black Velvet       | 713,034        | 715,099        | 0.29%    |
| 41   | Burnett's          | 556,939        | 714,204        | 28.24%   |
| 42   | Hennessy           | 703,889        | 701,102        | -0.40%   |
| 43   | Rex Goliath        | 400,166        | 670,716        | 67.61%   |
| 44   | Almaden            | 738,182        | 652,714        | -11.58%  |
| 45   | Ketel One          | 615,828        | 639,562        | 3.85%    |
| 46   | Skyy               | 623,213        | 626,088        | 0.46%    |
| 47   | Calico Jack        | 543,248        | 623,565        | 14.78%   |
| 48   | Jacob's Creek      | 616,632        | 598,897        | -2.88%   |
| 49   | Crown Russe        | 511,800        | 583,318        | 13.97%   |
| 50   | Christian Brothers | 577,552        | 576,314        | -0.21%   |

**Table 9: Top 100 Brands, Based on Units Sold, Continued**

| Rank | Brand                    | RY 2009 - 2010 | RY 2010 - 2011 | % Change |
|------|--------------------------|----------------|----------------|----------|
|      |                          | Units Sold     | Units Sold     |          |
| 51   | Baileys                  | 579,176        | 575,602        | -0.62%   |
| 52   | Svedka                   | 497,826        | 568,510        | 14.20%   |
| 53   | Gordon's                 | 610,973        | 566,476        | -7.28%   |
| 54   | Kahlua                   | 592,167        | 549,744        | -7.16%   |
| 55   | Malibu                   | 463,368        | 544,049        | 17.41%   |
| 56   | Chateau Ste. Michelle    | 475,663        | 529,174        | 11.25%   |
| 57   | Corbett Canyon           | 537,472        | 525,695        | -2.19%   |
| 58   | Bolla                    | 487,818        | 523,569        | 7.33%    |
| 59   | Tanqueray                | 548,031        | 520,852        | -4.96%   |
| 60   | Jameson                  | 440,201        | 520,341        | 18.21%   |
| 61   | Peter Vella              | 448,122        | 477,501        | 6.56%    |
| 62   | Ménage à Trois           | 404,691        | 476,937        | 17.85%   |
| 63   | Foxhorn                  | 392,160        | 468,933        | 19.58%   |
| 64   | Francis Coppola          | 424,271        | 468,395        | 10.40%   |
| 65   | Admiral Nelson's         | 318,383        | 463,157        | 45.47%   |
| 66   | Elmo Pio                 | 296,903        | 458,008        | 54.26%   |
| 67   | Korbel                   | 426,442        | 448,566        | 5.19%    |
| 68   | Rumple Minze             | 403,359        | 425,960        | 5.60%    |
| 69   | M D 20/20                | 407,066        | 423,997        | 4.16%    |
| 70   | Turning Leaf             | 464,703        | 417,470        | -10.16%  |
| 71   | Clos Du Bois             | 456,950        | 415,652        | -9.04%   |
| 72   | Wild Turkey              | 333,886        | 396,177        | 18.66%   |
| 73   | Dewar's                  | 395,617        | 395,770        | 0.04%    |
| 74   | Fetzer                   | 442,810        | 388,257        | -12.32%  |
| 75   | Daily's                  | 417,682        | 387,846        | -7.14%   |
| 76   | Castillo                 | 398,167        | 382,339        | -3.98%   |
| 77   | André                    | 367,701        | 377,001        | 2.53%    |
| 78   | Cupcake                  | 76,119         | 372,178        | 388.94%  |
| 79   | Richards Wild Irish Rose | 391,378        | 361,808        | -7.56%   |
| 80   | Patrón                   | 317,783        | 359,276        | 13.06%   |
| 81   | Yukon Jack               | 355,168        | 357,742        | 0.72%    |
| 82   | Montezuma                | 349,767        | 356,378        | 1.89%    |
| 83   | Bella Sera               | 328,645        | 347,728        | 5.81%    |
| 84   | Funky Llama              | 281,319        | 343,626        | 22.15%   |
| 85   | Columbia Crest           | 341,139        | 339,143        | -0.59%   |
| 86   | Canadian Club            | 316,765        | 337,814        | 6.64%    |
| 87   | Cîroc                    | 187,084        | 334,591        | 78.85%   |
| 88   | Stone Cellars            | 351,120        | 331,987        | -5.45%   |
| 89   | Johnnie Walker           | 318,729        | 328,372        | 3.03%    |
| 90   | Sterling                 | 309,018        | 322,499        | 4.36%    |
| 91   | Hazlitt                  | 253,266        | 313,985        | 23.97%   |
| 92   | Paul Masson              | 404,511        | 313,973        | -22.38%  |
| 93   | Glen Ellen               | 302,735        | 311,325        | 2.84%    |
| 94   | C. K. Mondavi            | 285,496        | 309,986        | 8.58%    |
| 95   | Smoking Loon             | 298,067        | 304,966        | 2.31%    |
| 96   | J. Rogét                 | 320,196        | 298,745        | -6.70%   |
| 97   | Tortilla                 | 298,595        | 298,576        | -0.01%   |
| 98   | Vendange                 | 367,126        | 290,217        | -20.95%  |
| 99   | Lindeman's               | 364,046        | 282,009        | -22.53%  |
| 100  | Goldschlager             | 265,704        | 274,532        | 3.32%    |





Tables 10, 11 and 12 identify the top 10 brands by each region . A brand's sales would include all of the items, sizes and categories in their product lines. There is consistency across regions in terms of brand performance. Bacardi, Captain Morgan, Jacquin's, Smirnoff, Sutter Home, Woodbridge and Yellow Tail appeared on the top 10 lists for each region. Franzia (Region 2 and 3), Jack Daniel's (Region 2 and 3) and Nikolai (Region 2 and 3) appeared on the top 10 lists for two of the three regions. Absolut (Region 1) and Cavit (Region 1) were only on one list.

Barefoot, in Region 1, saw the greatest increase in unit sales (18.18%). Sutter Home (12.20%) followed with the next highest increase in Region 1.

**Table 10: Top 10 Brands in Region 1**

| Rank | Brand          | Units Sold<br>RY 2009 - 10 | Units Sold<br>RY 2010 - 11 | % Change |
|------|----------------|----------------------------|----------------------------|----------|
| 1    | Jacquin's      | 1,580,628                  | 1,565,260                  | -0.97%   |
| 2    | Bacardi        | 1,371,308                  | 1,331,883                  | -2.87%   |
| 3    | Smirnoff       | 1,386,240                  | 1,308,381                  | -5.62%   |
| 4    | Sutter Home    | 1,058,797                  | 1,187,957                  | 12.20%   |
| 5    | Yellow Tail    | 1,237,998                  | 1,086,214                  | -12.26%  |
| 6    | Absolut        | 888,403                    | 931,558                    | 4.86%    |
| 7    | Barefoot       | 775,703                    | 916,711                    | 18.18%   |
| 8    | Woodbridge     | 891,846                    | 906,861                    | 1.68%    |
| 9    | Captain Morgan | 741,978                    | 722,751                    | -2.59%   |
| 10   | Cavit          | 637,159                    | 700,498                    | 9.94%    |

**Table 11: Top 10 Brands in Region 2**

| Rank | Brand          | Units Sold<br>RY 2009 - 10 | Units Sold<br>RY 2010 - 11 | % Change |
|------|----------------|----------------------------|----------------------------|----------|
| 1    | Jacquin's      | 1,252,017                  | 1,248,051                  | -0.32%   |
| 2    | Captain Morgan | 1,193,669                  | 1,167,919                  | -2.16%   |
| 3    | Bacardi        | 1,047,476                  | 1,027,535                  | -1.90%   |
| 4    | Sutter Home    | 923,317                    | 981,839                    | 6.34%    |
| 5    | Smirnoff       | 1,022,210                  | 971,373                    | -4.97%   |
| 6    | Yellow Tail    | 871,452                    | 801,272                    | -8.05%   |
| 7    | Franzia        | 763,613                    | 801,193                    | 4.92%    |
| 8    | Woodbridge     | 666,903                    | 694,435                    | 4.13%    |
| 9    | Nikolai        | 679,325                    | 679,538                    | 0.03%    |
| 10   | Jack Daniel's  | 659,810                    | 676,905                    | 2.59%    |

<sup>7</sup> A map of Pennsylvania, including PA Wine & Spirits Stores and their regions can be found in Appendix A.



**Table 12: Top 10 Brands in Region 3**

| Rank | Brand          | Units Sold<br>RY 2009 - 10 | Units Sold<br>RY 2010 - 11 | % Change |
|------|----------------|----------------------------|----------------------------|----------|
| 1    | Jacquin's      | 1,412,351                  | 1,395,100                  | -1.22%   |
| 2    | Captain Morgan | 1,213,138                  | 1,207,670                  | -0.45%   |
| 3    | Bacardi        | 926,521                    | 917,366                    | -0.99%   |
| 4    | Sutter Home    | 825,321                    | 898,358                    | 8.85%    |
| 5    | Nikolai        | 900,808                    | 893,663                    | -0.79%   |
| 6    | Smirnoff       | 858,849                    | 831,714                    | -3.16%   |
| 7    | Yellow Tail    | 785,979                    | 703,805                    | -10.45%  |
| 8    | Franzia        | 662,155                    | 683,624                    | 3.24%    |
| 9    | Jack Daniel's  | 649,530                    | 668,892                    | 2.98%    |
| 10   | Woodbridge     | 637,871                    | 658,396                    | 3.22%    |







The top 100 items by units sold for RY 2010 - 11 are listed in Table 13. Captain Morgan 750 mL (969,991), Jack Daniel's 750 mL (891,067) and Jägermeister 750 mL (744,177) were the top three items. Sutter Home White Zinfandel 1.5 L (713,042) was the highest-ranking wine. Jacquin's Vodka Royale 375 mL (7.33%) was the only item in the top 10 to increase between retail years.

Two items showed dramatic increases. Pinnacle Whipped Vodka increased from 928 units the previous retail year to 502,268 units for the current retail year. Elmo Pio Moscato Italy 1.5 L increased by 136.76% in the past year. Other strong increases were Crown Russe Vodka 1 L (51.10%) and Captain Morgan 1.75 L (45.00%). Plastic bottle versions (PET) showed positive increases. For example, Captain Morgan 750 mL (18.48%) and Burnett's Vodka 1.75 L (16.87%) improved from last retail year.



**Table 13: Top 100 Items by Units Sold**

| Rank | Product Detail                             | Size   | Avg. Price<br>RY 210-11 | RY 08-09<br>Units Sold | RY 09-10<br>Units Sold | RY 10-11<br>Units Sold | %<br>Change |
|------|--|--------|-------------------------|------------------------|------------------------|------------------------|-------------|
| 1    | Captain Morgan P. R. Spiced Rum            | 750 mL | \$15.60                 | 1,079,211              | 977,659                | 969,991                | -0.78%      |
| 2    | Jack Daniel's Old No 7 Blk Lbl Wky         | 750 mL | \$20.35                 | 984,835                | 923,970                | 891,067                | -3.56%      |
| 3    | Jägermeister Imp. Herb Liqueur             | 750 mL | \$18.80                 | 839,159                | 786,218                | 744,177                | -5.35%      |
| 4    | VladimirVodka                              | 1.75 L | \$11.53                 | 684,519                | 747,444                | 731,667                | -2.11%      |
| 5    | Jacquin's Vodka Royale - 80 Proof          | 375 mL | \$4.09                  | 610,173                | 672,174                | 721,477                | 7.33%       |
| 6    | Sutter Home Cal. White Zinfandel           | 1.5 L  | \$9.14                  | 725,559                | 722,682                | 713,042                | -1.33%      |
| 7    | Nikolai Vodka - 80 Proof                   | 375 mL | \$4.09                  | 733,581                | 727,195                | 689,230                | -5.22%      |
| 8    | Bacardi Superior P. R. Rum                 | 750 mL | \$13.78                 | 941,185                | 784,543                | 639,889                | -18.44%     |
| 9    | Grey Goose Imp. French Vodka               | 750 mL | \$27.53                 | 656,585                | 610,030                | 578,508                | -5.17%      |
| 10   | Nikolai Vodka - 80 Proof                   | 1 L    | \$7.71                  | 561,759                | 561,328                | 554,162                | -1.28%      |
| 11   | Absolut Imp. Vodka - 80 Proof              | 750 mL | \$18.61                 | 755,025                | 600,843                | 545,770                | -9.17%      |
| 12   | Jacquin's Vodka Royale - 80 Proof          | 1 L    | \$8.14                  | 596,051                | 577,364                | 543,416                | -5.88%      |
| 13   | Captain Morgan P. R. Spiced Rum            | 1.75 L | \$27.52                 | 476,936                | 367,564                | 532,966                | 45.00%      |
| 14   | Cavit Pinot Grigio                         | 1.5 L  | \$12.27                 | 473,991                | 482,442                | 526,825                | 9.20%       |
| 15   | Pinnacle Whipped Vodka                     | 750 mL | \$12.39                 | 0                      | 928                    | 502,268                | 54023.71%   |
| 16   | Kendall-Jackson Vintner's Reserve CA Chard | 750 mL | \$13.18                 | 473,250                | 440,762                | 471,360                | 6.94%       |
| 17   | Banker's Club Vodka                        | 1 L    | \$7.23                  | 591,303                | 536,701                | 469,592                | -12.50%     |
| 18   | Jacquin's Vodka Royale - 80 Proof          | 1.75 L | \$13.82                 | 482,210                | 469,859                | 464,995                | -1.04%      |
| 19   | Southern Comfort - 70 Proof                | 750 mL | \$15.32                 | 546,724                | 468,679                | 449,205                | -4.16%      |
| 20   | Crown Royal Canadian Whiskey               | 750 mL | \$23.96                 | 479,743                | 449,235                | 446,726                | -0.56%      |
| 21   | Woodbridge By Robert Mondavi CA Chard      | 1.5 L  | \$11.79                 | 359,221                | 414,790                | 432,712                | 4.32%       |
| 22   | SmirnoffVodka - 80 Proof                   | 750 mL | \$12.62                 | 417,511                | 423,147                | 427,392                | 1.00%       |
| 23   | José Cuervo Tequila Especial Reposado      | 750 mL | \$18.63                 | 478,209                | 436,781                | 419,271                | -4.01%      |
| 24   | Crown RusseVodka - PET Bot.                | 1.75 L | \$11.41                 | 363,180                | 392,912                | 403,680                | 2.74%       |
| 25   | Nikolai Vodka - 80 Proof                   | 1.75 L | \$13.63                 | 397,641                | 401,865                | 402,763                | 0.22%       |
| 26   | Castillo Silver P. R. Rum                  | 1 L    | \$8.88                  | 413,208                | 398,167                | 382,339                | -3.98%      |
| 27   | VladimirVodka                              | 1 L    | \$7.22                  | 427,939                | 421,832                | 367,032                | -12.99%     |
| 28   | Jim Beam Straight Bourbon                  | 750 mL | \$15.62                 | 448,968                | 381,602                | 352,198                | -7.71%      |
| 29   | Banker's Club Vodka                        | 1.75 L | \$12.08                 | 393,681                | 365,880                | 351,160                | -4.02%      |
| 30   | Bacardi Superior P. R. Rum                 | 1.75 L | \$22.68                 | 441,758                | 480,072                | 346,213                | -27.88%     |
| 31   | Riunite Emilia Lambrusco                   | 1.5 L  | \$9.27                  | 342,289                | 319,629                | 340,674                | 6.58%       |
| 32   | Franzia Sunset Blush Winetap               | 5 L    | \$12.39                 | 291,032                | 314,829                | 326,166                | 3.60%       |
| 33   | Ménage à Trois Red                         | 750 mL | \$11.54                 | 230,408                | 269,708                | 314,502                | 16.61%      |
| 34   | SmirnoffVodka - 80 Proof W/Handle          | 1.75 L | \$23.07                 | 294,362                | 282,242                | 304,542                | 7.90%       |
| 35   | SmirnoffVodka - 80 Proof                   | 375 mL | \$6.99                  | 296,872                | 294,773                | 304,499                | 3.30%       |
| 36   | Burnett's Vodka - PET                      | 1.75 L | \$14.27                 | 275,660                | 257,386                | 300,814                | 16.87%      |
| 37   | Jack Daniel's Old No 7 Blk Lbl Wky         | 1.75 L | \$39.61                 | 263,436                | 282,097                | 300,163                | 6.40%       |
| 38   | Bacardi Superior PET                       | 1.75 L | \$19.68                 | 0                      | 0                      | 298,265                | 0.00%       |
| 39   | Sutter Home Cal. White Zinfandel           | 750 mL | \$5.91                  | 273,504                | 268,162                | 296,548                | 10.59%      |
| 40   | YellowTail Chard                           | 1.5 L  | \$13.65                 | 325,753                | 325,321                | 290,513                | -10.70%     |
| 41   | Jameson Irish Whiskey                      | 750 mL | \$23.09                 | 233,231                | 256,818                | 285,431                | 11.14%      |
| 42   | Baileys Original Irish Cream Liqueur       | 750 mL | \$21.62                 | 283,206                | 293,821                | 279,388                | -4.91%      |
| 43   | Ketel One Dutch Vodka                      | 750 mL | \$23.47                 | 277,744                | 276,126                | 276,741                | 0.22%       |
| 44   | Absolut Imp. Vodka - 80 Proof              | 1.75 L | \$31.20                 | 234,447                | 220,253                | 272,071                | 23.53%      |
| 45   | Martini & Rossi Asti Spumante              | 750 mL | \$13.11                 | 295,137                | 292,893                | 270,535                | -7.63%      |
| 46   | Beringer Cal. White Zinfandel              | 1.5 L  | \$12.83                 | 310,725                | 299,225                | 261,220                | -12.70%     |
| 47   | Stolichnaya Imp. Vodka - 80 Proof          | 750 mL | \$18.62                 | 304,591                | 279,789                | 258,794                | -7.50%      |
| 48   | Chateau Ste. Michelle Wash. Riesling       | 750 mL | \$10.46                 | 208,139                | 231,761                | 252,137                | 8.79%       |
| 49   | Malibu Imp. Rum Liqueur                    | 750 mL | \$13.58                 | 267,877                | 249,751                | 250,455                | 0.28%       |
| 50   | Windsor Canadian Whiskey Supreme           | 750 mL | \$8.98                  | 290,448                | 263,888                | 247,002                | -6.40%      |



**Table 13: Top 100 Items by Units Sold, Continued**

| Rank | Product Detail                              | Size   | Avg. Price<br>RY 210-11 | RY 08-09<br>Units Sold | RY 09-10<br>Units Sold | RY 10-11<br>Units Sold | %<br>Change |
|------|---|--------|-------------------------|------------------------|------------------------|------------------------|-------------|
| 51   | Dekuyper Peachtree 30 Proof                 | 750 mL | \$10.01                 | 266,438                | 253,269                | 242,030                | -4.44%      |
| 52   | Kahlua Imp. Coffee Liqueur                  | 750 mL | \$18.00                 | 252,906                | 252,843                | 239,222                | -5.39%      |
| 53   | Seagram's 7 Crown American Blended Wky      | 1.75 L | \$18.57                 | 222,094                | 234,573                | 237,100                | 1.08%       |
| 54   | Tanqueray Imp. Dry Gin                      | 750 mL | \$23.79                 | 262,777                | 265,304                | 236,765                | -10.76%     |
| 55   | Riunite Emilia Lambrusco                    | 3 L    | \$14.89                 | 256,429                | 246,274                | 235,674                | -4.30%      |
| 56   | Smirnoff Vodka PET                          | 1.75 L | \$20.90                 | 189,989                | 268,120                | 235,073                | -12.33%     |
| 57   | Windsor Canadian Whisky Supreme             | 1.75 L | \$18.05                 | 290,801                | 283,199                | 234,583                | -17.17%     |
| 58   | Beringer Cal. White Zinfandel               | 750 mL | \$7.35                  | 252,395                | 227,026                | 232,184                | 2.27%       |
| 59   | Montezuma Triple Sec                        | 1 L    | \$4.63                  | 218,062                | 222,654                | 231,279                | 3.87%       |
| 60   | Jacquin's Vodka Royale - 80 Proof           | 200 mL | \$2.99                  | 206,904                | 217,413                | 229,332                | 5.48%       |
| 61   | Captain Morgan P. R. Spiced Rum - PET       | 750 mL | \$16.14                 | 245,355                | 192,677                | 228,279                | 18.48%      |
| 62   | Woodbridge By Robert Mondavi CA Cab Sauv Vi | 1.5 L  | \$11.35                 | 169,361                | 207,443                | 228,228                | 10.02%      |
| 63   | Yellow Tail Chard                           | 750 mL | \$7.15                  | 271,563                | 275,426                | 224,301                | -18.56%     |
| 64   | Seagram's 7 Crown Amer Blend Wky            | 750 mL | \$10.26                 | 260,549                | 236,404                | 219,869                | -6.99%      |
| 65   | E & J Cal. Brandy                           | 750 mL | \$11.61                 | 279,973                | 244,678                | 216,997                | -11.31%     |
| 66   | Barefoot Cellars CA Chard                   | 1.5 L  | \$11.54                 | 195,721                | 214,035                | 216,492                | 1.15%       |
| 67   | Rumple Minze Imp. Peppermint Schnapps       | 50 mL  | \$1.99                  | 189,280                | 203,099                | 216,321                | 6.51%       |
| 68   | Sutter Home CA White Merlot                 | 1.5 L  | \$9.61                  | 199,477                | 220,888                | 212,934                | -3.60%      |
| 69   | Sky Vodka                                   | 1.75 L | \$26.05                 | 217,472                | 214,534                | 212,063                | -1.15%      |
| 70   | Bacardi Superior P. R. Rum                  | 375 mL | \$6.99                  | 216,374                | 215,379                | 210,941                | -2.06%      |
| 71   | Kamchatka Vodka - PET                       | 1.75 L | \$11.82                 | 189,706                | 189,743                | 209,704                | 10.52%      |
| 72   | Korbel Brut Champagne                       | 750 mL | \$13.42                 | 203,497                | 207,246                | 209,666                | 1.17%       |
| 73   | Nikolai Vodka - 80 Proof                    | 200 mL | \$2.99                  | 214,079                | 216,733                | 209,351                | -3.41%      |
| 74   | Jacquin's White Rum                         | 1.75 L | \$15.32                 | 229,762                | 226,214                | 209,249                | -7.50%      |
| 75   | Smirnoff Vodka - 80 Proof                   | 50 mL  | \$1.79                  | 177,779                | 186,045                | 208,846                | 12.26%      |
| 76   | Smirnoff Vodka - 80 Proof - PET             | 750 mL | \$13.85                 | 289,837                | 226,038                | 208,726                | -7.66%      |
| 77   | Cavit Pinot Grigio                          | 750 mL | \$8.10                  | 209,214                | 193,059                | 206,145                | 6.78%       |
| 78   | Jacquin's White Rum                         | 750 mL | \$8.71                  | 248,640                | 235,233                | 205,940                | -12.45%     |
| 79   | Franzia Chillable Red Winetap               | 5 L    | \$12.44                 | 186,772                | 199,070                | 204,254                | 2.60%       |
| 80   | Arbor Mist Exotic Fruits Wh Zin             | 1.5 L  | \$9.47                  | 227,937                | 225,085                | 203,520                | -9.58%      |
| 81   | Banker's Club Dry Gin                       | 1 L    | \$7.48                  | 214,572                | 207,321                | 202,699                | -2.23%      |
| 82   | Bella Sera Pinot Grigio                     | 1.5 L  | \$11.72                 | 169,934                | 188,464                | 201,384                | 6.86%       |
| 83   | Carlo Rossi Paisano California              | 4 L    | \$13.91                 | 216,043                | 205,084                | 199,035                | -2.95%      |
| 84   | Hennessy V. S. Cognac                       | 750 mL | \$29.06                 | 210,183                | 216,641                | 197,569                | -8.80%      |
| 85   | Barefoot Cellars Pinot Grigio California    | 1.5 L  | \$11.84                 | 133,145                | 171,074                | 197,111                | 15.22%      |
| 86   | Franzia Wh Zin Winetap                      | 5 L    | \$15.60                 | 193,427                | 191,148                | 194,507                | 1.76%       |
| 87   | Arbor Mist Blkbry Merlot                    | 1.5 L  | \$9.43                  | 182,443                | 200,107                | 192,658                | -3.72%      |
| 88   | Elmo Pio Moscato Italy                      | 1.5 L  | \$13.07                 | 35,337                 | 81,196                 | 192,238                | 136.76%     |
| 89   | Captain Morgan P.R. Spiced Rum PET 70 Proof | 1.75 L | \$24.22                 | 242,079                | 452,240                | 191,439                | -57.67%     |
| 90   | Taylor Port New York                        | 1.5 L  | \$9.87                  | 203,318                | 201,624                | 187,806                | -6.85%      |
| 91   | Calico Jack V. I. Spiced Rum                | 750 mL | \$8.54                  | 171,819                | 199,594                | 186,295                | -6.66%      |
| 92   | The Christian Bros. CA Brandy               | 750 mL | \$9.75                  | 207,180                | 186,788                | 184,765                | -1.08%      |
| 93   | Ecco Domani P Grigio                        | 750 mL | \$10.77                 | 186,227                | 185,458                | 181,619                | -2.07%      |
| 94   | Yellow Tail Shiraz                          | 750 mL | \$7.06                  | 270,263                | 237,655                | 180,625                | -24.00%     |
| 95   | Crown Russe Vodka 80 Proof                  | 1 L    | \$6.86                  | 99,981                 | 118,888                | 179,638                | 51.10%      |
| 96   | Maker's Mark Str Brbn                       | 750 mL | \$23.79                 | 148,328                | 166,791                | 179,028                | 7.34%       |
| 97   | Woodbridge By Robert Mondavi CA Merlot      | 1.5 L  | \$11.29                 | 140,973                | 158,607                | 178,726                | 12.68%      |
| 98   | Black Velvet Canadian Whiskey               | 750 mL | \$8.72                  | 228,145                | 184,554                | 178,392                | -3.34%      |
| 99   | Yellow Tail Shiraz                          | 1.5 L  | \$13.50                 | 233,784                | 213,952                | 178,386                | -16.62%     |
| 100  | Captain Morgan Spiced Rum Puerto Rico       | 1 L    | \$18.14                 | 284,969                | 165,362                | 178,034                | 7.66%       |

The top 100 items by dollar sales are displayed in Table 14. Jack Daniel's 750 mL (\$18,132,200), Grey Goose 750 mL (\$15,924,682), Captain Morgan 750 mL (\$15,134,262) and Captain Morgan 1.75 L (\$14,665,234) were the top four items in dollar sales for RY 2010 - 11.

A dramatic increase was noted with Pinnacle Whipped Vodka increasing by \$6,209,782 from the previous retail year. Captain Morgan 1.75 L gained 48.07%, in dollar comparisons between this year and last year. Wild Turkey American Honey Liqueur 750 mL (43.12%) and Admiral Nelson Spice Rum 1.75 L (23.08%) had the next highest dollar comparisons. Seven items in the 750 mL size appeared in the top ten. The other three were 1.75 L size items.





**Table 14: Top 100 Items by Dollar Sales**

| Rank | Product Detail                              | Size   | RY 10-11<br>Avg. Price | RY 08-09<br>Dollar Sales | RY 09-10<br>Dollar Sales | RY 10-11<br>Dollar Sales | %<br>Change |
|------|---|--------|------------------------|--------------------------|--------------------------|--------------------------|-------------|
| 1    | Jack Daniel's Old No 7 Blk Lbl Wky          | 750 mL | \$20.35                | \$20,373,573             | \$18,829,135             | \$18,132,200             | -3.70%      |
| 2    | Grey Goose Imp. French Vodka                | 750 mL | \$27.53                | \$18,896,451             | \$17,234,491             | \$15,924,682             | -7.60%      |
| 3    | Captain Morgan P. R. Spiced Rum             | 750 mL | \$15.60                | \$17,848,415             | \$15,491,219             | \$15,134,262             | -2.30%      |
| 4    | Captain Morgan P. R. Spiced Rum             | 1.75 L | \$27.52                | \$13,447,482             | \$9,904,444              | \$14,665,234             | 48.07%      |
| 5    | Jägermeister Imp. Herb Liqueur              | 750 mL | \$18.80                | \$16,434,454             | \$14,755,122             | \$13,987,080             | -5.21%      |
| 6    | Jack Daniel's Old No 7 Blk Lbl Wky          | 1.75 L | \$39.61                | \$10,471,543             | \$11,052,521             | \$11,890,121             | 7.58%       |
| 7    | Crown Royal Canadian Whisky                 | 750 mL | \$23.96                | \$11,585,714             | \$10,405,585             | \$10,705,567             | 2.88%       |
| 8    | Absolut Imp. Vodka - 80 Proof               | 750 mL | \$18.61                | \$15,452,463             | \$12,048,344             | \$10,158,217             | -15.69%     |
| 9    | Bacardi Superior P. R. Rum                  | 750 mL | \$13.78                | \$12,825,748             | \$10,831,743             | \$8,820,490              | -18.57%     |
| 10   | Absolut Imp. Vodka - 80 Proof               | 1.75 L | \$31.20                | \$8,260,371              | \$7,330,360              | \$8,487,393              | 15.78%      |
| 11   | Vladimir Vodka                              | 1.75 L | \$11.53                | \$7,863,158              | \$8,623,610              | \$8,436,833              | -2.17%      |
| 12   | Bacardi Superior P. R. Rum                  | 1.75 L | \$22.68                | \$10,881,034             | \$11,232,386             | \$7,853,619              | -30.08%     |
| 13   | José Cuervo Tequila Especial Reposado       | 750 mL | \$18.63                | \$9,335,950              | \$8,224,558              | \$7,809,586              | -5.05%      |
| 14   | Patrón Tequila Silver                       | 750 mL | \$44.57                | \$6,316,765              | \$6,553,040              | \$7,330,217              | 11.86%      |
| 15   | Smirnoff Vodka - 80 Proof W/Handle          | 1.75 L | \$23.07                | \$7,144,262              | \$6,504,791              | \$7,024,975              | 8.00%       |
| 16   | Southern Comfort - 70 Proof                 | 750 mL | \$15.32                | \$8,406,553              | \$7,274,362              | \$6,882,885              | -5.38%      |
| 17   | Jameson Irish Whiskey                       | 750 mL | \$23.09                | \$5,494,798              | \$5,953,522              | \$6,589,879              | 10.69%      |
| 18   | Sutter Home Cal. White Zinfandel            | 1.5 L  | \$9.14                 | \$6,519,761              | \$6,610,234              | \$6,519,362              | -1.37%      |
| 19   | Ketel One Dutch Vodka                       | 750 mL | \$23.47                | \$6,741,276              | \$6,561,269              | \$6,494,284              | -1.02%      |
| 20   | Cavit Pinot Grigio                          | 1.5 L  | \$12.27                | \$6,115,007              | \$5,928,061              | \$6,464,206              | 9.04%       |
| 21   | Jacquin's Vodka Royale - 80 Proof           | 1.75 L | \$13.82                | \$6,720,276              | \$6,497,535              | \$6,427,597              | -1.08%      |
| 22   | Pinnacle Whipped Vodka                      | 750 mL | \$12.39                | \$0                      | \$12,787                 | \$6,222,569              | 48562.29%   |
| 23   | Kendall-Jackson Vintner's Reserve CA Chard  | 750 mL | \$13.18                | \$6,550,922              | \$5,997,075              | \$6,211,631              | 3.58%       |
| 24   | Baileys Original Irish Cream Liqueur        | 750 mL | \$21.62                | \$6,145,503              | \$6,094,276              | \$6,040,364              | -0.88%      |
| 25   | Bacardi Superior PET                        | 1.75 L | \$19.68                | \$0                      | \$0                      | \$5,868,670              | 0.00%       |
| 26   | Hennessy V. S. Cognac                       | 750 mL | \$29.06                | \$6,235,563              | \$6,279,550              | \$5,742,274              | -8.56%      |
| 27   | Tanqueray Imp. Dry Gin                      | 750 mL | \$23.79                | \$6,371,157              | \$6,012,741              | \$5,631,716              | -6.34%      |
| 28   | Skyy Vodka                                  | 1.75 L | \$26.05                | \$5,762,785              | \$5,675,451              | \$5,524,592              | -2.66%      |
| 29   | Jim Beam Straight Bourbon                   | 750 mL | \$15.62                | \$6,592,433              | \$5,729,680              | \$5,500,544              | -4.00%      |
| 30   | Nikolai Vodka - 80 Proof                    | 1.75 L | \$13.63                | \$5,401,740              | \$5,469,720              | \$5,491,023              | 0.39%       |
| 31   | Jägermeister Imp. Herb Liqueur              | 1.75 L | \$39.03                | \$5,545,419              | \$5,327,429              | \$5,441,916              | 2.15%       |
| 32   | Smirnoff Vodka - 80 Proof                   | 750 mL | \$12.62                | \$5,621,944              | \$5,441,347              | \$5,394,451              | -0.86%      |
| 33   | Grey Goose Imp. French Vodka                | 1.75 L | \$53.93                | \$4,587,457              | \$4,711,618              | \$5,281,454              | 12.09%      |
| 34   | Woodbridge By Robert Mondavi CA Chard       | 1.5 L  | \$11.79                | \$4,559,580              | \$4,873,303              | \$5,101,869              | 4.69%       |
| 35   | Smirnoff Vodka PET                          | 1.75 L | \$20.90                | \$3,883,091              | \$5,609,185              | \$4,914,014              | -12.39%     |
| 36   | Jim Beam Str Brbn                           | 1.75 L | \$30.53                | \$6,178,439              | \$5,307,653              | \$4,900,782              | -7.67%      |
| 37   | Grey Goose Vodka French                     | 1 L    | \$29.98                | \$4,235,961              | \$4,307,349              | \$4,875,183              | 13.18%      |
| 38   | Stolichnaya Imp. Vodka - 80 Proof           | 750 mL | \$18.62                | \$6,137,051              | \$5,293,066              | \$4,818,932              | -8.96%      |
| 39   | Captain Morgan P.R. Spiced Rum PET 70 Proof | 1.75 L | \$24.22                | \$5,478,474              | \$10,654,006             | \$4,637,069              | -56.48%     |
| 40   | Ketel One Dutch Vodka                       | 1.75 L | \$41.23                | \$4,524,906              | \$4,633,847              | \$4,620,824              | -0.28%      |
| 41   | Crown Russe Vodka - PET Bot.                | 1.75 L | \$11.41                | \$4,080,595              | \$4,476,931              | \$4,603,973              | 2.84%       |
| 42   | Stolichnaya Imp. Vodka - 80 Proof           | 1.75 L | \$32.29                | \$3,968,552              | \$3,943,441              | \$4,535,958              | 15.03%      |
| 43   | Dewar's Scotch White Label                  | 1.75 L | \$35.52                | \$3,743,012              | \$3,849,683              | \$4,515,481              | 17.29%      |
| 44   | Jacquin's Vodka Royale - 80 Proof           | 1 L    | \$8.14                 | \$4,926,843              | \$4,699,253              | \$4,425,790              | -5.82%      |
| 45   | Seagram's 7 Crown American Blended Wky      | 1.75 L | \$18.57                | \$4,238,525              | \$4,291,084              | \$4,403,533              | 2.62%       |
| 46   | Kahlua Imp. Coffee Liqueur                  | 750 mL | \$18.00                | \$4,741,566              | \$4,508,695              | \$4,305,123              | -4.52%      |
| 47   | Burnett's Vodka - PET                       | 1.75 L | \$14.27                | \$4,119,158              | \$3,884,159              | \$4,292,744              | 10.52%      |
| 48   | Nikolai Vodka - 80 Proof                    | 1 L    | \$7.71                 | \$4,434,498              | \$4,323,729              | \$4,270,175              | -1.24%      |
| 49   | Maker's Mark Str Brbn                       | 750 mL | \$23.79                | \$3,525,344              | \$3,870,293              | \$4,259,930              | 10.07%      |
| 50   | Banker's Club Vodka                         | 1.75 L | \$12.08                | \$4,772,528              | \$4,428,290              | \$4,241,592              | -4.22%      |

**Table 14: Top 100 Items by Dollar Sales, Continued**

| Rank | Product Detail                            | Size   | RY 10-11<br>Avg. Price | RY 08-09<br>Dollar Sales | RY 09-10<br>Dollar Sales | RY 10-11<br>Dollar Sales | %<br>Change |
|------|---|--------|------------------------|--------------------------|--------------------------|--------------------------|-------------|
| 51   | Windsor Canadian Whiskey Supreme          | 1.75 L | \$18.05                | \$5,205,048              | \$5,058,199              | \$4,233,532              | -16.30%     |
| 52   | Crown Royal Canadian Whiskey              | 1.75 L | \$50.87                | \$3,249,697              | \$3,392,437              | \$4,169,299              | 22.90%      |
| 53   | Franzia Sunset Blush Winetap              | 5 L    | \$12.39                | \$3,568,425              | \$3,951,034              | \$4,040,072              | 2.25%       |
| 54   | Yellow Tail Chard                         | 1.5 L  | \$13.65                | \$4,505,339              | \$4,473,378              | \$3,964,592              | -11.37%     |
| 55   | Southern Comfort - 70 Proof               | 1.75 L | \$27.77                | \$3,913,282              | \$3,920,480              | \$3,887,708              | -0.84%      |
| 56   | José Cuervo Tequila Especial Reposado     | 1.75 L | \$36.21                | \$3,933,653              | \$3,886,832              | \$3,740,651              | -3.76%      |
| 57   | Svedka Vodka 80 Pf                        | 1.75 L | \$22.94                | \$3,026,606              | \$3,675,181              | \$3,714,737              | 1.08%       |
| 58   | Captain Morgan P. R. Spiced Rum - PET     | 750 mL | \$16.14                | \$3,951,021              | \$3,218,646              | \$3,685,447              | 14.50%      |
| 59   | Ménage à Trois Red                        | 750 mL | \$11.54                | \$2,610,804              | \$3,176,330              | \$3,630,847              | 14.31%      |
| 60   | Dewar's Scotch White Label                | 750 mL | \$22.24                | \$4,674,674              | \$4,138,570              | \$3,593,142              | -13.18%     |
| 61   | Jack Daniel's Whiskey Old No7 Black Label | 1 L    | \$21.85                | \$3,007,396              | \$3,074,931              | \$3,555,253              | 15.62%      |
| 62   | Martini & Rossi Asti Spumante             | 750 mL | \$13.11                | \$3,823,261              | \$3,795,328              | \$3,547,178              | -6.54%      |
| 63   | Riunite Emilia Lambrusco                  | 3 L    | \$14.89                | \$3,858,292              | \$3,662,843              | \$3,510,023              | -4.17%      |
| 64   | Johnnie Walker Scotch Black Label 12 Year | 750 mL | \$34.30                | \$3,403,368              | \$3,439,353              | \$3,502,462              | 1.83%       |
| 65   | Malibu Imp. Rum Liqueur                   | 750 mL | \$13.58                | \$3,873,638              | \$3,553,408              | \$3,400,255              | -4.31%      |
| 66   | Castillo Silver P. R. Rum                 | 1 L    | \$8.88                 | \$3,840,205              | \$3,542,567              | \$3,396,075              | -4.14%      |
| 67   | Banker's Club Vodka                       | 1 L    | \$7.23                 | \$4,463,517              | \$3,885,553              | \$3,395,995              | -12.60%     |
| 68   | Beringer Cal. White Zinfandel             | 1.5 L  | \$12.83                | \$3,811,037              | \$3,627,689              | \$3,351,001              | -7.63%      |
| 69   | Seagram's Canadian Whiskey VO PET         | 1.75 L | \$25.23                | \$3,414,942              | \$3,452,362              | \$3,331,472              | -3.50%      |
| 70   | Grand Marnier Cordon Rouge Imp. Liqueur   | 750 mL | \$32.84                | \$3,355,795              | \$3,117,014              | \$3,239,770              | 3.94%       |
| 71   | Captain Morgan Spiced Rum Puerto Rico     | 1 L    | \$18.14                | \$5,181,663              | \$2,996,306              | \$3,229,073              | 7.77%       |
| 72   | Jacquin's White Rum                       | 1.75 L | \$15.32                | \$3,464,341              | \$3,443,455              | \$3,205,511              | -6.91%      |
| 73   | Tanqueray Imp. Dry Gin                    | 1.75 L | \$41.74                | \$3,156,389              | \$3,236,325              | \$3,188,327              | -1.48%      |
| 74   | Riunite Emilia Lambrusco                  | 1.5 L  | \$9.27                 | \$3,384,779              | \$3,123,832              | \$3,157,039              | 1.06%       |
| 75   | Santa Margherita Pinot Grigio Alto Adige  | 750 mL | \$22.25                | \$3,284,920              | \$3,266,063              | \$3,144,401              | -3.73%      |
| 76   | Admiral Nelson's Spiced Rum               | 1.75 L | \$17.97                | \$2,197,668              | \$2,467,510              | \$3,036,992              | 23.08%      |
| 77   | Franzia Wh Zin Winetap                    | 5 L    | \$15.60                | \$3,044,318              | \$3,088,222              | \$3,034,219              | -1.75%      |
| 78   | Wild Turkey American Honey Liqueur        | 750 mL | \$18.53                | \$1,317,774              | \$2,103,303              | \$3,010,144              | 43.12%      |
| 79   | Rumple Minze Imp. Peppermint Schnapps     | 750 mL | \$18.67                | \$2,925,882              | \$2,877,772              | \$2,978,964              | 3.52%       |
| 80   | Jacquin's Vodka Royale - 80 Proof         | 375 mL | \$4.09                 | \$2,495,601              | \$2,749,133              | \$2,950,712              | 7.33%       |
| 81   | Ketel One Vodka Dutch                     | 1 L    | \$26.14                | \$2,319,414              | \$2,418,893              | \$2,920,334              | 20.73%      |
| 82   | Smirnoff Vodka - 80 Proof - PET           | 750 mL | \$13.85                | \$3,845,681              | \$3,133,307              | \$2,890,499              | -7.75%      |
| 83   | Taylor Port                               | 3 L    | \$16.63                | \$2,401,466              | \$2,577,277              | \$2,825,122              | 9.62%       |
| 84   | Nikolai Vodka - 80 Proof                  | 375 mL | \$4.09                 | \$2,978,288              | \$2,974,212              | \$2,818,943              | -5.22%      |
| 85   | Korbel Brut Champagne                     | 750 mL | \$13.42                | \$2,823,119              | \$2,861,163              | \$2,813,589              | -1.66%      |
| 86   | Franzia Chardonnay                        | 5 L    | \$16.44                | \$2,245,592              | \$2,627,067              | \$2,803,575              | 6.72%       |
| 87   | Black Velvet Canadian Whisky PET          | 1.75 L | \$17.70                | \$2,928,215              | \$2,982,960              | \$2,796,899              | -6.24%      |
| 88   | Veuve Clicquot Yellow Label Champagne     | 750 mL | \$42.97                | \$2,503,337              | \$2,378,516              | \$2,793,896              | 17.46%      |
| 89   | Absolut Vodka 2-1.00 L Pack               | 2 L    | \$34.71                | \$0                      | \$4,412,161              | \$2,784,521              | -36.89%     |
| 90   | Carlo Rossi Paisano California            | 4 L    | \$13.91                | \$2,782,195              | \$2,821,073              | \$2,767,910              | -1.88%      |
| 91   | Calico Jack V. I. Spiced Rum              | 1.75 L | \$18.51                | \$2,784,330              | \$2,693,940              | \$2,720,500              | 0.99%       |
| 92   | Skyy Vodka                                | 750 mL | \$15.64                | \$3,343,614              | \$3,278,560              | \$2,680,790              | -18.23%     |
| 93   | Absolut Vodka Proof 80                    | 1 L    | \$21.84                | \$3,144,298              | \$2,221,712              | \$2,660,116              | 19.73%      |
| 94   | Vladimir Vodka                            | 1 L    | \$7.22                 | \$3,111,765              | \$3,042,846              | \$2,650,071              | -12.91%     |
| 95   | Chateau Ste. Michelle Wash. Riesling      | 750 mL | \$10.46                | \$2,251,972              | \$2,436,274              | \$2,638,167              | 8.29%       |
| 96   | Gordon's Dry Gin                          | 1.75 L | \$18.05                | \$2,737,925              | \$2,692,022              | \$2,609,459              | -3.07%      |
| 97   | Woodbridge By Robert Mondavi CACab SauvVi | 1.5 L  | \$11.35                | \$2,119,785              | \$2,358,134              | \$2,590,112              | 9.84%       |
| 98   | Di Saronno Amaretto Imp. Liqueur          | 750 mL | \$22.79                | \$2,435,734              | \$2,438,612              | \$2,581,878              | 5.87%       |
| 99   | Hennessy V. S. Cognac                     | 1.75 L | \$64.02                | \$2,600,441              | \$2,613,022              | \$2,563,291              | -1.90%      |
| 100  | Franzia Chillable Red Winetap             | 5 L    | \$12.44                | \$2,277,881              | \$2,502,587              | \$2,540,303              | 1.51%       |



Tables 15, 16 and 17 display the top items sold in each region by units. Jack Daniels 750 mL, Nikolai Vodka 375 mL and Sutter Home White Zinfandel 1.5 L appeared on the lists for all three regions.

**Table 15: Top 10 Items in Region 1, by Units Sold**

| Rank | Item                                       | Size   | Units Sold |            |              |              | Comp<br>RY 09-10 vs.<br>RY 10-11 |
|------|--|--------|------------|------------|--------------|--------------|----------------------------------|
|      |  |        | RY 2008-09 | RY 2009-10 | RY 2010 - 11 | RY 2010 - 11 |                                  |
| 1    | Jacquín's Vodka Royale - 80 Proof          | 375 mL | 327,094    | 350,013    | 372,623      |              | 6.46%                            |
| 2    | Cavit Pinot Grigio                         | 1.5 L  | 268,846    | 274,325    | 291,015      |              | 6.08%                            |
| 3    | Sutter Home Cal. White Zinfandel           | 1.5 L  | 255,066    | 252,347    | 250,607      |              | -0.69%                           |
| 4    | Jack Daniel's Old No 7 Blk Lbl Wky         | 750 mL | 251,499    | 239,332    | 234,402      |              | -2.06%                           |
| 5    | Jacquín's Vodka Royale - 80 Proof          | 1 L    | 241,004    | 234,631    | 224,460      |              | -4.33%                           |
| 6    | Kendall-Jackson Vintner's Reserve CA Chard | 750 mL | 233,654    | 212,415    | 221,925      |              | 4.48%                            |
| 7    | Grey Goose Imp. French Vodka               | 750 mL | 244,779    | 227,015    | 217,122      |              | -4.36%                           |
| 8    | Nikolai Vodka - 80 Proof                   | 375 mL | 261,213    | 248,747    | 215,319      |              | -13.44%                          |
| 9    | Absolut Imp. Vodka - 80 Proof              | 750 mL | 287,922    | 228,211    | 206,503      |              | -9.51%                           |
| 10   | Woodbridge By Robert Mondavi CA Chard      | 1.5 L  | 173,453    | 190,573    | 194,124      |              | 1.86%                            |

**Table 16: Top 10 Items in Region 2, by Units Sold**

| Rank | Item                               | Size   | Units Sold |            |              |              | Comp<br>RY 09-10 vs.<br>RY 10-11 |
|------|------------------------------------|--------|------------|------------|--------------|--------------|----------------------------------|
|      |                                    |        | RY 2008-09 | RY 2009-10 | RY 2010 - 11 | RY 2010 - 11 |                                  |
| 1    | Captain Morgan P. R. Spiced Rum    | 750 mL | 424,634    | 391,764    | 380,688      |              | -2.83%                           |
| 2    | Jack Daniel's Old No 7 Blk Lbl Wky | 750 mL | 358,217    | 338,102    | 319,777      |              | -5.42%                           |
| 3    | Jägermeister Imp. Herb Liqueur     | 750 mL | 335,016    | 319,257    | 301,428      |              | -5.58%                           |
| 4    | Vladimir Vodka                     | 1.75 L | 241,955    | 265,866    | 263,916      |              | -0.73%                           |
| 5    | Sutter Home Cal. White Zinfandel   | 1.5 L  | 243,086    | 244,752    | 239,566      |              | -2.12%                           |
| 6    | Bacardi Superior P. R. Rum         | 750 mL | 324,722    | 274,882    | 226,904      |              | -17.45%                          |
| 7    | Captain Morgan P. R. Spiced Rum    | 1.75 L | 187,229    | 162,384    | 215,500      |              | 32.71%                           |
| 8    | Nikolai Vodka - 80 Proof           | 375 mL | 191,948    | 203,045    | 202,700      |              | -0.17%                           |
| 9    | Pinnacle Whipped Vodka             | 750 mL | 0          | 466        | 199,154      | 42636.91%    |                                  |
| 10   | Nikolai Vodka - 80 Proof           | 1 L    | 180,764    | 179,083    | 177,971      |              | -0.62%                           |

**Table 17: Top Top Items in Region 3, by Units Sold**

| Rank | Item                               | Size   | Units Sold |            |              |              | Comp<br>RY 09-10 vs.<br>RY 10-11 |
|------|------------------------------------|--------|------------|------------|--------------|--------------|----------------------------------|
|      |                                    |        | RY 2008-09 | RY 2009-10 | RY 2010 - 11 | RY 2010 - 11 |                                  |
| 1    | Captain Morgan P. R. Spiced Rum    | 750 mL | 454,065    | 400,587    | 406,988      |              | 1.60%                            |
| 2    | Jack Daniel's Old No 7 Blk Lbl Wky | 750 mL | 375,119    | 346,536    | 336,888      |              | -2.78%                           |
| 3    | Jägermeister Imp. Herb Liqueur     | 750 mL | 308,839    | 287,521    | 276,998      |              | -3.66%                           |
| 4    | Vladimir Vodka                     | 1.75 L | 261,412    | 281,640    | 275,374      |              | -2.22%                           |
| 5    | Nikolai Vodka - 80 Proof           | 375 mL | 280,420    | 275,403    | 271,211      |              | -1.52%                           |
| 6    | Nikolai Vodka - 80 Proof           | 1 L    | 240,372    | 236,426    | 232,944      |              | -1.47%                           |
| 7    | Crown Royal Canadian Whisky        | 750 mL | 240,016    | 221,142    | 229,743      |              | 3.89%                            |
| 8    | Captain Morgan P. R. Spiced Rum    | 1.75 L | 203,273    | 140,029    | 227,243      |              | 62.28%                           |
| 9    | Bacardi Superior P. R. Rum         | 750 mL | 327,359    | 271,958    | 224,150      |              | -17.58%                          |
| 10   | Sutter Home Cal. White Zinfandel   | 1.5 L  | 227,407    | 225,583    | 222,869      |              | -1.20%                           |



Pinnacle Whipped Vodka 750 mL with 199,154 units sold made impressive gains at No. 9 in Region 2. Among items with a more established sales history, Captain Morgan 1.75 L in Region 3 and Region 2 (62.28%, 32.71%) showed the most dramatic gains in units sold. Captain Morgan 750 mL in Region 3 sold the most of any item within a region at 406,988 units.

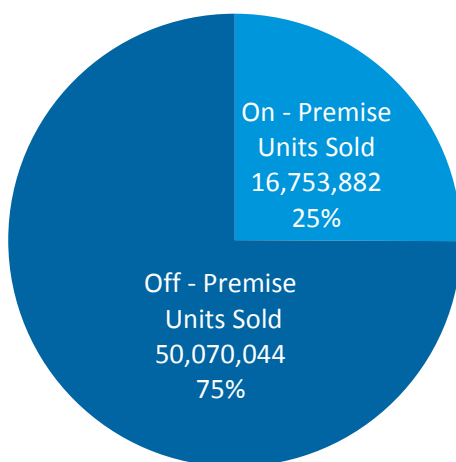


# SPIRITS

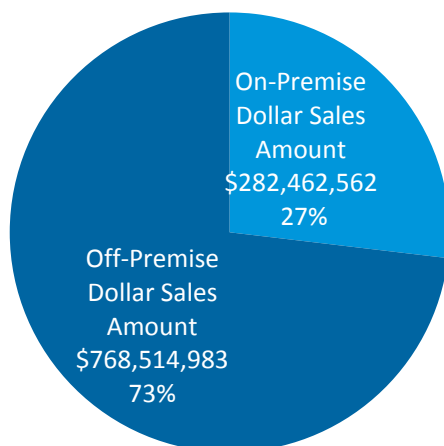
## Details

This section will take a closer look at spirits. Figure 6 illustrates the units sold for on- premise and off-premise . The spirits category was divided into 75% of unit sales being off-premise, sold to retail customers and 25% of sales being on premise, sold to licensees. Figure 7 displays on-premise and off-premise dollar sales visually. Dollar sales for spirits divide similarly as 73% off-premise and 27% on-premise.

**Figure 6: On-Premise and Off-Premise Units Sold - Spirits Category, RY 2010-11**



**Figure 7: On-Premise and Off-Premise Dollar Sales - Spirits Category, RY 2010-11**



<sup>8</sup> Figures 6 and 7 are calculated based on sales designated as on-premise or off-premise for regular, promotion and clearance items. These reports include SLO merchandise.



Figure 8 shows the number and percentage of spirits units sold by price segment. Standard had the highest number of units sold (21,318,024). Value followed with the second highest number of units sold (21,282,956).

**Figure 8: Spirits Units Sold by Price Segment, RY 2010 - 11**

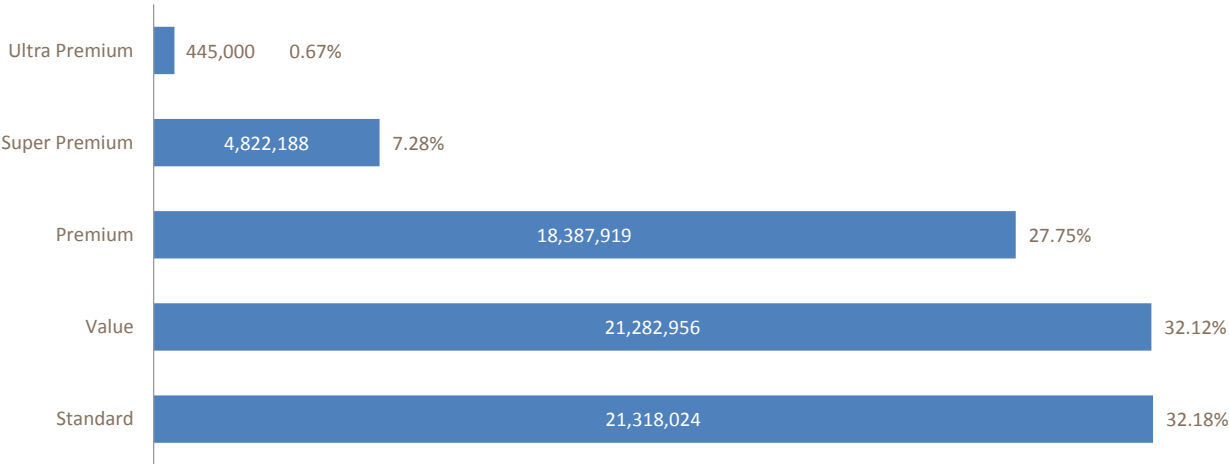
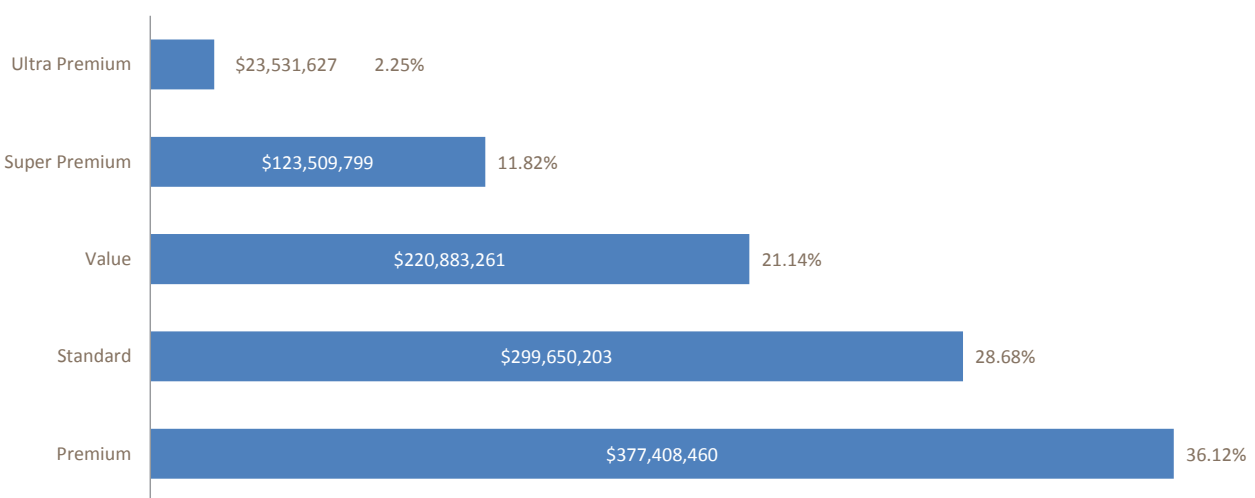


Figure 9 displays the dollar sales for spirits by price segment. Premium had the highest dollar sales amount (\$377,408,460) for RY 2010 - 11. This segment composed 36.12% of dollar sales for spirits.

**Figure 9: Spirits Dollar Sales by Price Segment, RY 2010 - 11**







A more detailed view of spirits can be provided by examining marketing categories. Tables 18 – 20 list the top 10 items in the top three spirits marketing categories. Each list is ranked and sorted by dollar sales amount.

**Table 18: Top Items in Marketing Category, Vodka**

| Rank | Item                               | Size   | Units Sold<br>RY 2010-11 | Dollar Sales Amount<br>RY 2010-11 |
|------|------------------------------------|--------|--------------------------|-----------------------------------|
| 1    | Grey Goose Imp. French Vodka       | 750 mL | 578,508                  | \$77,598,686                      |
| 2    | Absolut Imp. Vodka - 80 Proof      | 750 mL | 545,770                  | \$60,455,588                      |
| 3    | Absolut Imp. Vodka - 80 Proof      | 1.75 L | 272,071                  | \$35,459,387                      |
| 4    | Vladimir Vodka                     | 1.75 L | 731,667                  | \$34,927,250                      |
| 5    | Smirnoff Vodka - 80 Proof w/Handle | 1.75 L | 304,542                  | \$33,236,181                      |
| 6    | Ketel One Dutch Vodka              | 750 mL | 276,741                  | \$29,646,277                      |
| 7    | Jacquin's Vodka Royale - 80 Proof  | 1.75 L | 464,995                  | \$29,041,417                      |
| 8    | Stolichnaya Imp. Vodka - 80 Proof  | 750 mL | 258,794                  | \$25,546,921                      |
| 9    | Skyy Vodka                         | 1.75 L | 212,063                  | \$24,996,217                      |
| 10   | Smirnoff Vodka - 80 Proof          | 750 mL | 427,392                  | \$24,559,945                      |

**Table 19: Top Items in Marketing Category, Bourbon**

| Rank | Item                                       | Size   | Units Sold<br>RY 2010-11 | Dollar Sales Amount<br>RY 2010-11 |
|------|--|--------|--------------------------|-----------------------------------|
| 1    | Jack Daniel's Old No 7 Blk Lbl Wky         | 750 mL | 891,067                  | \$85,492,355                      |
| 2    | Jack Daniel's Old No 7 Blk Lbl Wky         | 1.75 L | 300,163                  | \$46,607,999                      |
| 3    | Jim Beam Str Brbn                          | 750 mL | 352,198                  | \$26,893,035                      |
| 4    | Jim Beam Str Brbn                          | 1.75 L | 160,515                  | \$25,024,893                      |
| 5    | Maker's Mark Str Brbn                      | 750 mL | 179,028                  | \$16,039,837                      |
| 6    | Jack Daniel's Whiskey Old No 7 Blk Lbl Wky | 1 L    | 162,744                  | \$13,625,325                      |
| 7    | Evan Williams Blk Lbl Brbn                 | 1.75 L | 92,598                   | \$8,219,421                       |
| 8    | Jack Daniel's Old No 7 Blk Lbl Wky         | 375 mL | 139,146                  | \$8,054,981                       |
| 9    | Jim Beam Str Brbn - PET                    | 750 mL | 89,234                   | \$6,748,917                       |
| 10   | Gentleman Jack Str Wky                     | 750 mL | 61,311                   | \$6,659,490                       |

**Table 20: Top Items in Marketing Category, Flavored Rum**

| Rank | Item  | Size   | Units Sold<br>RY 2010-11 | Dollar Sales Amount<br>RY 2010-11 |
|------|---|--------|--------------------------|-----------------------------------|
| 1    | Captain Morgan P. R. Spiced Rum                 | 750 mL | 969,991                  | \$77,747,615                      |
| 2    | Captain Morgan P. R. Spiced Rum                 | 1.75 L | 532,966                  | \$60,176,142                      |
| 3    | Captain Morgan P.R. Spiced Rum - PET - 70 Proof | 1.75 L | 191,439                  | \$20,769,524                      |
| 4    | Captain Morgan P. R. Spiced Rum - PET           | 750 mL | 228,279                  | \$16,604,441                      |
| 5    | Malibu Imp. Rum Liqueur                         | 750 mL | 250,455                  | \$16,346,329                      |
| 6    | Captain Morgan Spiced Rum Puerto Rico           | 1 L    | 178,034                  | \$15,699,898                      |
| 7    | Calico Jack V. I. Spiced Rum                    | 1.75 L | 146,963                  | \$11,870,592                      |
| 8    | Bacardi Limon P. R. Rum                         | 750 mL | 130,933                  | \$11,259,936                      |
| 9    | Admiral Nelson's Spiced Rum                     | 1.75 L | 169,038                  | \$9,970,735                       |
| 10   | Captain Morgan Parrot Bay P. R. Rum             | 750 mL | 114,319                  | \$8,144,991                       |

# WINE

## Details

This final section will complement the previous section and detail the wine portion of the retail business. Figure 10<sup>9</sup> shows that 83% of units sold for wine were considered off-premise and the remaining 17% were on-premise.

**Figure 10: On-Premise and Off-Premise Units Sold - Wine Category, RY 2010 - 11**

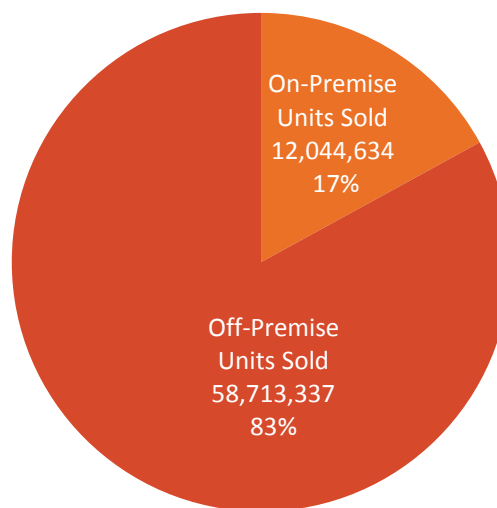
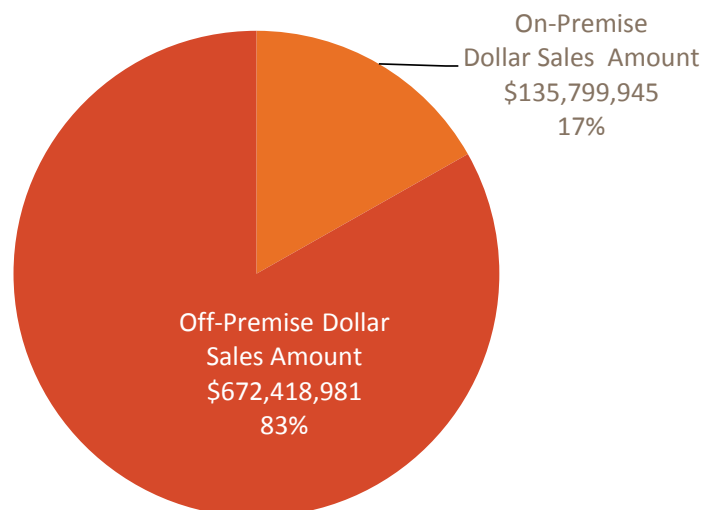


Figure 11 shows the same proportions for dollar sales of wine, with 83% off-premise and 17% on-premise.

**Figure 11: On-Premise and Off-Premise Dollar Sales - Wine Category, RY 2010 - 11**



<sup>9</sup> Figures 10 and 11 are calculated based on sales designated as on-premise and off-premise for regular, promotion and clearance items.



Imported and domestic wine sales for RY 2010 - 11 are displayed in Figure 12<sup>10</sup>. Domestic wines sold \$406,639,190 for this retail year. This was 50% of the dollar sales for wine. In comparison, imported wines sold \$270,093,260. This was 34% of the dollar sales for wine. Other varietals made up the remaining 16% of the dollar sales.

**Figure 12: Imported and Domestic Wine by Dollar Sales, RY 2010 - 11**

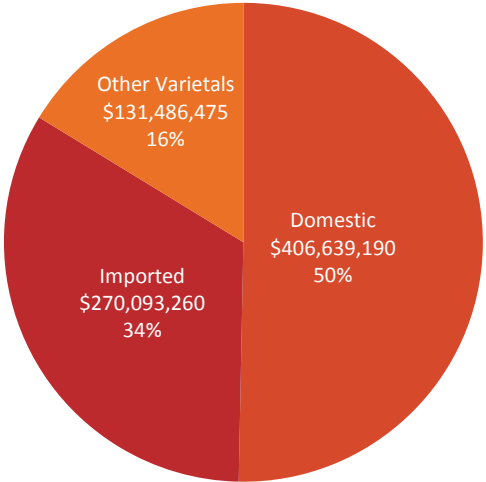
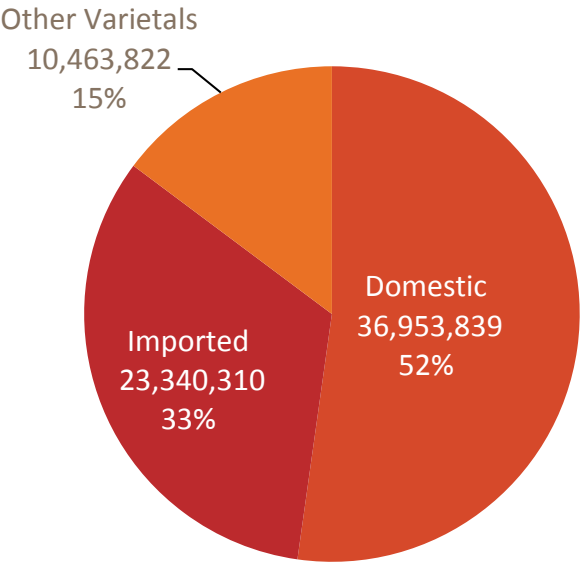


Figure 13 displays the proportion of units sold between imported and domestic wine. For RY 2010 - 11 domestic wines sold 36,953,839 units, or 52% of wine units. Imported wine sold 23,340,310 units, for 33% share of wine units sold. Other varietals made up the remaining 15% of units.

**Figure 13: Imported and Domestic Wine, by Units Sold, RY 2010 - 11**



<sup>10</sup> Please note for Figures 12 and 13 other varietals includes beverage wine, non-varietal, kosher, hi-proof, flavored wine, vermouth, aperitif, Asian and wine coolers. These reports include SLO merchandise.





Table 21 lists the growth in wine varietals. Over the past year, the top unit increases were Moscato (144.80%), Malbec (30.62%) and Other Red Varietals (16.62%). These three were also the highest in dollar growth. For all varietals, the average amount of units sold was 700,000 for RY 2010 - 11. This was done to exclude varietals without a consistent sales trend. This insures there is enough magnitude in each category to create a significant measure.

**Table 21: Growth by Varietal**

| Rank | Wine Varietal         | Dollar<br>Sales Amount | Units Sold | Dollar<br>Comparisons | Unit<br>Comparisons |
|------|-----------------------|------------------------|------------|-----------------------|---------------------|
| 1    | Moscato               | \$13,173,870           | 1,314,229  | 139.70%               | 144.80%             |
| 2    | Malbec                | \$10,481,933           | 968,180    | 33.56%                | 30.62%              |
| 3    | Other Red Varietals   | \$17,380,768           | 1,448,899  | 14.11%                | 16.62%              |
| 4    | Sauvignon Blanc       | \$24,073,151           | 2,145,282  | 13.30%                | 13.68%              |
| 5    | Riesling              | \$19,799,405           | 1,843,106  | 13.03%                | 12.55%              |
| 6    | Sangiovese            | \$10,534,505           | 759,370    | 12.27%                | 9.63%               |
| 7    | Pinot Noir            | \$36,569,817           | 2,975,333  | 10.76%                | 13.50%              |
| 8    | Pinot Grigio          | \$49,445,598           | 4,567,839  | 9.44%                 | 12.09%              |
| 9    | Zinfandel             | \$13,617,416           | 1,116,350  | 5.16%                 | 5.46%               |
| 10   | Proprietary Red Blend | \$44,979,925           | 3,711,696  | 4.66%                 | 3.87%               |





Figure 14 shows the number and percentage of wine units sold by price segment. Value had the highest number of units sold (35,850,432). Standard followed with the second highest number of units sold (12,772,442).

**Figure 14: Wine Units Sold by Price Segment, RY 2010 - 11**

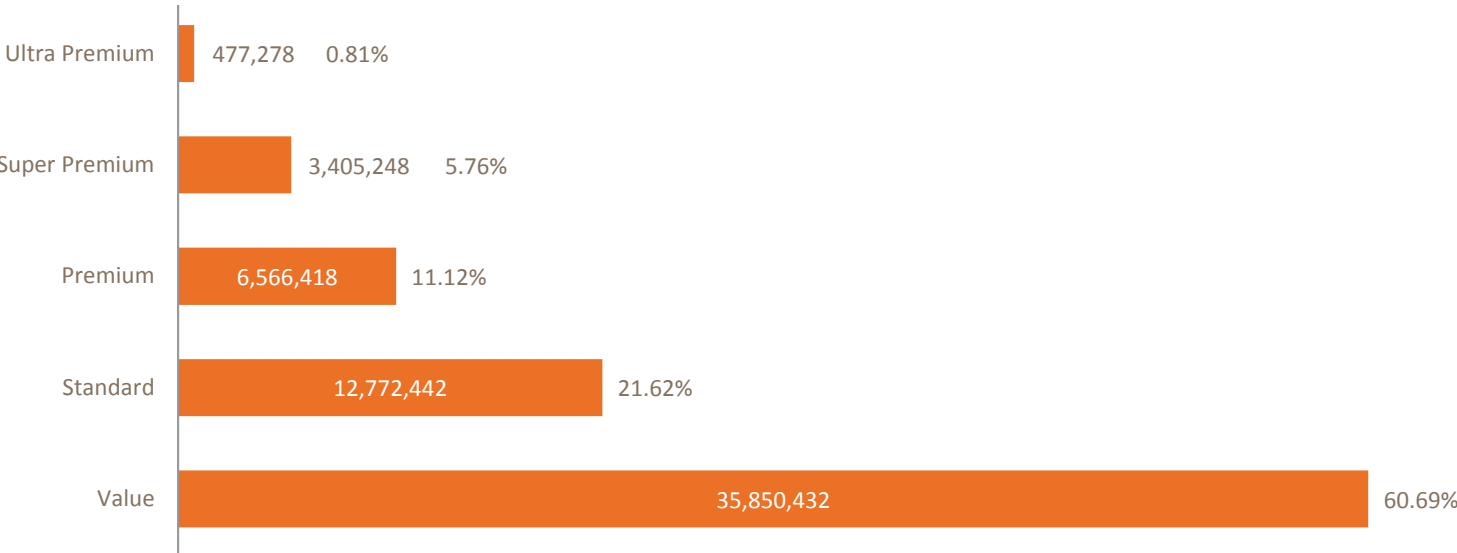
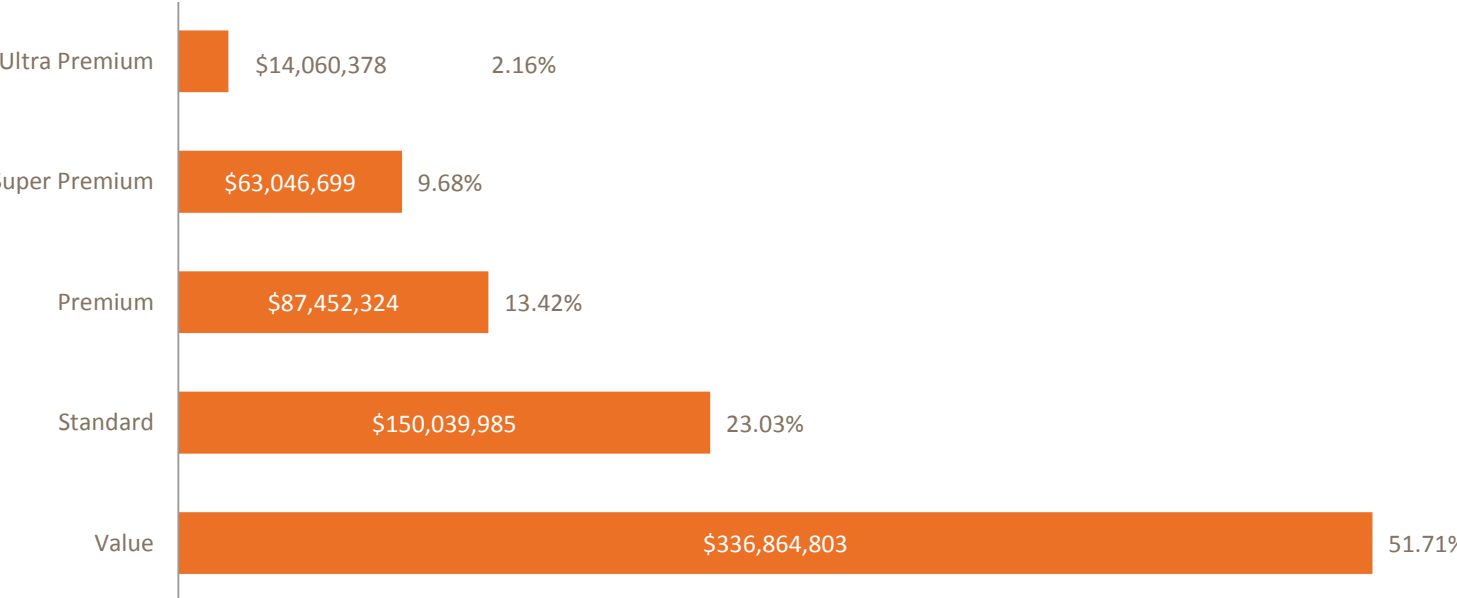


Figure 15 displays the dollar and percentage of sales for wine by price segment. Value had the highest dollar sales amount (\$336,864,803) for RY 2010 - 11. This segment composed 51.71% of dollar sales for wine.

**Figure 15: Wine Dollar Sales by Price Segment, RY 2010 - 11**





When broken down into marketing category, another view of wine can be provided. Tables 22 – 24 list the top 10 items in the top three marketing categories. Each list is sorted by highest dollar sales amount. Luxury wine – not specified had the lowest dollar sales amounts for its top items. This is due to the number of different items sold, at a higher price point, than the other categories.

**Table 22: Top Items in Marketing Category, US Chardonnay**

| Rank | Wine Varietal                              | Size   | Ry 2010 - 11 | Ry 2010 - 11        |
|------|--|--------|--------------|---------------------|
|      |  |        | Units Sold   | Dollar Sales Amount |
| 1    | Kendall-Jackson Vintner's Reserve CA Chard | 750 mL | 471,360      | \$6,211,631         |
| 2    | Woodbridge By Robert Mondavi CA Card Vi    | 1.5 L  | 432,712      | \$5,101,869         |
| 3    | Barefoot Cellars CA Chard                  | 1.5 L  | 216,492      | \$2,498,333         |
| 4    | Clos du Bois North Coast CA Chard Vi       | 750 mL | 127,240      | \$1,585,980         |
| 5    | Sutter Home CA Chard Vi                    | 1.5 L  | 150,816      | \$1,555,257         |
| 6    | Foxhorn Vineyards CA Chard                 | 1.5 L  | 170,683      | \$1,263,714         |
| 7    | Clos du Bois North Coast Chard Vi          | 1.5 L  | 53,499       | \$1,207,407         |
| 8    | Fetzer Chard                               | 1.5 L  | 79,019       | \$1,195,929         |
| 9    | Beringer Founders Estate CA Chard Vi       | 1.5 L  | 63,045       | \$1,173,145         |
| 10   | Robert Mondavi Private Sel CA Chard Vi     | 750 mL | 103,507      | \$1,093,663         |

**Table 23: Top Items in Marketing Category, US Cabernet**

| Rank | Wine Varietal                                      | Size   | Ry 2010 - 11 | Ry 2010 - 11        |
|------|--|--------|--------------|---------------------|
|      |  |        | Units Sold   | Dollar Sales Amount |
| 1    | Woodbridge By Robert Mondavi CA. Cab Sauv Vi       | 1.5 L  | 228,228      | \$2,590,112         |
| 2    | Barefoot Cellars Cab Sauvignon CA                  | 1.5 L  | 125,187      | \$1,417,853         |
| 3    | Robert Mondavi Private Sel CA Cab Sauv Vi          | 750 mL | 131,629      | \$1,386,671         |
| 4    | Francis Coppola Diamond Claret                     | 750 mL | 68,058       | \$1,210,319         |
| 5    | J. Lohr Estates Paso Robles CA Cab Sauv Vi         | 750 mL | 78,583       | \$1,144,137         |
| 6    | Kendall-Jackson Vintner's Res Cab Sauv Sonoma Napa | 750 mL | 53,660       | \$976,845           |
| 7    | Sutter Home CA Cab Sauv Vi                         | 1.5 L  | 93,562       | \$953,642           |
| 8    | Robert Mondavi Private Sel CA Cab Sauv Vi          | 1.5 L  | 46,518       | \$951,185           |
| 9    | Beringer Founders Estate Cab Sauv                  | 1.5 L  | 48,534       | \$897,359           |
| 10   | Beringer Founders Estate Cab Sauv                  | 750 mL | 85,941       | \$890,984           |

**Table 24: Top Items in Marketing Category, 5L Box Wine**

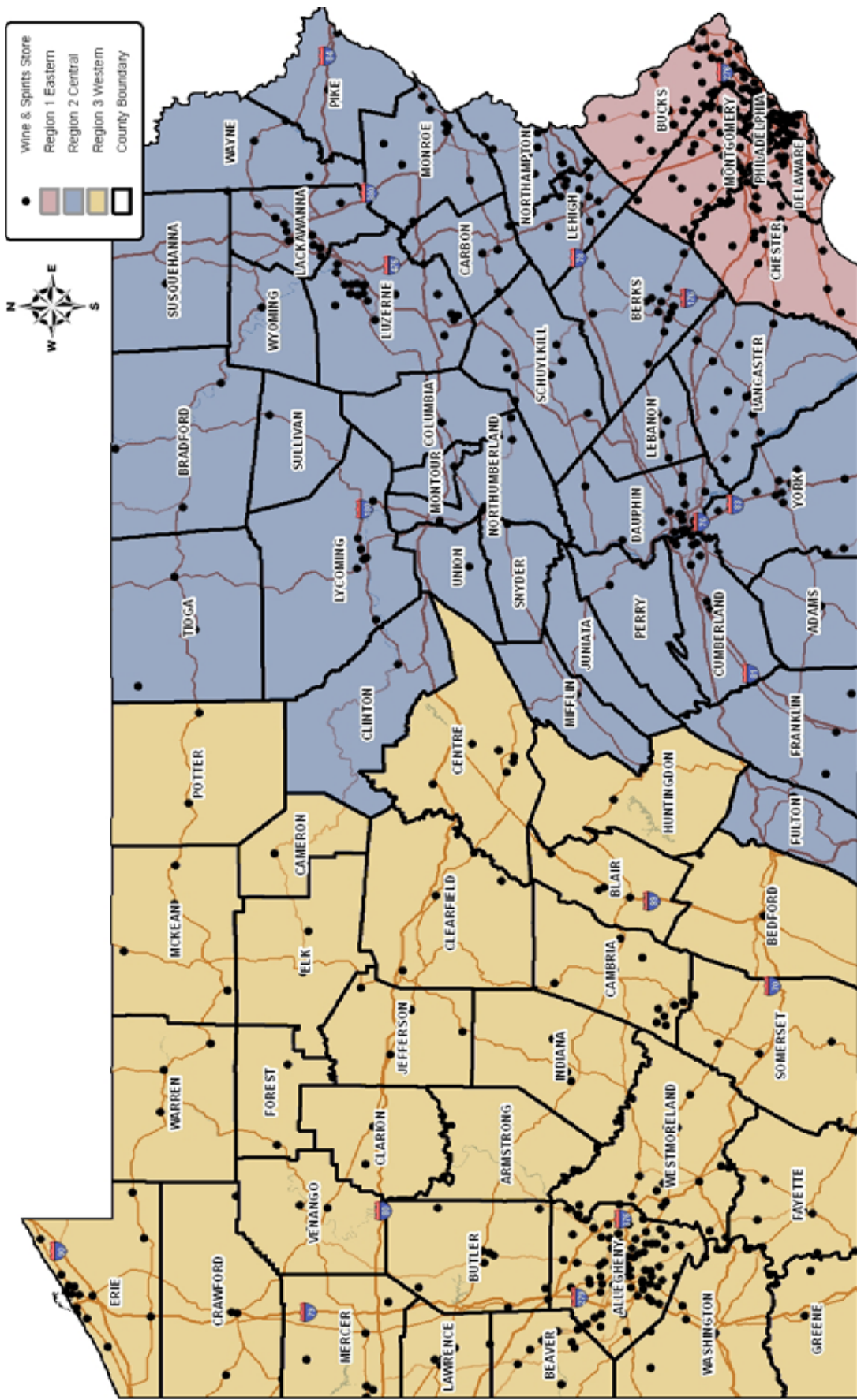
| Rank | Wine Varietal                      | Size | Ry 2010 - 11 | Ry 2010 - 11        |
|------|------------------------------------|------|--------------|---------------------|
|      |                                    |      | Units Sold   | Dollar Sales Amount |
| 1    | Franzia Sunset Blush Winetap       | 5L   | 326,166      | \$4,040,072         |
| 2    | Franzia Wh Zin Winetap             | 5L   | 194,507      | \$3,034,219         |
| 3    | Franzia Chardonnay                 | 5L   | 170,576      | \$2,803,575         |
| 4    | Franzia Chillable Red Winetap      | 5L   | 204,254      | \$2,540,303         |
| 5    | Almaden Chard                      | 5L   | 125,116      | \$2,193,082         |
| 6    | Franzia Fruity Red Sangria Winetap | 5L   | 170,274      | \$2,115,156         |
| 7    | Franzia Crisp White Winetap        | 5L   | 142,586      | \$1,761,077         |
| 8    | Franzia Chablis Winetap            | 5L   | 127,337      | \$1,690,448         |
| 9    | Franzia Cal. Merlot Winetap        | 5L   | 101,262      | \$1,662,191         |
| 10   | Peter Vella Chard                  | 5L   | 94,561       | \$1,561,569         |





# Map

PA Wine & Spirits Stores Map



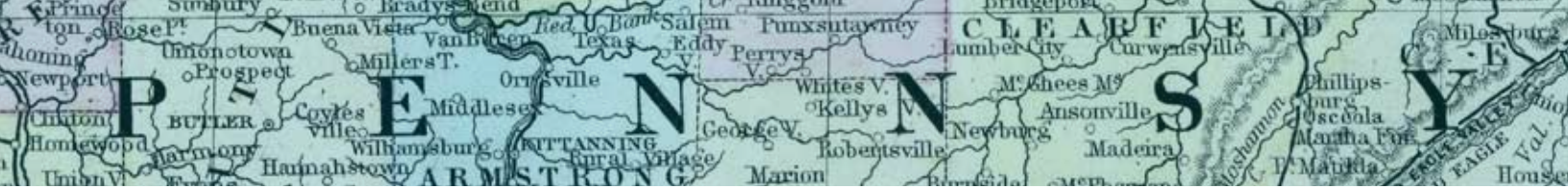
# APPENDIX B

## Table 8

**Table 8: Stores Ranked By Total Dollar Sales Amounts, RY 2010-11**

| Rank | Store  | City            | Address   | Transaction Count | Avg. Value of Transaction | Dollar Sales Amount |
|------|--------|-----------------|---|-------------------|---------------------------|---------------------|
| 1    | 5103 * | Philadelphia    | 2238 Washington Ave   | 18,897            | \$1,972.79                | \$37,279,813        |
| 2    | 5133   | Philadelphia    | 401 Franklin Mills Cir  | 301,166           | \$76.11                   | \$22,922,462        |
| 3    | 1516   | West Chester    | 933 Paoli Pike  | 289,733           | \$77.01                   | \$22,313,581        |
| 4    | 0215*  | Pittsburgh      | 1601 Liberty Ave  | 10,745            | \$1,637.21                | \$17,591,815        |
| 5    | 4814   | Easton          | Northampton Crossings<br>3718 Easton-Nazareth Hwy                         | 266,077           | \$65.30                   | \$17,374,305        |
| 6    | 0247   | Pittsburgh      | 5956 Penn Circle South Suite 201  | 342,499           | \$49.59                   | \$16,984,126        |
| 7    | 4602   | Ardmore         | Ardmore Plaza Shop Ctr<br>56 Greenfield Ave                               | 228,601           | \$56.18                   | \$12,841,940        |
| 8    | 0214   | Pittsburgh      | The Water Works<br>974 Freeport Road                                      | 258,372           | \$49.33                   | \$12,745,867        |
| 9    | 5144   | Philadelphia    | 1218 Chestnut St  | 336,425           | \$37.62                   | \$12,654,816        |
| 10   | 0621   | Wyomissing      | Berkshire Mall West<br>1101 Woodland Rd                                   | 274,716           | \$43.57                   | \$11,969,496        |
| 11   | 9211   | Bethel Park     | Village Square Mall 5000 Oxford Dr Suite 100<br>West Shore Plaza Shop Ctr | 257,877           | \$44.84                   | \$11,562,102        |
| 12   | 2102   | Lemoyne         | 1200 Market St  | 254,130           | \$44.17                   | \$11,224,171        |
| 13   | 1007   | Cranberry Twp   | Cranberry Mall Room<br>302A 20111 Route 19                                | 231,352           | \$46.51                   | \$10,759,369        |
| 14   | 0926   | Doylestown      | 132 Veterans Lane   | 257,250           | \$41.55                   | \$10,688,273        |
| 15   | 4620   | King of Prussia | 143 S Gulph Road  | 142,209           | \$71.78                   | \$10,207,528        |
| 16   | 1405   | State College   | 1690 N Atherton St  | 265,216           | \$38.41                   | \$10,187,155        |
| 17   | 3901   | Allentown       | Crest Plaza Shopping Ctr<br>1516 N Cedar Crest Blvd                       | 234,096           | \$42.93                   | \$10,050,559        |
| 18   | 4628   | Conshohocken    | Whitemarsh Shopping Center<br>44 Ridge Pike                               | 273,945           | \$36.26                   | \$9,932,456         |
| 19   | 0909   | Newtown         | 10 W Centre Ave   | 229,655           | \$43.13                   | \$9,905,077         |
| 20   | 6316   | Washington      | Washington Mall<br>301 Oak Spring Rd                                      | 188,929           | \$52.35                   | \$9,890,525         |
| 21   | 3614   | Lancaster       | Hawthorne Centre Shop Ctr<br>2076 Fruitville Pike                         | 273,264           | \$34.74                   | \$9,493,033         |
| 22   | 2210   | Harrisburg      | Kmart Shopping Center<br>5070 Jonestown Rd                                | 252,359           | \$37.16                   | \$9,377,683         |
| 23   | 3516   | Clarks Summit   | 222 Northern Blvd. Suite C  | 205,320           | \$45.17                   | \$9,274,235         |
| 24   | 4623   | Flourtown       | 1440 Bethlehem Pike   | 218,091           | \$42.43                   | \$9,253,245         |
| 25   | 4631   | Norristown      | Swede Square Shopping Ctr<br>2927 Swede Rd                                | 242,908           | \$37.86                   | \$9,196,920         |
| 26   | 9113   | Philadelphia    | 1913 Chestnut St  | 328,988           | \$27.65                   | \$9,095,944         |
| 27   | 4613   | Jenkintown      | 935 Old York Rd   | 242,507           | \$37.45                   | \$9,081,489         |
| 28   | 6707   | York            | Eastern Boulevard Shop Ctr<br>2414 Eastern Blvd                           | 255,629           | \$33.78                   | \$8,634,447         |
| 29   | 2301*  | Broomall        | Lawrence Park Ind Ctr<br>629 Park Way                                     | 5,682             | \$1,495.38                | \$8,496,735         |
| 30   | 2211   | Hummelstown     | Hershey Square Shop Ctr<br>1158 Mae Street                                | 155,539           | \$53.92                   | \$8,386,132         |
| 31   | 4633   | Lansdale        | Allen Forge Shopping Ctr<br>850 S Valley Forge Rd                         | 248,132           | \$33.45                   | \$8,299,683         |
| 32   | 4606   | Maple Glen      | Maple Glen Shopping Center<br>1973 Norristown Rd                          | 181,668           | \$45.47                   | \$8,259,707         |
| 33   | 0260   | Pittsburgh      | 1955 Wharton St   | 250,310           | \$32.88                   | \$8,229,814         |
| 34   | 0231   | Pittsburgh      | Robinson Town Centre<br>1850 Park Manor Blvd                              | 205,538           | \$39.97                   | \$8,215,309         |
| 35   | 3913   | Whitehall       | 2503 Mickley Avenue   | 244,201           | \$32.45                   | \$7,923,826         |
| 36   | 2310   | Springfield     | 149 Baltimore Pike  | 286,281           | \$27.52                   | \$7,877,951         |
| 37   | 1501   | Exton           | 275 Main St   | 173,426           | \$43.75                   | \$7,587,825         |
| 38   | 0920   | Quakertown      | Quakertown Shopping Center<br>1465 W Broad St Suite 19                    | 250,887           | \$29.93                   | \$7,508,683         |
| 39   | 4614   | Bala Cynwyd     | 119 West City Ave   | 230,451           | \$32.04                   | \$7,384,077         |
| 40   | 1404   | State College   | Hamilton Square Shop Ctr<br>230 W Hamilton Ave                            | 149,984           | \$48.77                   | \$7,314,325         |
| 41   | 0277   | Pittsburgh      | 8090 McIntyre Square Drive  | 206,090           | \$34.76                   | \$7,164,022         |





**Table 8: Stores Ranked By Total Dollar Sales Amounts, RY 2010-11, continued**

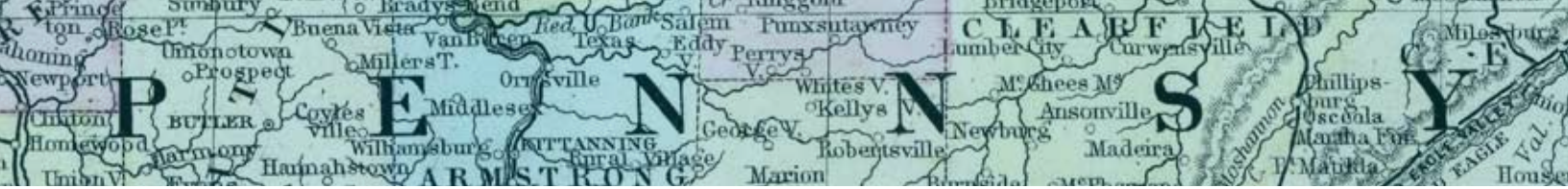
| Rank | Store | City             | Address   | Transaction Count | Avg. Value of Transaction | Dollar Sales Amount |
|------|-------|------------------|---|-------------------|---------------------------|---------------------|
| 42   | 3918  | CenterValley     | The Promenade Shops at Saucon Valley<br>3060 CenterValley Parkway Suite 835 | 136,371           | \$51.70                   | \$7,049,831         |
| 43   | 2514  | Erie             | Yorktown Centre<br>2501 W 12th St   | 174,669           | \$40.10                   | \$7,004,264         |
| 44   | 2305  | Media            | 315 W Baltimore Avenue  | 207,914           | \$33.17                   | \$6,895,918         |
| 45   | 3616* | Lancaster        | 1190 Dillerville Rd   | 6,687             | \$1,012.08                | \$6,767,753         |
| 46   | 9209  | Monroeville      | Monroeville Mall<br>326-328 Mall Blvd                                       | 172,230           | \$38.41                   | \$6,616,129         |
| 47   | 1514  | Wayne            | 161 E Swedesford Rd   | 187,552           | \$35.17                   | \$6,596,336         |
| 48   | 6517  | Greensburg       | Westmoreland Crossing<br>5280 Route 30, Suite 4                             | 160,664           | \$40.87                   | \$6,566,390         |
| 49   | 2516  | Erie             | Liberty Plaza Shop Ctr<br>3702 Liberty St                                   | 211,799           | \$30.68                   | \$6,498,208         |
| 50   | 6315  | McMurray         | Donaldsons Crossroads S C<br>3929 Washington Rd                             | 176,865           | \$35.96                   | \$6,360,943         |
| 51   | 4610  | Collegeville     | Market Place Shopping Ctr<br>201 2Nd Ave Suite 107                          | 173,966           | \$36.40                   | \$6,332,514         |
| 52   | 6714  | Shrewsbury       | Shrewsbury Commons Shp Ct<br>802 Shrewsbury Commons Ave                     | 135,435           | \$46.31                   | \$6,271,359         |
| 53   | 0932  | Warrington       | 1115 Main Street  | 178,886           | \$35.03                   | \$6,267,069         |
| 54   | 2306  | Wayne            | 209 W Lancaster Ave   | 150,760           | \$41.34                   | \$6,231,905         |
| 55   | 0289  | Pittsburgh       | Perry Shops<br>7920 Perry Hwy   | 144,095           | \$42.91                   | \$6,183,290         |
| 56   | 9205  | Pittsburgh       | 1602 Cochran Rd   | 189,575           | \$32.13                   | \$6,090,695         |
| 57   | 5104  | Philadelphia     | Columbus Commons North Shopping Ctr<br>1940 S. Christopher Columbus Blvd.   | 142,831           | \$42.43                   | \$6,060,145         |
| 58   | 4502  | Mt Pocono        | Pocono Village Mall<br>87 Sr 940  | 213,287           | \$28.38                   | \$6,054,054         |
| 59   | 0912  | New Hope         | Logan Square Shopping Center<br>6542-J Lower York Road                      | 113,602           | \$52.24                   | \$5,934,450         |
| 60   | 4645  | Limerick         | Limerick Village<br>200 West Ridge Pike                                     | 163,881           | \$36.17                   | \$5,927,458         |
| 61   | 5191  | Philadelphia     | 2401 Vare Ave   | 262,088           | \$22.38                   | \$5,865,242         |
| 62   | 6711  | Hanover          | Hanover Crossing Shop Ctr<br>431 Eisenhower Drive                           | 167,502           | \$34.99                   | \$5,861,597         |
| 63   | 0911  | Fairless Hills   | 510 S Oxford Valley Rd Building 8   | 240,006           | \$23.89                   | \$5,733,231         |
| 64   | 1506  | Downingtown      | Ashbridge Shopping Ctr<br>861 E Lancaster Ave                               | 176,396           | \$32.29                   | \$5,695,590         |
| 65   | 0709  | Altoona          | Pleasant Valley Shop Ctr<br>3415 Pleasant Valley Blvd, Suite 7              | 167,942           | \$33.47                   | \$5,621,228         |
| 66   | 2801  | Chambersburg     | Wayne Plaza<br>987 Wayne Ave  | 163,023           | \$34.08                   | \$5,555,421         |
| 67   | 5140  | Philadelphia     | 2401 E Venango St   | 235,334           | \$23.56                   | \$5,545,600         |
| 68   | 4306  | Hermitage        | Hermitage Towne Plaza<br>2321 E State St                                    | 149,820           | \$36.92                   | \$5,531,716         |
| 69   | 0619  | Reading          | Penn Plaza<br>3045 N 5th Street Hwy, Ste 2                                  | 194,924           | \$28.27                   | \$5,510,734         |
| 70   | 2324  | Holmes           | Macdade Shopping Ctr<br>2143 Macdade Blvd                                   | 208,125           | \$26.46                   | \$5,506,127         |
| 71   | 6712  | York             | Commerce Center<br>2143 White St, Ste 3                                     | 203,285           | \$26.98                   | \$5,485,171         |
| 72   | 4003  | Dallas           | Pa Route 309<br>55 Memorial Highway   | 152,304           | \$35.78                   | \$5,449,336         |
| 73   | 1523  | West Chester     | Shoppes Dilworthtown Ste B<br>1363 Dilworthtown Crossing                    | 139,082           | \$39.14                   | \$5,443,317         |
| 74   | 0222* | Bridgeville      | United Indust Park Bldg D<br>98 Vanadium Rd                                 | 4,313             | \$1,255.51                | \$5,415,016         |
| 75   | 2215  | Harrisburg       | The Point Shopping Ctr<br>4227 Union Deposit Rd                             | 208,984           | \$25.79                   | \$5,390,681         |
| 76   | 0284  | Pittsburgh       | Bill Green Shopping Ctr<br>10 Old Clairton Rd                               | 167,500           | \$32.09                   | \$5,375,784         |
| 77   | 5149  | Philadelphia     | 4049 Market St  | 260,410           | \$20.57                   | \$5,357,914         |
| 78   | 4501  | East Stroudsburg | Pocono Plaza<br>322 E Lincoln Ave   | 213,457           | \$24.94                   | \$5,324,462         |
| 79   | 0910  | Souderton        | Hilltown Plaza Sc<br>766 Rt 113 Store 4                                     | 178,132           | \$29.78                   | \$5,304,865         |





**Table 8: Stores Ranked By Total Dollar Sales Amounts, RY 2010-11, Continued**

| Rank | Store | City             | Address  | Transaction Count | Avg. Value of Transaction | Dollar Sales Amount |
|------|-------|------------------|--|-------------------|---------------------------|---------------------|
| 80   | 4636  | Narberth         | 1 Station Cir  | 141,353           | \$37.38                   | \$5,284,201         |
| 81   | 2101  | Carlisle         | Carlisle Marketplace<br>281 S Spring Garden St               | 193,250           | \$27.06                   | \$5,229,253         |
| 82   | 0101  | Gettysburg       | 1275 York Road Lot 11  | 140,077           | \$37.26                   | \$5,219,257         |
| 83   | 5132  | Philadelphia     | 4229 N Broad St  | 292,542           | \$17.74                   | \$5,190,444         |
| 84   | 5190  | Philadelphia     | 7161 Ogontz Ave  | 248,733           | \$20.86                   | \$5,189,533         |
| 85   | 5160  | Philadelphia     | Hendrix Center<br>11685 Bustleton Ave                        | 219,043           | \$23.61                   | \$5,172,181         |
| 86   | 2320  | Havertown        | 1305 West Chester Pike Suite 44B                             | 186,726           | \$27.40                   | \$5,116,452         |
| 87   | 4804  | Bethlehem        | Stefko Shopping Center<br>1844-A Stefko Blvd                 | 197,036           | \$25.88                   | \$5,099,913         |
| 88   | 4632  | North Wales      | Gwynedd Crossing Sc<br>1200 Bethlehem Pike Ste 7             | 141,580           | \$35.80                   | \$5,068,582         |
| 89   | 1010  | Seven Fields     | 206 Seven Fields Blvd  | 146,330           | \$34.19                   | \$5,003,665         |
| 90   | 4110  | Williamsport     | Loyal Plaza Shop Center<br>1903 E 3rd St                     | 144,767           | \$34.54                   | \$5,000,944         |
| 91   | 3522  | Scranton         | 210 Meadow Ave   | 164,795           | \$30.28                   | \$4,989,550         |
| 92   | 1525  | Exton            | Lionville Shopping Ctr.<br>162 Eagleview Blvd.               | 153,667           | \$32.17                   | \$4,942,931         |
| 93   | 3615  | Lancaster        | Bridgeport Shopping Center 1<br>622 Lincoln Highway East     | 192,623           | \$25.49                   | \$4,910,690         |
| 94   | 1507  | Kennett Square   | New Garden Town Sq Sc<br>350 Scarlett Rd Ste 1-3-5           | 121,613           | \$40.24                   | \$4,893,976         |
| 95   | 1517  | Wayne            | Devon Village Shoppes<br>821 W LancasterAv Ste 110           | 89,493            | \$54.57                   | \$4,883,657         |
| 96   | 4608  | Bryn Mawr        | 922 W Lancaster Ave  | 115,636           | \$42.22                   | \$4,882,089         |
| 97   | 5155  | Philadelphia     | Society Hill Shopping Ctr<br>326 S 5th St                    | 148,492           | \$32.76                   | \$4,864,571         |
| 98   | 5121  | Philadelphia     | Top Of The Hill Shop Ctr<br>8705 Germantown Ave              | 133,652           | \$36.20                   | \$4,838,333         |
| 99   | 5173  | Philadelphia     | Woodland Village Shop Ctr<br>6036 Woodland Ave               | 276,682           | \$17.37                   | \$4,804,809         |
| 100  | 0915  | Bristol          | 3920 New Falls Rd  | 203,527           | \$23.56                   | \$4,794,213         |
| 101  | 0211  | Gibsonia         | 354 Northtowne Square<br>5600 Route 8                        | 147,051           | \$32.18                   | \$4,732,245         |
| 102  | 1502  | Phoenixville     | 550 Kimberton Road   | 147,084           | \$32.08                   | \$4,718,909         |
| 103  | 5169  | Philadelphia     | 1935 Fairmount Ave   | 182,145           | \$25.66                   | \$4,673,611         |
| 104  | 1902  | Bloomsburg       | 1231 Columbia Blvd   | 148,050           | \$31.44                   | \$4,654,958         |
| 105  | 4621  | Blue Bell        | Ctr Square Plaza Ste 100<br>1301 Skippack Pike               | 115,824           | \$40.07                   | \$4,641,390         |
| 106  | 0929  | Chalfont         | 4275 County Line Rd  | 149,440           | \$31.01                   | \$4,634,000         |
| 107  | 6401  | Hawley           | 74 Welwood Avenue Suite 103                                  | 114,762           | \$40.19                   | \$4,612,529         |
| 108  | 4001  | Wilkes-Barre     | 2136 Wilkes-Barre Twp  | 152,018           | \$30.18                   | \$4,587,499         |
| 109  | 2106  | Mechanicsburg    | 6560 Carlisle Pike Suite 350                                 | 149,084           | \$30.44                   | \$4,537,567         |
| 110  | 5142  | Philadelphia     | Plaza Americana<br>2717 N American St                        | 202,890           | \$22.19                   | \$4,502,170         |
| 111  | 6705  | York             | Queensgate Shopping Center<br>2075 Springwood Road, Unit #30 | 156,262           | \$28.72                   | \$4,487,529         |
| 112  | 3607  | Lititz           | Shoppes at Kissel Village<br>1020 Lititz Pike                | 149,390           | \$30.00                   | \$4,481,778         |
| 113  | 0266  | Sewickley        | 521 Beaver St  | 91,991            | \$48.55                   | \$4,465,852         |
| 114  | 4635  | Willow Grove     | Regency Square Shop Plaza<br>1029 N Easton Rd                | 141,377           | \$31.53                   | \$4,456,977         |
| 115  | 5201  | Milford          | 106 W Harford St   | 141,206           | \$31.16                   | \$4,399,801         |
| 116  | 1504  | West Chester     | Bradford Plaza Sc<br>680 Downingtown Pike                    | 153,747           | \$28.51                   | \$4,383,285         |
| 117  | 5134  | Philadelphia     | 32 S Second St   | 94,116            | \$46.55                   | \$4,381,373         |
| 118  | 4626  | Norristown       | 2501 West Ridge Pike   | 164,696           | \$26.08                   | \$4,295,769         |
| 119  | 5157  | Philadelphia     | 1237 S 11th St   | 159,530           | \$26.80                   | \$4,275,233         |
| 120  | 3915  | Bethlehem        | Westgate Mall<br>2289 Schoenersville Rd                      | 161,346           | \$26.39                   | \$4,257,131         |
| 121  | 6518  | North Huntingdon | Norwin Hills Shopping Ctr<br>8775 Norwin Ave                 | 147,885           | \$28.76                   | \$4,253,313         |
| 122  | 0928  | Langhorne        | Shoppes at Flowers Mill<br>118 N Flowers Mill Rd             | 134,861           | \$31.37                   | \$4,231,204         |
| 123  | 3606  | Lancaster        | Centerville Square<br>586 Centerville Rd                     | 156,426           | \$27.04                   | \$4,230,196         |



**Table 8: Stores Ranked By Total Dollar Sales Amounts, RY 2010-11, Continued**

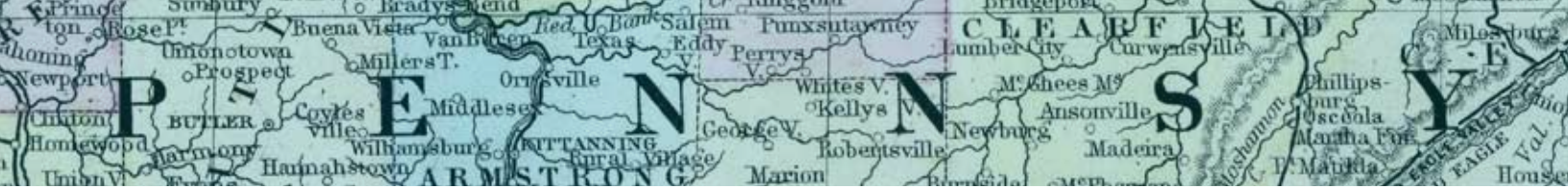
| Rank | Store | City           | Address   | Transaction Count | Avg. Value of Transaction | Dollar Sales Amount |
|------|-------|----------------|---|-------------------|---------------------------|---------------------|
| 124  | 2207* | Harrisburg     | 1303 North 7th St   | 3,661             | \$1,145.84                | \$4,194,934         |
| 125  | 0226  | Pittsburgh     | 132 Ben Avon Heights Rd                                   | 153,743           | \$27.25                   | \$4,190,001         |
| 126  | 3903  | Allentown      | 1918 Allen St   | 151,098           | \$27.51                   | \$4,156,802         |
| 127  | 5182  | Philadelphia   | 232 W Girard Ave  | 166,637           | \$24.47                   | \$4,076,789         |
| 128  | 3801  | Lebanon        | 102 N 8th Avenue  | 147,772           | \$27.33                   | \$4,038,466         |
| 129  | 1505  | Paoli          | Depot Shoppes<br>21 Plank Ave, Ste 140                    | 113,349           | \$35.39                   | \$4,011,458         |
| 130  | 4015* | Wilkes-Barre   | 112 Stevens Rd  | 3,625             | \$1,100.64                | \$3,989,820         |
| 131  | 2314  | Newtown Square | Newtown Sq Shopping Ctr<br>42 Alpha Dr                    | 124,470           | \$31.99                   | \$3,981,455         |
| 132  | 3916  | Trexlertown    | Trexler Mall Unit 2-A<br>6900 Hamilton Blvd               | 148,867           | \$26.70                   | \$3,975,266         |
| 133  | 0914  | Feasterville   | Southampton Village Sc<br>162 E Street Road               | 117,179           | \$33.86                   | \$3,967,666         |
| 134  | 4639  | Gilbertsville  | Gilbertsville Shopping Ctr<br>1050 E Philadelphia Ave     | 124,822           | \$31.70                   | \$3,957,332         |
| 135  | 2501  | Erie           | Summit Towne Centre<br>7200 Peach St                      | 104,353           | \$37.60                   | \$3,924,076         |
| 136  | 6709  | York           | The Crossroads Shopp Ctr<br>351 Loucks Rd                 | 150,052           | \$26.13                   | \$3,921,157         |
| 137  | 1510  | Coatesville    | Barley Station SC<br>2715 E Lincoln Highway               | 161,533           | \$24.26                   | \$3,919,549         |
| 138  | 2105  | Mechanicsburg  | Mechanicsburg Plaza<br>5301 Simpson Ferry Rd              | 148,594           | \$26.13                   | \$3,883,312         |
| 139  | 2331  | Drexel Hill    | 5035 Township Line Road                                   | 134,152           | \$28.93                   | \$3,881,349         |
| 140  | 0925  | Richboro       | Crossroads Shopping Center<br>800 Bustleton Ave           | 132,938           | \$29.08                   | \$3,866,371         |
| 141  | 0299  | Pittsburgh     | Penn Hills Shopping Center<br>11685 Penn Hills Drive      | 170,917           | \$22.60                   | \$3,863,066         |
| 142  | 5135  | Philadelphia   | 5101 Lancaster Ave  | 184,906           | \$20.73                   | \$3,832,527         |
| 143  | 5122  | Philadelphia   | 8 Penn Center Plaza<br>1628 John F Kennedy Blvd           | 197,017           | \$19.43                   | \$3,827,970         |
| 144  | 5141  | Philadelphia   | 4906-4908 Baltimore Ave                                   | 193,993           | \$19.71                   | \$3,823,923         |
| 145  | 2332  | Broomall       | Lawrence Park Shop Center<br>1991 Sproul Rd Space 37      | 143,757           | \$26.29                   | \$3,779,291         |
| 146  | 0267  | Coraopolis     | Moon Plaza, Suite 24<br>5990 University Blvd              | 122,878           | \$30.59                   | \$3,758,597         |
| 147  | 0622  | Reading        | Promenade at Exeter<br>3949 Perkiomen Ave                 | 125,573           | \$29.87                   | \$3,750,716         |
| 148  | 0207  | Pittsburgh     | One Oxford Centre<br>320 Smithfield St                    | 119,027           | \$31.50                   | \$3,749,337         |
| 149  | 4611  | Royersford     | Park Towne Plaza<br>301 N Lewis Rd Suite #170             | 142,111           | \$26.05                   | \$3,702,058         |
| 150  | 4505  | Brodheadsville | West End Plaza P.O. Box<br>188 Weir Lake Rd., Route 209   | 157,149           | \$23.52                   | \$3,696,764         |
| 151  | 0238  | Pittsburgh     | Shady Hill Center<br>6320 Shakespeare St                  | 224,241           | \$16.45                   | \$3,689,727         |
| 152  | 0228  | Pittsburgh     | Edgewood Towne Centre<br>1749 S Braddock Ave              | 150,539           | \$24.33                   | \$3,662,415         |
| 153  | 9207  | Wexford        | Wexford Plaza Shopping Ctr<br>10660 Perry Hwy             | 95,441            | \$38.15                   | \$3,641,396         |
| 154  | 5189  | Philadelphia   | 2807 S Front St   | 123,405           | \$29.28                   | \$3,613,886         |
| 155  | 3608  | Lancaster      | Manor Shopping Center<br>1234 Millersville Pke            | 147,807           | \$24.36                   | \$3,601,087         |
| 156  | 0906  | Morrisville    | Pennsbury Plaza Sc<br>229 Plaza Blvd #3133                | 154,272           | \$23.34                   | \$3,600,881         |
| 157  | 5111  | Philadelphia   | 3720 Main St  | 109,669           | \$32.78                   | \$3,595,008         |
| 158  | 0298  | Bridgeville    | Chartiers Valley Shop Ctr<br>1025 Washington Pike         | 122,648           | \$29.21                   | \$3,582,018         |
| 159  | 0615  | Douglassville  | Douglassville Shopping Ctr<br>180 Old Swede Road Suite #6 | 123,070           | \$28.97                   | \$3,565,151         |
| 160  | 3909  | Allentown      | 906 Club Ave  | 118,463           | \$30.05                   | \$3,559,396         |
| 161  | 4607  | Ambler         | 132 E Butler Ave  | 92,183            | \$38.50                   | \$3,549,461         |
| 162  | 5165  | Philadelphia   | 2118 Cottman Ave  | 168,476           | \$20.89                   | \$3,519,231         |
| 163  | 0919  | Bensalem       | 2223 Galloway Rd  | 117,859           | \$29.81                   | \$3,513,270         |
| 164  | 9118  | Philadephia    | Ivy Ridge Shopping Center<br>7146 Ridge Avenue            | 132,437           | \$26.47                   | \$3,505,131         |



**Table 8: Stores Ranked By Total Dollar Sales Amounts, RY 2010-11, Continued**

| Rank | Store | City             | Address   | Transaction Count | Avg. Value of Transaction | Dollar Sales Amount |
|------|-------|------------------|---|-------------------|---------------------------|---------------------|
| 165  | 4617  | Harleysville     | 2710 Shelly Road  | 110,302           | \$31.66                   | \$3,491,907         |
| 166  | 4627  | Lansdale         | Hillcrest Shopping Center<br>644 E Main Street          | 132,094           | \$26.35                   | \$3,480,282         |
| 167  | 2107  | Camp Hill        | 3760 Market St  | 110,198           | \$31.20                   | \$3,438,319         |
| 168  | 4638  | Glenside         | 123 S Easton Rd   | 130,875           | \$26.10                   | \$3,415,617         |
| 169  | 4622  | Rockledge        | 404 Huntingdon Pike                                     | 126,377           | \$26.77                   | \$3,383,294         |
| 170  | 4509  | Tannersville     | Tannersville Plaza<br>2838 Route 61, Suite 206          | 129,469           | \$26.07                   | \$3,374,763         |
| 171  | 2502  | Erie             | 105 W 18th St   | 108,087           | \$30.96                   | \$3,346,067         |
| 172  | 6521  | Murrysville      | 4610 William Penn Hwy                                   | 99,791            | \$33.49                   | \$3,342,124         |
| 173  | 1402  | State College    | Hills Plaza<br>2051 S Atherton St                       | 92,163            | \$36.03                   | \$3,320,392         |
| 174  | 0249  | Pittsburgh       | 519 Towne Square Way                                    | 132,628           | \$25.00                   | \$3,316,201         |
| 175  | 0620  | Shillington      | 2207 Lancaster Pike                                     | 115,094           | \$28.78                   | \$3,312,060         |
| 176  | 5116  | Philadelphia     | 101 E Olney Ave   | 167,380           | \$19.76                   | \$3,307,891         |
| 177  | 2110  | Carlisle         | Stonehedge Square Shp Ctr<br>950 Walnut Bottom Rd       | 99,297            | \$33.26                   | \$3,302,758         |
| 178  | 6523  | Latrobe          | 311 Latrobe Thirty Plaza                                | 107,320           | \$30.76                   | \$3,300,941         |
| 179  | 3508  | Dunmore          | 70 Keystone Industrial Pk                               | 121,941           | \$27.04                   | \$3,296,835         |
| 180  | 0291  | Monroeville      | Miracle Mile Shop Ctr<br>4154B William Penn Hwy         | 111,169           | \$29.61                   | \$3,291,171         |
| 181  | 4507  | Blakeslee        | Blakeslee Corner Shop Plz<br>248 Route 940, Ste 109     | 100,358           | \$32.61                   | \$3,272,420         |
| 182  | 0290  | Pittsburgh       | Noble Manor Shopping Ctr<br>2350 Noblestown Rd          | 118,785           | \$27.52                   | \$3,268,438         |
| 183  | 4630  | Pottstown        | North End Shopping Center<br>1300 N Charlotte St        | 130,010           | \$25.04                   | \$3,255,854         |
| 184  | 4637  | Audubon          | Audubon Village Shop Ctr<br>2860 Audubon Vill Dr        | 109,472           | \$29.62                   | \$3,243,054         |
| 185  | 6001  | Lewisburg        | 334 Market St   | 95,383            | \$33.97                   | \$3,240,447         |
| 186  | 1702  | Dubois           | 5730 Shaffer Rd   | 104,152           | \$30.76                   | \$3,203,374         |
| 187  | 4510  | East Stroudsburg | Fox Run Plaza<br>15 Fox Run Ln                          | 133,495           | \$23.99                   | \$3,202,022         |
| 188  | 2001  | Meadville        | Downtown Mall<br>900 Water St                           | 113,699           | \$28.15                   | \$3,200,706         |
| 189  | 5105  | Philadelphia     | 5 North 12th Street                                     | 169,889           | \$18.77                   | \$3,188,733         |
| 190  | 0605  | Kutztown         | Village Square Plaza<br>45 Constitution Blvd            | 104,847           | \$30.32                   | \$3,179,283         |
| 191  | 3617  | Lancaster        | Wheatland Shopping Center<br>1761A Columbia Ave         | 108,881           | \$29.04                   | \$3,161,923         |
| 192  | 1003  | Butler           | 608 Moraine Pointe Plaza                                | 108,276           | \$29.17                   | \$3,158,735         |
| 193  | 6515  | Lower Burrell    | Crossroads Plaza<br>2509 Leechburg Road                 | 101,582           | \$30.99                   | \$3,147,766         |
| 194  | 2329  | Eddystone        | Eddystone Shopping Center<br>1562 Chester Pike Unit D-6 | 143,645           | \$21.62                   | \$3,105,424         |
| 195  | 3904  | Allentown        | 3300 Lehigh St  | 105,373           | \$29.23                   | \$3,079,591         |
| 196  | 0224  | Pittsburgh       | 1824 Murray Ave   | 119,045           | \$25.85                   | \$3,077,145         |
| 197  | 4033  | Hazle Township   | Church Hill Mall<br>1089 N. Church St.                  | 108,598           | \$28.25                   | \$3,067,701         |
| 198  | 5101  | Philadelphia     | 135 W Cheltenham Ave                                    | 206,307           | \$14.86                   | \$3,065,160         |
| 199  | 0938  | Warminster       | Center Point Plaza SC<br>748 West Street Road           | 109,363           | \$27.61                   | \$3,019,628         |
| 200  | 9111  | Philadelphia     | Roosevelt Plaza<br>6577 Roosevelt Blvd                  | 145,010           | \$20.81                   | \$3,017,967         |
| 201  | 0274  | Pittsburgh       | Lebanon Shops<br>300 Mount Lebanon Blvd                 | 111,595           | \$27.02                   | \$3,014,970         |
| 202  | 3919  | Allentown        | Allentown Towne Center<br>4777 Tilghman St              | 100,851           | \$29.80                   | \$3,005,834         |
| 203  | 6710  | Red Lion         | Windsor Commons Shop Ctr<br>3159 Cape Horn Rd           | 125,593           | \$23.92                   | \$3,004,255         |
| 204  | 0292  | Pittsburgh       | N Hills Village Rm 9<br>4801 Mcknight Rd                | 97,890            | \$30.64                   | \$2,999,829         |
| 205  | 2302  | Upper Darby      | 128 S 69th St   | 165,649           | \$18.09                   | \$2,996,867         |
| 206  | 0296  | Bethel Park      | 5249 Library Rd   | 114,764           | \$26.10                   | \$2,995,596         |
| 207  | 5107  | Philadelphia     | Grant Plaza II Shop Ctr<br>1619 Grant Ave - Str 38      | 118,760           | \$25.05                   | \$2,974,760         |





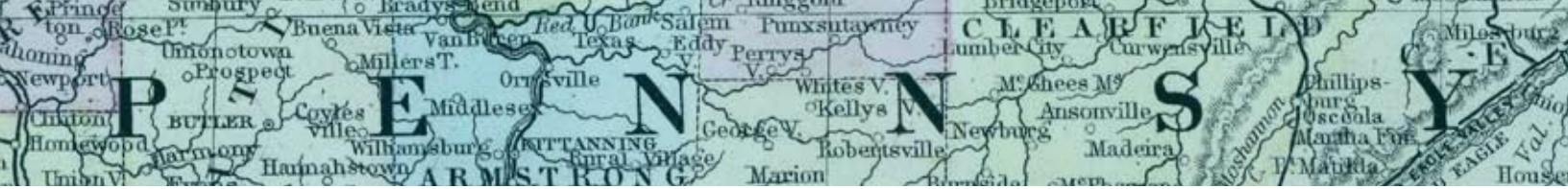
**Table 8: Stores Ranked By Total Dollar Sales Amounts, RY 2010-11, Continued**

| Rank | Store | City              | Address   | Transaction Count | Avg. Value of Transaction | Dollar Sales Amount |
|------|-------|-------------------|---|-------------------|---------------------------|---------------------|
| 208  | 3202  | Indiana           | 575 Philadelphia St                                 | 94,117            | \$31.38                   | \$2,952,983         |
| 209  | 5114  | Philadelphia      | 8844 Frankford Ave                                  | 138,180           | \$21.27                   | \$2,939,758         |
| 210  | 5602  | Somerset          | Somerset Commons Ste 110 1534 N Center Ave          | 86,415            | \$33.61                   | \$2,904,503         |
| 211  | 0414  | Monaca            | 1476 Brodhead Road                                  | 93,936            | \$30.91                   | \$2,903,121         |
| 212  | 6201  | Warren            | 44 Market Street Plaza                              | 98,565            | \$29.25                   | \$2,883,262         |
| 213  | 2103  | Shippensburg      | Shippen Towne Centre 109 S. Conestoga Drive         | 103,780           | \$27.77                   | \$2,881,846         |
| 214  | 5119  | Philadelphia      | 724 South St  | 107,594           | \$26.68                   | \$2,871,071         |
| 215  | 9114  | Philadelphia      | Adams and Tabor Center 730 Adams Ave                | 103,469           | \$27.71                   | \$2,866,891         |
| 216  | 0409  | Beaver Falls      | Chippewa Mall Rooms 5 & 6 2546 Constitution Blvd    | 95,881            | \$29.90                   | \$2,866,496         |
| 217  | 4506  | Stroudsburg       | 1060 N 9th St                                       | 111,640           | \$25.60                   | \$2,858,395         |
| 218  | 1513  | Berwyn            | 552 Lancaster Avenue                                | 84,537            | \$33.75                   | \$2,852,921         |
| 219  | 4401  | Lewistown         | 129 S Main St Suite 400                             | 101,667           | \$28.01                   | \$2,848,171         |
| 220  | 0602  | Reading           | Rockland Plaza 1202 Rockland Street                 | 102,892           | \$27.61                   | \$2,840,830         |
| 221  | 4640  | Wyncote           | 8156 Ogontz Ave                                     | 142,582           | \$19.84                   | \$2,829,293         |
| 222  | 2333  | Upper Darby       | Barclay Square Shop Ctr 1500 Garrett Rd             | 111,128           | \$25.44                   | \$2,827,371         |
| 223  | 2610  | Uniontown         | Fayette Plaza Shop Ctr 619 Pittsburgh Rd            | 68,572            | \$40.97                   | \$2,809,446         |
| 224  | 3914  | Allentown         | Mountainville Shopping Ctr 1604 S Fourth St         | 122,111           | \$22.96                   | \$2,803,660         |
| 225  | 3908  | Macungie          | 199 W Main Street                                   | 88,649            | \$31.58                   | \$2,799,551         |
| 226  | 1522  | Pottstown         | Suburbia SC 76 Glocker Way                          | 86,598            | \$32.30                   | \$2,796,766         |
| 227  | 4807  | Hellertown        | Creekside Market Place 1848 Leithsville Rd          | 101,565           | \$27.39                   | \$2,782,291         |
| 228  | 0937  | Yardley           | Oxford Oaks Shopping Ctr 1601 Big Oak Road          | 97,266            | \$28.55                   | \$2,776,889         |
| 229  | 4701  | Danville          | 604 Continental Blvd                                | 94,480            | \$29.31                   | \$2,768,914         |
| 230  | 6524  | Belle Vernon      | 321 Tri-County Lane                                 | 106,709           | \$25.93                   | \$2,767,337         |
| 231  | 2214  | Harrisburg        | Vlge Of Oakhurst Shop Ctr 4404 Oakhurst Blvd        | 96,942            | \$28.50                   | \$2,763,198         |
| 232  | 1508  | Parkesburg        | West Sadsbury Commons S C 324 Commons Drive Ste C-6 | 103,927           | \$26.45                   | \$2,749,326         |
| 233  | 2327  | Villanova         | 789 East Lancaster Ave                              | 61,949            | \$44.21                   | \$2,738,810         |
| 234  | 2509  | Erie              | Giant Eagle Plaza 4466 Buffalo Rd                   | 106,020           | \$25.82                   | \$2,737,663         |
| 235  | 6403  | Hamlin            | Hamlin Shopping Ctr Rt 590                          | 96,578            | \$28.33                   | \$2,736,339         |
| 236  | 6402  | Honesdale         | 541 Main St   | 86,549            | \$31.42                   | \$2,719,698         |
| 237  | 4642  | Huntingdon Valley | Marketplace At Huntingdon 2082-84 County Line Road  | 109,429           | \$24.78                   | \$2,711,740         |
| 238  | 0907  | Yardley           | Edgewood Village Shop Ctr 635 Heacock Rd            | 100,700           | \$26.85                   | \$2,703,673         |
| 239  | 0272  | Pittsburgh        | 233 Shiloh St                                       | 86,874            | \$31.12                   | \$2,703,202         |
| 240  | 1512  | Malvern           | Lincoln Court Shopping Ctr 215 Lancaster Ave        | 91,472            | \$29.47                   | \$2,695,305         |
| 241  | 5158  | Philadelphia      | Mckeown Shopping Ctr 6824 Rising Sun Ave            | 126,149           | \$21.34                   | \$2,692,402         |
| 242  | 0213  | Pittsburgh        | 217 Atwood St                                       | 125,780           | \$21.39                   | \$2,690,988         |
| 243  | 1520  | Glenmoore         | Ludwigs Village Shop Ctr 2910 Conestoga Rd          | 73,509            | \$36.58                   | \$2,689,083         |
| 244  | 0703  | Duncansville      | 202 Hollidaysburg Plaza                             | 87,236            | \$30.38                   | \$2,650,342         |
| 245  | 3611  | Elizabethtown     | 1575 S Market St Suite 109                          | 99,808            | \$26.55                   | \$2,650,241         |
| 246  | 4625  | King of Prussia   | Valley Forge Shopping Ctr 109 Town Center Road      | 102,185           | \$25.90                   | \$2,646,478         |
| 247  | 4102  | Williamsport      | Hepburn Center 449 Hepburn St                       | 82,140            | \$32.01                   | \$2,629,085         |
| 248  | 3907  | Allentown         | The Shops at Cedar Point 333 S Cedar Crest Blvd     | 82,579            | \$31.83                   | \$2,628,503         |
| 249  | 0501  | Bedford           | 409 E Pitt St                                       | 70,504            | \$37.13                   | \$2,618,035         |
| 250  | 3804  | Lebanon           | Lebanon Plaza Mall 1080 W Crestview Dr              | 82,201            | \$31.84                   | \$2,617,162         |



**Table 8: Stores Ranked By Total Dollar Sales Amounts, RY 2010-11, Continued**

| Rank | Store | City             | Address                            | Transaction Count | Avg. Value of Transaction | Dollar Sales Amount |
|------|-------|------------------|------------------------------------|-------------------|---------------------------|---------------------|
| 251  | 4026  | Edwardsville     | 26 Gateway Shopping Center Suite B | 99,126            | \$26.32                   | \$2,608,928         |
| 252  | 1801  | Lock Haven       | 137 E Main St                      | 78,929            | \$32.82                   | \$2,590,333         |
| 253  | 5153  | Philadelphia     | 2115 N 22nd St                     | 145,758           | \$17.73                   | \$2,583,977         |
| 254  | 2601  | Uniontown        | 111 W Fayette St                   | 76,580            | \$33.74                   | \$2,583,878         |
| 255  | 2312  | Lansdowne        | 920 Baltimore Ave                  | 127,502           | \$20.19                   | \$2,574,876         |
| 256  | 3920  | Emmaus           | East Penn Plaza                    | 86,252            | \$29.81                   | \$2,571,469         |
|      |       |                  | 1325 Chestnut Street               |                   |                           |                     |
| 257  | 2503  | Erie             | Asbury Square                      | 96,857            | \$26.53                   | \$2,570,007         |
|      |       |                  | 2421 Asbury Rd                     |                   |                           |                     |
| 258  | 4629  | Dresher          | Fairway Shop Ctr Str A             | 98,328            | \$26.12                   | \$2,568,300         |
|      |       |                  | 1825 Limekiln Pike                 |                   |                           |                     |
| 259  | 4615  | East Greenville  | 26 E Fourth St                     | 88,063            | \$29.14                   | \$2,566,381         |
| 260  | 5143  | Philadelphia     | 2429 South St                      | 93,327            | \$27.47                   | \$2,563,721         |
| 261  | 0404  | East Rochester   | Rochester Plaza                    | 84,056            | \$30.40                   | \$2,555,561         |
|      |       |                  | 730 Ohio River Blvd                |                   |                           |                     |
| 262  | 0201  | Bridgeville      | 3239 Washington Pike               | 100,772           | \$25.34                   | \$2,553,670         |
| 263  | 4024  | Pittston         | 140 Laurel Plaza                   | 87,398            | \$29.19                   | \$2,550,986         |
| 264  | 5195  | Philadelphia     | 7702 City Ave                      | 114,923           | \$21.98                   | \$2,526,568         |
| 265  | 4201  | Bradford         | 38 Davis St                        | 82,987            | \$30.41                   | \$2,523,912         |
| 266  | 1406  | State College    | Benner Pike Shops                  | 85,577            | \$29.38                   | \$2,514,460         |
|      |       |                  | 323 Benner Pike                    |                   |                           |                     |
| 267  | 4006  | Luzerne          | Luzerne Shopping Center            | 94,844            | \$26.47                   | \$2,510,559         |
|      |       |                  | 468 Union St                       |                   |                           |                     |
| 268  | 0410  | Aliquippa        | Aliquippa Shopping Center          | 93,589            | \$26.73                   | \$2,501,350         |
|      |       |                  | 2719 Brodhead Rd Suite 13          |                   |                           |                     |
| 269  | 6507  | Ligonier         | 613 W Main St                      | 56,325            | \$44.28                   | \$2,494,269         |
| 270  | 0917  | Southampton      | 500 S Second Street Pike           | 81,258            | \$30.59                   | \$2,485,639         |
| 271  | 6708  | New Cumberland   | Fairview Center                    | 94,715            | \$26.24                   | \$2,484,853         |
|      |       |                  | 128 Old York Rd                    |                   |                           |                     |
| 272  | 9108  | Philadelphia     | Pennypack Circle Shop Ctr          | 100,244           | \$24.71                   | \$2,477,443         |
|      |       |                  | 8204 E. Roosevelt Blvd.            |                   |                           |                     |
| 273  | 0933  | Holicong         | Buckingham Green                   | 59,457            | \$41.55                   | \$2,470,258         |
|      |       |                  | 4950 Old York Rd                   |                   |                           |                     |
| 274  | 3604  | Ephrata          | 31 W Main St                       | 94,237            | \$26.11                   | \$2,460,274         |
| 275  | 5183  | Philadelphia     | 2913 N 22nd Street                 | 147,309           | \$16.65                   | \$2,452,535         |
| 276  | 5138  | Philadelphia     | 7204 Germantown Ave                | 115,264           | \$21.20                   | \$2,443,702         |
| 277  | 4508* | Marshall's Creek | Jay Park Rt 209                    | 1,600             | \$1,523.07                | \$2,436,910         |
| 278  | 1118  | Johnstown        | Geistown Shopping Center           | 82,417            | \$29.47                   | \$2,428,544         |
|      |       |                  | 2451 Bedford St                    |                   |                           |                     |
| 279  | 0916  | Bristol          | Bristol Park                       | 105,442           | \$22.96                   | \$2,420,912         |
|      |       |                  | 238 Commerce Circle                |                   |                           |                     |
| 280  | 4815  | Easton           | Forks Town Center                  | 94,599            | \$25.46                   | \$2,408,147         |
|      |       |                  | 341 Town Center Blvd.              |                   |                           |                     |
| 281  | 4813  | Bethlehem        | 30 E 4th St                        | 82,095            | \$29.18                   | \$2,395,728         |
| 282  | 3510  | Peckville        | Plaza 1500                         | 82,906            | \$28.88                   | \$2,394,507         |
|      |       |                  | 1531 Main St                       |                   |                           |                     |
| 283  | 0263  | Pittsburgh       | 418 E Ohio St                      | 138,967           | \$17.20                   | \$2,390,603         |
| 284  | 5145  | Philadelphia     | 5235 Frankford Ave                 | 166,839           | \$14.24                   | \$2,375,191         |
| 285  | 0901  | Hatfield         | Hilltown Crossings Shop Ct         | 86,113            | \$27.47                   | \$2,365,384         |
|      |       |                  | 1547 Bethlehem Pke                 |                   |                           |                     |
| 286  | 4605  | Cheltenham       | Melrose Shopping Center            | 107,558           | \$21.90                   | \$2,355,456         |
|      |       |                  | 103 W Cheltenham Ave               |                   |                           |                     |
| 287  | 9206  | McKees Rocks     | Kenmawr Plaza                      | 85,151            | \$27.66                   | \$2,355,005         |
|      |       |                  | 510 Pine Hollow Rd                 |                   |                           |                     |
| 288  | 5501  | Selinsgrove      | 517 N Market St                    | 80,557            | \$29.10                   | \$2,344,573         |
| 289  | 1518  | West Chester     | The Marketplace Shop Ctr 1         | 94,435            | \$24.74                   | \$2,336,191         |
|      |       |                  | 502 W Chester Pike                 |                   |                           |                     |
| 290  | 0209  | Pittsburgh       | 4104 Butler St                     | 73,481            | \$31.75                   | \$2,333,049         |
| 291  | 2006  | Meadville        | 19017 Park Avenue Plaza            | 61,515            | \$37.67                   | \$2,317,475         |
| 292  | 1515  | Exton            | Marchwood Shopping Center          | 81,361            | \$28.40                   | \$2,310,521         |
|      |       |                  | 23 Marchwood Rd                    |                   |                           |                     |
| 293  | 1119  | Johnstown        | 1735 Lyter Dr                      | 76,903            | \$30.03                   | \$2,309,015         |
| 294  | 0288  | Pittsburgh       | 530-A Caste Village SC             | 82,287            | \$28.00                   | \$2,304,217         |
| 295  | 5180  | Philadelphia     | 3521 Cottman Ave                   | 104,113           | \$22.00                   | \$2,290,644         |
| 296  | 4810  | Bethlehem        | Bethlehem Square SC                | 88,468            | \$25.87                   | \$2,289,025         |
|      |       |                  | 3926 Nazareth Pike, Unit 11        |                   |                           |                     |



**Table 8: Stores Ranked By Total Dollar Sales Amounts, RY 2010-11, Continued**

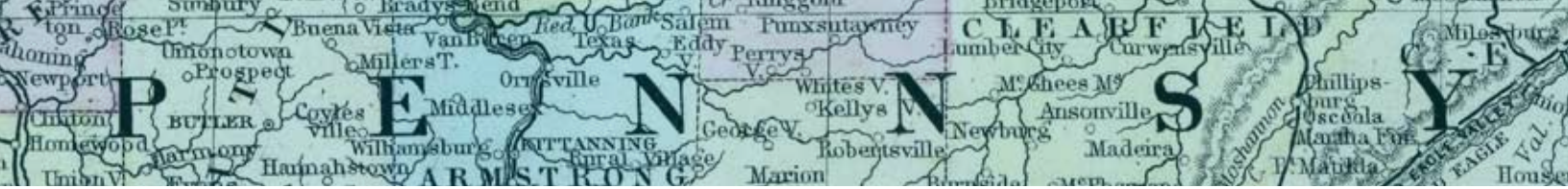
| Rank | Store | City         | Address                             | Transaction Count | Avg. Value of Transaction | Dollar Sales Amount |
|------|-------|--------------|-------------------------------------|-------------------|---------------------------|---------------------|
| 297  | 5152  | Philadelphia | Erie Plaza 3772 L St                | 105,681           | \$21.64                   | \$2,286,465         |
| 298  | 6302  | Canonsburg   | 43 E Pike St                        | 79,016            | \$28.87                   | \$2,281,110         |
| 299  | 0234  | Pittsburgh   | West View Sc                        | 96,566            | \$23.49                   | \$2,268,591         |
|      |       |              | 1012 West View Park Dr              |                   |                           |                     |
| 300  | 1901  | Berwick      | 35 Briar Creek Road                 | 76,689            | \$29.53                   | \$2,264,753         |
| 301  | 3921  | Allentown    | Airport Plaza Shopping Ctr          | 72,799            | \$31.00                   | \$2,256,919         |
|      |       |              | 1247 Airport Rd                     |                   |                           |                     |
| 302  | 6525  | Greensburg   | 6041 Route 30, Suite 350            | 82,053            | \$27.47                   | \$2,253,729         |
| 303  | 0921  | Yardley      | Yardley Shopping Center             | 61,669            | \$36.47                   | \$2,249,319         |
|      |       |              | 25 S Main St                        |                   |                           |                     |
| 304  | 4013  | Wilkes-Barre | South Main Plaza                    | 103,945           | \$21.62                   | \$2,246,867         |
|      |       |              | 379 S Main St                       |                   |                           |                     |
| 305  | 0203  | Pittsburgh   | Braddock Hills Shopping Ct          | 88,422            | \$25.34                   | \$2,241,007         |
|      |       |              | 230 Yost Blvd                       |                   |                           |                     |
| 306  | 0285  | Allison Park | 4706 William Flynn Hwy Suite 8      | 71,776            | \$30.79                   | \$2,210,306         |
| 307  | 0282  | White Oak    | Oak Park Mall                       | 82,686            | \$26.73                   | \$2,209,904         |
|      |       |              | 2001 Lincoln Way                    |                   |                           |                     |
| 308  | 0927  | Pipersville  | Plumstead Square Shop Ctr           | 80,198            | \$27.55                   | \$2,209,430         |
|      |       |              | 5837 Easton Rd                      |                   |                           |                     |
| 309  | 3803  | Palmyra      | Palmyra Shopping Center             | 83,639            | \$26.38                   | \$2,206,392         |
|      |       |              | 901 E Main St Suite 12              |                   |                           |                     |
| 310  | 3504  | Childs       | 529 Main St                         | 74,748            | \$29.46                   | \$2,202,301         |
| 311  | 4805  | Northampton  | 1910 Center St                      | 85,500            | \$25.73                   | \$2,199,564         |
| 312  | 3708  | New Castle   | 2410 Wilmington Rd                  | 82,848            | \$26.48                   | \$2,193,613         |
| 313  | 0294  | Mckeesport   | Olympia Shopping Center             | 67,236            | \$32.62                   | \$2,193,112         |
|      |       |              | 4313 Walnut St                      |                   |                           |                     |
| 314  | 2511  | Erie         | 737 East 38th St                    | 92,369            | \$23.72                   | \$2,190,645         |
| 315  | 4031  | Hazleton     | Hazleton Shopping Center            | 79,176            | \$27.60                   | \$2,185,282         |
|      |       |              | 534 W. Broad Street                 |                   |                           |                     |
| 316  | 0280  | Pittsburgh   | 2800 Robinson Blvd                  | 108,878           | \$20.03                   | \$2,180,647         |
| 317  | 5108  | Philadelphia | 3250 N Broad Street                 | 127,643           | \$17.04                   | \$2,174,800         |
| 318  | 1002  | Harmony      | 9 Northgate Plaza Unit 5            | 77,545            | \$27.78                   | \$2,154,130         |
| 319  | 1526  | Phoenixville | 785 Starr Street                    | 90,079            | \$23.89                   | \$2,152,326         |
| 320  | 0218  | Pittsburgh   | 2947 W Liberty Ave                  | 73,576            | \$29.23                   | \$2,150,353         |
| 321  | 3603  | Columbia     | Columbia Shopping Ctr               | 83,157            | \$25.85                   | \$2,149,655         |
|      |       |              | 36 S 18th St                        |                   |                           |                     |
| 322  | 3602  | Lancaster    | 252 N Queen St 1st Fl               | 105,640           | \$20.33                   | \$2,148,073         |
| 323  | 3610  | Denver       | Muddy Creek Shoppes                 | 72,025            | \$29.67                   | \$2,136,999         |
|      |       |              | 2350 N Reading Rd Str 11            |                   |                           |                     |
| 324  | 0264  | Pittsburgh   | Shaler Plaza Suite 7                | 69,647            | \$30.59                   | \$2,130,452         |
|      |       |              | 880 Butler St                       |                   |                           |                     |
| 325  | 6703  | Hanover      | Grandview Plaza Complex             | 74,831            | \$28.47                   | \$2,130,414         |
|      |       |              | 1446 Baltimore St, Unit G           |                   |                           |                     |
| 326  | 2518  | Edinboro     | Washington Towne Center             | 78,771            | \$27.04                   | \$2,130,360         |
|      |       |              | 140 Washington Towne Blvd           |                   |                           |                     |
| 327  | 4903  | Sunbury      | Sunbury Plaza 1135 N. 4th Street    | 71,564            | \$29.67                   | \$2,123,190         |
| 328  | 2201  | Harrisburg   | Kline Village Shopping Ctr          | 106,019           | \$19.99                   | \$2,119,414         |
|      |       |              | 29 Kline Village                    |                   |                           |                     |
| 329  | 3204  | Indiana      | Townfair Plaza                      | 72,323            | \$29.26                   | \$2,116,422         |
|      |       |              | 475 Ben Franklin South, Sts 30 & 32 |                   |                           |                     |
| 330  | 0923  | Warminster   | 864 E Street Rd                     | 69,490            | \$30.41                   | \$2,112,894         |
| 331  | 0935  | Jamison      | Warwick Square Shop Ctr             | 71,067            | \$29.69                   | \$2,110,312         |
|      |       |              | 2395 Old York Rd                    |                   |                           |                     |
| 332  | 2217  | Harrisburg   | Swatara Square                      | 80,920            | \$26.04                   | \$2,106,998         |
|      |       |              | 6301 Grayson Rd Suite A118          |                   |                           |                     |
| 333  | 9213  | Pittsburgh   | 2356 Golden Mile Hwy                | 81,032            | \$25.90                   | \$2,098,938         |
| 334  | 1521  | Downingtown  | Brandywine Village Shp Ctr          | 78,189            | \$26.83                   | \$2,097,744         |
|      |       |              | 1239 Horseshoe Pike Rt 322          |                   |                           |                     |
| 335  | 6601  | Tunkhannock  | 2 Village Center                    | 75,217            | \$27.80                   | \$2,091,100         |
| 336  | 2109  | Camp Hill    | Harrisburg West SC                  | 77,850            | \$26.76                   | \$2,083,648         |
|      |       |              | 3441 Simpson Ferry Rd               |                   |                           |                     |
| 337  | 2206  | Middletown   | Midtown Plaza                       | 84,681            | \$24.56                   | \$2,079,767         |
|      |       |              | 430 E Main Street                   |                   |                           |                     |
| 338  | 3101  | Huntingdon   | 7657 Lake Raystown SC               | 73,491            | \$28.29                   | \$2,078,792         |
| 339  | 4007  | Nanticoke    | 13 Weis Plaza                       | 81,006            | \$25.60                   | \$2,073,448         |





**Table 8: Stores Ranked By Total Dollar Sales Amounts, RY 2010-11, continued**

| Rank | Store | City           | Address  | Transaction Count | Avg. Value of Transaction | Dollar Sales Amount |
|------|-------|----------------|--|-------------------|---------------------------|---------------------|
| 340  | 0608  | Sinking Spring | Springtown Shopping Ctr<br>2671 Shillington Rd           | 77,963            | \$26.09                   | \$2,033,871         |
| 341  | 5408  | Pottsville     | 888 Gordon Nagle Trail                                   | 66,192            | \$30.71                   | \$2,032,471         |
| 342  | 0606  | Hamburg        | 500 Hawk Ridge Dr Suite #8                               | 68,077            | \$29.82                   | \$2,030,060         |
| 343  | 0220  | Oakmont        | 624 Allegheny River Blvd                                 | 45,196            | \$44.86                   | \$2,027,421         |
| 344  | 0308  | Kittanning     | Franklin Village Shpg Ctr<br>13 Franklin Village Mall    | 69,361            | \$29.07                   | \$2,016,257         |
| 345  | 2208  | Harrisburg     | Uptown Plaza<br>2943 N 7th St                            | 104,730           | \$19.16                   | \$2,006,366         |
| 346  | 9105  | Philadelphia   | 4600 Lancaster Ave                                       | 122,126           | \$16.34                   | \$1,995,281         |
| 347  | 1005  | Butler         | Bon Aire Plaza<br>1101 N Main St                         | 72,745            | \$27.39                   | \$1,992,306         |
| 348  | 0275  | Pittsburgh     | 826 Hazelwood Ave  | 73,752            | \$27.01                   | \$1,991,680         |
| 349  | 5401  | Pottsville     | 530 Pottsville Park Plaza<br>Route 61 North              | 75,774            | \$26.25                   | \$1,989,349         |
| 350  | 2309  | Brookhaven     | 4117 Edgmont Ave   | 101,384           | \$19.61                   | \$1,988,278         |
| 351  | 0801  | Sayre          | 2323 N Elmira St   | 68,257            | \$29.06                   | \$1,983,474         |
| 352  | 5198  | Philadelphia   | Freedom Square Shop Center<br>5113 Germantown Ave        | 107,863           | \$18.33                   | \$1,977,664         |
| 353  | 1503  | West Grove     | Shoppes at Jenners Village<br>831 W Baltimore Pike Ste E | 84,699            | \$23.26                   | \$1,970,074         |
| 354  | 0255  | Cheswick       | Cheswick Plaza<br>1302 Pittsburgh St                     | 61,221            | \$32.18                   | \$1,969,915         |
| 355  | 4032  | West Hazleton  | 12 Diana Lane  | 65,485            | \$30.07                   | \$1,969,132         |
| 356  | 6702  | Etters         | 150 Newberry Commons                                     | 68,360            | \$28.77                   | \$1,966,798         |
| 357  | 4644  | Horsham        | 900 Village Mall   | 93,032            | \$21.09                   | \$1,961,949         |
| 358  | 3902  | Schnecksville  | 5041 Rt 873  | 75,833            | \$25.83                   | \$1,958,705         |
| 359  | 0918  | Trevoise       | Trevoise Shopping Plaza<br>560 Andrews Rd                | 79,016            | \$24.78                   | \$1,957,907         |
| 360  | 3618  | Morgantown     | Clock Tower Plaza II, Ste 1<br>2846 Main St              | 71,852            | \$27.19                   | \$1,953,992         |
| 361  | 0930  | Warrington     | Doylestown Point Plaza<br>1661 Easton Rd                 | 64,635            | \$30.09                   | \$1,945,139         |
| 362  | 3520  | Scranton       | Green Ridge Plaza<br>1600 Nay Aug Ave                    | 84,255            | \$23.07                   | \$1,943,479         |
| 363  | 4002  | Wilkes-Barre   | 7 George Avenue  | 86,564            | \$22.43                   | \$1,941,788         |
| 364  | 3502  | Dickson City   | 1512 Scranton Carbondale H                               | 60,729            | \$31.87                   | \$1,935,727         |
| 365  | 2603  | Connellsville  | 808 Vanderbilt Road                                      | 63,308            | \$30.50                   | \$1,930,628         |
| 366  | 4034  | Wyoming        | 1008 Wyoming Ave   | 69,790            | \$27.64                   | \$1,929,163         |
| 367  | 2513  | Erie           | East Erie Plaza Shop Ctr<br>828 E. Sixth St              | 71,464            | \$26.87                   | \$1,920,367         |
| 368  | 6501  | Greensburg     | 105 Harrison Ave   | 59,150            | \$32.43                   | \$1,918,471         |
| 369  | 5127  | Philadelphia   | 2511 W Girard Ave  | 102,268           | \$18.62                   | \$1,904,507         |
| 370  | 4104  | Muncy          | 1274 East Penn St  | 63,085            | \$30.12                   | \$1,900,216         |
| 371  | 0603  | Sinking Spring | Sinking Spring Plaza<br>4880 Penn Ave                    | 64,010            | \$29.49                   | \$1,887,615         |
| 372  | 5120  | Philadelphia   | Academy Plaza<br>3246 Red Lion Rd                        | 93,522            | \$20.18                   | \$1,887,483         |
| 373  | 2517  | Erie           | 3412 W Lake Rd   | 51,442            | \$36.61                   | \$1,883,250         |
| 374  | 3518  | Scranton       | Keyser Oak Plaza Str 11<br>1762 Keyser Oak Ave           | 75,005            | \$25.10                   | \$1,882,965         |
| 375  | 3601  | New Holland    | New Holland Shopping Ctr<br>681 W Main St                | 68,186            | \$27.41                   | \$1,869,017         |
| 376  | 9212  | Imperial       | Penn Lincoln Center<br>440 Penn Lincoln Dr               | 62,624            | \$29.70                   | \$1,859,789         |
| 377  | 5171  | Philadelphia   | 4177 Ridge Ave   | 80,961            | \$22.93                   | \$1,856,077         |
| 378  | 6701  | York           | Yorktowne Mall<br>131 N Duke St, Suite 4                 | 59,600            | \$31.14                   | \$1,855,957         |
| 379  | 0705  | Altoona        | Chestnut Plaza<br>220 E. Chestnut Ave                    | 76,149            | \$24.34                   | \$1,853,250         |
| 380  | 2805  | Chambersburg   | Lincoln Way Shop Center<br>1670 Lincoln Way E            | 81,426            | \$22.76                   | \$1,853,101         |
| 381  | 4803  | Pen Argyl      | 1375 Blue Valley Dr                                      | 74,313            | \$24.88                   | \$1,849,120         |
| 382  | 0904  | Perkasie       | Perkasie Square<br>511 Constitution Ave                  | 77,049            | \$23.99                   | \$1,848,508         |



**Table 8: Stores Ranked By Total Dollar Sales Amounts, RY 2010-11, Continued**

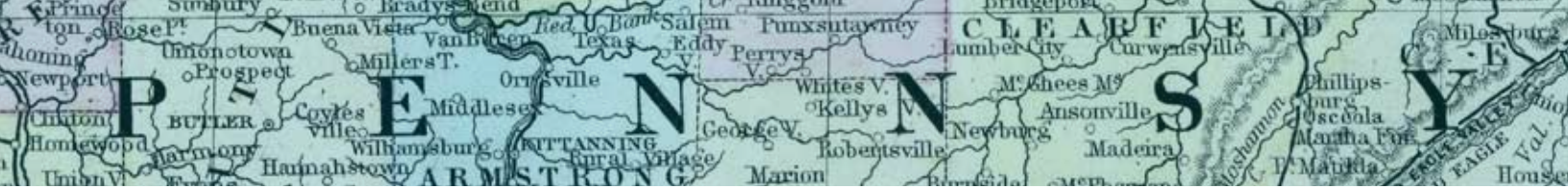
| Rank | Store | City             | Address  | Transaction Count | Avg. Value of Transaction | Dollar Sales Amount |
|------|-------|------------------|--|-------------------|---------------------------|---------------------|
| 383  | 4801  | Walnutport       | Walnutport Shopping Center<br>200C S Best Ave      | 70,257            | \$26.25                   | \$1,844,550         |
| 384  | 3503  | Scranton         | Price Chopper Shopping Ctr<br>1520 S Main Ave      | 73,170            | \$25.04                   | \$1,832,003         |
| 385  | 0295  | North Versailles | Great Valley Mart<br>355 Lincoln Hwy               | 89,217            | \$20.48                   | \$1,827,505         |
| 386  | 1102  | Johnstown        | East Hills Plaza<br>1513 Scalp Ave                 | 68,613            | \$26.62                   | \$1,826,468         |
| 387  | 4902  | Coal Township    | The Plaza At Coal Township<br>9345 State Route 61  | 61,345            | \$29.75                   | \$1,824,979         |
| 388  | 2304  | Newtown Square   | Edgemont Square Shop Ctr<br>4839 West Chester Pike | 50,985            | \$35.59                   | \$1,814,510         |
| 389  | 6512  | Delmont          | Salem 22 Plaza<br>6518 Route 22, Suite 444         | 63,456            | \$28.55                   | \$1,811,588         |
| 390  | 1009  | Sarver           | 240 Buffalo Plaza                                  | 58,360            | \$30.99                   | \$1,808,704         |
| 391  | 3609  | Mount Joy        | Mount Joy Square<br>921 E Main St                  | 68,963            | \$26.17                   | \$1,804,546         |
| 392  | 4028  | Wilkes-Barre     | 850 Sans Souci Pky                                 | 71,440            | \$25.25                   | \$1,803,947         |
| 393  | 2111  | Enola            | East Penn Center<br>736 Wertzville Road            | 68,328            | \$26.37                   | \$1,801,612         |
| 394  | 1006  | Butler           | 340 Greater Butler Mart                            | 58,039            | \$30.72                   | \$1,783,163         |
| 395  | 0936  | New Britain      | Town Center Shopping Ctr<br>300 Town Center        | 69,068            | \$25.81                   | \$1,782,697         |
| 396  | 4303  | Greenville       | 100 Hadley Rd., #7                                 | 58,125            | \$30.56                   | \$1,776,043         |
| 397  | 5136  | Philadelphia     | Blue Grass Shop Ctr<br>2417 Welsh Rd, Str 8        | 75,021            | \$23.67                   | \$1,775,763         |
| 398  | 4308  | Grove City       | 33 Pine Grove Square Dr                            | 69,295            | \$25.53                   | \$1,769,020         |
| 399  | 0283  | Natrona Heights  | Heights Plaza<br>1632 Pacific Ave                  | 70,398            | \$25.12                   | \$1,768,416         |
| 400  | 2325  | Aston            | 3486 Concord Rd, Str 11                            | 76,868            | \$22.96                   | \$1,765,143         |
| 401  | 1519  | Malvern          | The Shops At Great Valley<br>20 Liberty Blvd       | 57,959            | \$30.40                   | \$1,761,987         |
| 402  | 2218  | Hershey          | 731 Cherry Drive                                   | 73,010            | \$24.13                   | \$1,761,721         |
| 403  | 0202  | Verona           | River Town Shops<br>90 Allegheny River Blvd        | 67,842            | \$25.92                   | \$1,758,533         |
| 404  | 6314  | Washington       | 980 Jefferson Ave                                  | 81,930            | \$21.42                   | \$1,754,946         |
| 405  | 5403  | Tamaqua          | 141 N. Railroad Street                             | 69,137            | \$25.26                   | \$1,746,202         |
| 406  | 5202  | Hawley           | Vill Ctr At Lords Valley Hc8<br>Box 8416 Rt 739    | 69,568            | \$25.06                   | \$1,743,155         |
| 407  | 0707  | Altoona          | Valley View Shop Ctr<br>613 Pleasant Valley Blvd   | 59,198            | \$29.42                   | \$1,741,603         |
| 408  | 0604  | Reading          | 4721 Perkiomen Ave.                                | 55,634            | \$31.27                   | \$1,739,433         |
| 409  | 2802  | Waynesboro       | Wayne Heights Mall<br>1507-1509 East Main St       | 55,483            | \$31.14                   | \$1,727,586         |
| 410  | 2520  | Girard           | Imperial Point Plaza<br>9135 Ridge Rd              | 58,150            | \$29.62                   | \$1,722,580         |
| 411  | 3521  | Covington Twp    | 921 Drinker Tpk, Suite 23                          | 64,156            | \$26.80                   | \$1,719,628         |
| 412  | 0261  | Pittsburgh       | 2629 Brownsville Rd                                | 68,595            | \$25.05                   | \$1,718,155         |
| 413  | 6102  | Franklin         | 541 Allegheny Blvd                                 | 58,869            | \$29.13                   | \$1,714,746         |
| 414  | 5802  | Montrose         | Price Chopper Plaza<br>1670 State Roue 706, Ste 6  | 52,530            | \$32.63                   | \$1,714,034         |
| 415  | 4802  | Easton           | 111 Northampton St                                 | 66,266            | \$25.85                   | \$1,712,721         |
| 416  | 6509  | Mt Pleasant      | 208 Countryside Plaza                              | 65,595            | \$26.08                   | \$1,710,951         |
| 417  | 1705  | Clearfield       | Clearfield Mall 1824 Daisy St                      | 58,580            | \$29.11                   | \$1,705,182         |
| 418  | 0252  | Pittsburgh       | 4643 Centre Ave                                    | 77,249            | \$22.05                   | \$1,703,672         |
| 419  | 2317  | Ridley Park      | 12 E Hinckley Ave                                  | 74,390            | \$22.89                   | \$1,703,114         |
| 420  | 9210  | Verona           | Community Plaza<br>1103 Milltown Rd                | 68,809            | \$24.51                   | \$1,686,740         |
| 421  | 6506  | Mount Pleasant   | 656 Main St  | 27,870            | \$60.44                   | \$1,684,547         |
| 422  | 0206  | McKees Rocks     | McKees Rocks Plz<br>409 Chartiers Ave              | 80,320            | \$20.94                   | \$1,681,961         |
| 423  | 0242  | Monroeville      | Haymaker Village Shops<br>4524 Broadway Blvd       | 57,752            | \$29.09                   | \$1,679,989         |
| 424  | 0210  | South Park       | The Bavarian Village<br>2550 Brownsville Rd        | 58,443            | \$28.71                   | \$1,677,856         |
| 425  | 0230  | Pittsburgh       | 529 Liberty Ave                                    | 115,001           | \$14.56                   | \$1,674,105         |



**Table 8: Stores Ranked By Total Dollar Sales Amounts, RY 2010-11, continued**

| Rank | Store | City             | Address                    | Transaction Count | Avg. Value of Transaction | Dollar Sales Amount |
|------|-------|------------------|----------------------------|-------------------|---------------------------|---------------------|
| 426  | 0216  | Carnegie         | 102 E Main St              | 73,824            | \$22.66                   | \$1,673,103         |
| 427  | 0610  | Kenhorst         | 300 Kenhorst Plaza         | 70,050            | \$23.87                   | \$1,672,092         |
| 428  | 3505  | Old Forge        | 305 S Main St              | 55,943            | \$29.86                   | \$1,670,532         |
| 429  | 2108  | Enola            | Summerville Plaza Shop Ctr | 58,847            | \$28.30                   | \$1,665,406         |
|      |       |                  | 443 N Enola Rd             |                   |                           |                     |
| 430  | 2402  | St Marys         | St Marys Plaza Shop Ctr    | 55,118            | \$29.87                   | \$1,646,504         |
|      |       |                  | 832 S St Marys Rd          |                   |                           |                     |
| 431  | 4106  | Williamsport     | 2067 Locomotive Creek Rd   | 62,455            | \$26.35                   | \$1,645,789         |
| 432  | 0217  | Coraopolis       | 1110 Fourth Ave            | 59,928            | \$27.44                   | \$1,644,591         |
| 433  | 0408  | New Brighton     | 816 3rd Ave                | 65,866            | \$24.85                   | \$1,636,719         |
| 434  | 0617  | Womelsdorf       | Tulpehocken Village SC     | 56,742            | \$28.75                   | \$1,631,164         |
|      |       |                  | 430 N Third St             |                   |                           |                     |
| 435  | 1304  | Lehigh           | 143 South St               | 59,744            | \$27.10                   | \$1,619,030         |
| 436  | 4107  | Montoursville    | 803 N Loyalsock Ave        | 59,224            | \$27.17                   | \$1,609,250         |
| 437  | 4022  | Mountaintop      | Weis Market Shopping Ctr   | 57,157            | \$28.15                   | \$1,609,059         |
|      |       |                  | South Mountain Blvd Rd 9   |                   |                           |                     |
| 438  | 2315  | Boothwyn         | 643 Conchester Pike        | 41,424            | \$38.79                   | \$1,606,875         |
| 439  | 0802  | Towanda          | Colonial Plaza             | 56,272            | \$28.11                   | \$1,581,643         |
|      |       |                  | 387 York Ave, Suite 2      |                   |                           |                     |
| 440  | 2611  | Uniontown        | Uniontown Shop Ctr         | 59,820            | \$26.30                   | \$1,573,542         |
|      |       |                  | 946 Morgantown Rd          |                   |                           |                     |
| 441  | 5905  | Mansfield        | Mansfield Plaza            | 50,024            | \$31.30                   | \$1,565,983         |
|      |       |                  | 181 N Main St              |                   |                           |                     |
| 442  | 5903  | Wellsboro        | 16 Crafton St              | 51,228            | \$30.41                   | \$1,557,597         |
| 443  | 0281  | Glenshaw         | 1706 Mt Royal Blvd         | 61,183            | \$25.44                   | \$1,556,312         |
| 444  | 1302  | Jim Thorpe       | 1215 North Street          | 47,667            | \$32.20                   | \$1,534,849         |
| 445  | 3605  | Manheim          | Manheim Shop Ctr           | 57,959            | \$26.47                   | \$1,534,390         |
|      |       |                  | 97 Doe Run Road            |                   |                           |                     |
| 446  | 3702  | Ellwood City     | 729 Lawrence Ave           | 53,468            | \$28.65                   | \$1,531,922         |
| 447  | 6522  | New Stanton      | 111 Westmore Ave           | 49,304            | \$30.96                   | \$1,526,593         |
| 448  | 1008  | Slippery Rock    | Slippery Rock Plaza Ste 2  | 64,049            | \$23.70                   | \$1,518,223         |
|      |       |                  | 223 Grove City Rd          |                   |                           |                     |
| 449  | 4904  | Milton           | Weis Market Shop Ctr       | 54,858            | \$27.63                   | \$1,515,569         |
|      |       |                  | 551 Mahoning St            |                   |                           |                     |
| 450  | 4809  | Bath             | Bath Shopping Center       | 58,705            | \$25.80                   | \$1,514,827         |
|      |       |                  | 362 S Walnut St            |                   |                           |                     |
| 451  | 2225* | Harrisburg       | 990 Briarsdale Road Unit A | 17,734            | \$85.41                   | \$1,514,633         |
| 452  | 0297  | West Mifflin     | Village Shopping Center    | 53,151            | \$28.30                   | \$1,504,057         |
|      |       |                  | 1874 Homeville Rd          |                   |                           |                     |
| 453  | 1401  | Bellefonte       | 114 N Spring St            | 53,756            | \$27.95                   | \$1,502,676         |
| 454  | 4025  | Conyngham        | Valley Plaza               | 55,463            | \$27.09                   | \$1,502,578         |
|      |       |                  | 653 State Rte 93, Store 3  |                   |                           |                     |
| 455  | 4634  | Norristown       | 2028 Old Arch Rd Store 4   | 71,139            | \$20.99                   | \$1,493,103         |
| 456  | 0931  | Perkasie         | 341 Dublin Pike            | 56,542            | \$26.19                   | \$1,480,643         |
| 457  | 0908  | Penndel          | Us 1 Plaza                 | 67,617            | \$21.89                   | \$1,479,861         |
|      |       |                  | 315 W Lincoln Hwy          |                   |                           |                     |
| 458  | 1603  | Clarion          | 58 Staples Plaza, Ste 15   | 49,970            | \$29.44                   | \$1,471,285         |
| 459  | 0273  | Pittsburgh       | 3202 Brighton Rd           | 77,314            | \$19.01                   | \$1,469,801         |
| 460  | 4806  | Nazareth         | 34 S Broad St              | 58,563            | \$24.95                   | \$1,461,385         |
| 461  | 4023  | W Pittston       | 801 Wyoming Ave            | 57,120            | \$25.58                   | \$1,461,327         |
| 462  | 2504  | North East       | Plaza 10720 W Main St      | 49,205            | \$29.59                   | \$1,455,996         |
| 463  | 3805  | Cleona           | Cleona Square Shop Ctr     | 55,953            | \$25.74                   | \$1,440,097         |
|      |       |                  | 471 W. Penn Ave            |                   |                           |                     |
| 464  | 6511  | Belle Vernon     | 4627 Route 51, Suite 520   | 50,751            | \$28.35                   | \$1,438,813         |
| 465  | 1601  | Clarion          | 800 Center                 | 43,465            | \$32.84                   | \$1,427,391         |
|      |       |                  | 845 Main St                |                   |                           |                     |
| 466  | 0236  | Elizabeth        | 820 McKeesport Rd          | 54,422            | \$26.21                   | \$1,426,195         |
| 467  | 5409  | Orwigsburg       | Federal Square             | 40,014            | \$35.25                   | \$1,410,317         |
|      |       |                  | 705 W Market St Suite 3    |                   |                           |                     |
| 468  | 0279  | Pittsburgh       | 722 Brookline Blvd         | 60,912            | \$23.12                   | \$1,408,410         |
| 469  | 6514  | Vandergrift      | 147 Columbia Ave           | 52,346            | \$26.84                   | \$1,405,191         |
| 470  | 5001  | Newport          | 8 Newport Plaza            | 53,239            | \$25.89                   | \$1,378,561         |
| 471  | 6510  | Lower Burrell    | 249 Hillcrest SC           | 52,686            | \$26.13                   | \$1,376,597         |
|      |       |                  | 3220 Leechburg Road        |                   |                           |                     |
| 472  | 5412  | Schuylkill Haven | 515 Dock Street            | 51,790            | \$26.52                   | \$1,373,434         |





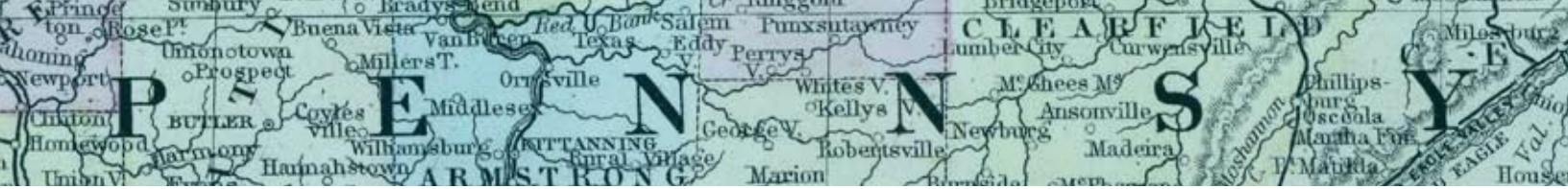
**Table 8: Stores Ranked By Total Dollar Sales Amounts, RY 2010-11, continued**

| Rank | Store | City           | Address  | Transaction Count | Avg. Value of Transaction | Dollar Sales Amount |
|------|-------|----------------|--|-------------------|---------------------------|---------------------|
| 473  | 6706  | Manchester     | Chester Square Shop Ctr<br>4169 N George St Extended | 59,092            | \$23.15                   | \$1,368,070         |
| 474  | 0403  | Ambridge       | 999 Merchant St                                      | 54,911            | \$24.80                   | \$1,362,031         |
| 475  | 3523  | Eynon          | 771 Scranton Carbondale Hwy                          | 45,848            | \$29.37                   | \$1,346,727         |
| 476  | 0219  | West Mifflin   | Kennywood Shops<br>1326 Hoffman Blvd                 | 67,496            | \$19.80                   | \$1,336,751         |
| 477  | 6101  | Oil City       | Seneca Street Plaza<br>50 Seneca St                  | 40,948            | \$32.52                   | \$1,331,554         |
| 478  | 0402  | Hopewell Twp   | Green Garden SC<br>3113 Green Garden Rd              | 54,866            | \$24.19                   | \$1,327,252         |
| 479  | 6304  | Charleroi      | 105 Third St   | 42,944            | \$30.67                   | \$1,316,912         |
| 480  | 2515  | Erie           | Commodore Perry Plaza<br>2208 Broad St               | 62,625            | \$20.97                   | \$1,313,480         |
| 481  | 3612  | Gap            | VillageAt Gap Shop Ctr<br>5360 Lincoln Hwy Store 14  | 48,791            | \$26.53                   | \$1,294,555         |
| 482  | 3706  | New Castle     | 4 Cascade Galleria<br>100 S Jefferson St             | 58,177            | \$22.11                   | \$1,286,101         |
| 483  | 6505  | New Kensington | 328 Central City Plz                                 | 58,325            | \$21.98                   | \$1,281,795         |
| 484  | 4604  | Pottstown      | 212 E High St  | 68,799            | \$18.57                   | \$1,277,857         |
| 485  | 4017  | Plains         | Plains Plaza<br>21 N River St                        | 47,362            | \$26.94                   | \$1,275,839         |
| 486  | 1706  | Philipsburg    | 4A Peebles Plaza                                     | 49,760            | \$25.61                   | \$1,274,219         |
| 487  | 3501  | Moosic         | 3364 Birney Plaza                                    | 43,364            | \$29.35                   | \$1,272,769         |
| 488  | 2316  | Newtown Square | Newtown Sqare Shopping Ctr<br>3590 West Chester Pike | 52,630            | \$23.90                   | \$1,258,059         |
| 489  | 6516  | Jeannette      | Penn Crossing Shopping Ctr<br>2012 Penny Lane        | 46,403            | \$27.09                   | \$1,257,044         |
| 490  | 2204  | Steelton       | 325 N Front St                                       | 47,684            | \$26.06                   | \$1,242,876         |
| 491  | 3001  | Waynesburg     | Widewaters Commons<br>55 Sugar Run Rd Suite 105      | 48,847            | \$25.35                   | \$1,238,380         |
| 492  | 0204  | Homestead      | 139 E 8th Ave  | 54,065            | \$22.90                   | \$1,238,192         |
| 493  | 0412  | Baden          | Northern Lts Shoppers City<br>1603 State St, West    | 49,134            | \$25.07                   | \$1,232,005         |
| 494  | 3302  | Punxsutawney   | 567 W Mahoning St                                    | 43,719            | \$28.11                   | \$1,229,085         |
| 495  | 0223  | Pittsburgh     | 126 Grant Ave  | 52,305            | \$23.19                   | \$1,212,727         |
| 496  | 0212  | Pittsburgh     | 959 Liberty Ave                                      | 49,936            | \$24.19                   | \$1,207,876         |
| 497  | 2002  | Titusville     | 126 S Martin St                                      | 43,074            | \$28.00                   | \$1,206,097         |
| 498  | 4301  | Sharon         | Sharon Ctr City Shop Ctr<br>120 S Water Ave          | 51,688            | \$23.29                   | \$1,203,604         |
| 499  | 6504  | Jeannette      | 114 S Fifth St                                       | 37,168            | \$31.82                   | \$1,182,502         |
| 500  | 9203  | Leetsdale      | 3 Quaker Village SC                                  | 40,455            | \$29.07                   | \$1,175,991         |
| 501  | 5402  | Shenandoah     | 9 Gold Star Plaza                                    | 49,563            | \$23.72                   | \$1,175,837         |
| 502  | 4811  | Wind Gap       | 15 N Broadway  | 50,178            | \$23.28                   | \$1,167,898         |
| 503  | 6306  | Monongahela    | 245 W Main St  | 46,017            | \$25.26                   | \$1,162,252         |
| 504  | 0271  | Munhall        | 3408 Main St   | 45,076            | \$25.45                   | \$1,147,359         |
| 505  | 0205  | Mckeesport     | 149 5th Ave  | 65,618            | \$17.34                   | \$1,137,893         |
| 506  | 4503  | Cresco         | 1152 Route 390                                       | 40,684            | \$27.95                   | \$1,136,949         |
| 507  | 0902  | Doylestown     | 19 W Court St  | 28,239            | \$40.23                   | \$1,136,186         |
| 508  | 4103  | Jersey Shore   | 354 Allegheny St                                     | 41,054            | \$27.15                   | \$1,114,632         |
| 509  | 2213  | Halifax        | 3775 Peters Mountain Rd                              | 40,667            | \$27.31                   | \$1,110,654         |
| 510  | 6311  | California     | 327 Third St   | 41,643            | \$26.64                   | \$1,109,202         |
| 511  | 2506  | Corry          | Corry Plaza<br>350 W Columbus Ave                    | 39,833            | \$27.82                   | \$1,108,092         |
| 512  | 4616  | Schwenksville  | 100 Main St  | 43,339            | \$25.49                   | \$1,104,625         |
| 513  | 5148  | Philadelphia   | 1111 Locust Street                                   | 43,320            | \$25.38                   | \$1,099,277         |
| 514  | 1106  | Ebensburg      | College Plaza<br>881 Hills Plaza Dr. Ste 10          | 36,627            | \$29.73                   | \$1,088,800         |
| 515  | 0244  | Glassport      | 739 Monongahela Ave                                  | 48,956            | \$22.12                   | \$1,083,138         |
| 516  | 3701  | New Castle     | Lawrence Village Plaza<br>2656 Ellwood Rd            | 43,316            | \$24.78                   | \$1,073,506         |
| 517  | 0903  | Ottsville      | 8794 Easton Road Suite #1                            | 34,156            | \$31.28                   | \$1,068,342         |
| 518  | 1110  | Ebensburg      | 607 W High St  | 38,582            | \$27.50                   | \$1,060,912         |
| 519  | 5129  | Philadelphia   | 1446 Point Breeze Ave                                | 80,708            | \$13.07                   | \$1,055,119         |
| 520  | 3707  | New Castle     | Westgate Shopping Center<br>2034 W State St          | 39,973            | \$26.36                   | \$1,053,545         |
| 521  | 5603  | Windber        | 1607 Jefferson Ave                                   | 32,570            | \$32.21                   | \$1,049,105         |



**Table 8: Stores Ranked By Total Dollar Sales Amounts, RY 2010-11, Continued**

| Rank | Store | City           | Address   | Transaction Count | Avg. Value of Transaction | Dollar Sales Amount |
|------|-------|----------------|---|-------------------|---------------------------|---------------------|
| 522  | 0601  | Reading        | 537 Penn St   | 59,353            | \$17.42                   | \$1,033,821         |
| 523  | 0293  | Pittsburgh     | Southland Shopping Center<br>523 Clairton Blvd        | 36,197            | \$28.50                   | \$1,031,509         |
| 524  | 6002  | Mifflinburg    | 30 E Chestnut St                                      | 37,661            | \$27.37                   | \$1,030,922         |
| 525  | 9109  | Philadelphia   | Andorra Shopping Center<br>8500 Henry Ave             | 39,127            | \$25.85                   | \$1,011,271         |
| 526  | 3201  | Blairsville    | 215 E Market St                                       | 36,919            | \$27.31                   | \$1,008,222         |
| 527  | 4304  | Mercer         | Rt 58 North   | 36,246            | \$27.74                   | \$1,005,327         |
| 528  | 5179  | Philadelphia   | 6174 Ridge Ave  | 48,317            | \$20.59                   | \$994,840           |
| 529  | 2803  | Greencastle    | Greencastle Market Pl S C<br>512 N Antrim Way         | 39,947            | \$24.48                   | \$978,049           |
| 530  | 4020  | White Haven    | White Haven Shopping Ctr<br>501 Main St               | 35,883            | \$26.68                   | \$957,435           |
| 531  | 4612  | Hatboro        | 225 N York Rd   | 41,595            | \$22.97                   | \$955,545           |
| 532  | 2004  | Linesville     | 211 E Erie St   | 27,994            | \$33.99                   | \$951,595           |
| 533  | 6305  | McDonald       | McDonald Shopping Plaza<br>301 W Barr St              | 36,071            | \$26.08                   | \$940,657           |
| 534  | 1001  | Butler         | Pullman Square Shop Ctr<br>180 Pullman Square, Box 15 | 42,594            | \$21.75                   | \$926,354           |
| 535  | 4109  | S Williamsport | 510 W Southern Ave                                    | 37,582            | \$24.48                   | \$919,942           |
| 536  | 2202  | Harrisburg     | 1200 N 3rd St   | 41,990            | \$21.85                   | \$917,332           |
| 537  | 1104  | Cresson        | 101 Park Ave  | 36,606            | \$25.04                   | \$916,790           |
| 538  | 1101  | Johnstown      | 426 Main St   | 39,665            | \$22.97                   | \$911,216           |
| 539  | 0704  | Tyrone         | 1260 Pennsylvania Ave                                 | 36,724            | \$24.48                   | \$898,999           |
| 540  | 1524  | Oxford         | Oxford Square Shopping Center<br>449 N Third St       | 37,526            | \$23.90                   | \$896,736           |
| 541  | 5301  | Coudersport    | 151 Route 6 West                                      | 32,308            | \$27.61                   | \$892,095           |
| 542  | 1103  | North Cambria  | 910 Philadelphia Ave Suite 1                          | 27,015            | \$32.78                   | \$885,685           |
| 543  | 2219  | Harrisburg     | 333 Market Street                                     | 35,664            | \$24.33                   | \$867,782           |
| 544  | 4504  | Stroudsburg    | 761 Main St   | 17,745            | \$48.13                   | \$854,002           |
| 545  | 1115  | Johnstown      | 20th Ward Shopping Center<br>358 N Sheridan St        | 38,666            | \$21.96                   | \$849,011           |
| 546  | 3301  | Brookville     | 160 Main St   | 28,809            | \$28.97                   | \$834,615           |
| 547  | 1303  | Palmerton      | 221 Delaware Ave                                      | 31,357            | \$26.47                   | \$830,030           |
| 548  | 3002  | Carmichaels    | Brodak Commons<br>554 South 88 Rd                     | 29,947            | \$27.49                   | \$823,290           |
| 549  | 6502  | Latrobe        | 313 Depot St  | 24,657            | \$32.55                   | \$802,471           |
| 550  | 6103  | Cranberry      | 17 Kimberly Lane, Unit 6                              | 36,153            | \$22.12                   | \$799,546           |
| 551  | 5413  | Pine Grove     | 16 Tremont Rd   | 23,514            | \$30.90                   | \$726,494           |
| 552  | 5701  | Dushore        | 121 W Main St   | 26,985            | \$26.87                   | \$725,143           |
| 553  | 2205  | Lykens         | 529 S Market St                                       | 22,529            | \$32.09                   | \$723,036           |
| 554  | 3205  | Indiana        | Regency Mall<br>1570 Oakland Ave Ste 120              | 27,013            | \$26.74                   | \$722,305           |
| 555  | 3401  | Mifflintown    | Weis Shopping Center<br>PO Box 350                    | 27,182            | \$26.24                   | \$713,256           |
| 556  | 5002  | Duncannon      | 65 Main St  | 24,930            | \$27.77                   | \$692,233           |
| 557  | 6503  | Monessen       | 925 Donner Ave  | 19,167            | \$35.58                   | \$682,001           |
| 558  | 5102  | Philadelphia   | 4346 Frankford Ave                                    | 45,755            | \$14.79                   | \$676,874           |
| 559  | 4619  | Bridgeport     | 24 E 4th St   | 25,874            | \$26.15                   | \$676,663           |
| 560  | 0270  | Pittsburgh     | 3643 California Ave                                   | 29,860            | \$21.88                   | \$653,212           |
| 561  | 4901  | Mount Carmel   | 136 S Oak St  | 22,271            | \$29.14                   | \$649,001           |
| 562  | 4618  | Norristown     | 504 W Marshall St                                     | 35,012            | \$17.55                   | \$614,629           |
| 563  | 2401  | Ridgway        | 305 N Broad St  | 18,799            | \$32.05                   | \$602,551           |
| 564  | 0302  | Kittanning     | 137 S Jefferson St                                    | 16,241            | \$36.51                   | \$592,888           |
| 565  | 2318  | Chester        | 2709 W 9th St   | 36,775            | \$16.02                   | \$589,116           |
| 566  | 1111  | Portage        | 3670 Portage St, Suite 3                              | 18,096            | \$31.83                   | \$576,059           |
| 567  | 5803  | Susquehanna    | The Shops<br>236 Erie Blvd                            | 17,728            | \$32.07                   | \$568,519           |
| 568  | 4202  | Kane           | 124 Fraley St   | 18,573            | \$29.85                   | \$554,468           |
| 569  | 2901  | Mcconnellsburg | Ayr Town Center<br>362 S. Second Street               | 18,742            | \$29.13                   | \$546,021           |
| 570  | 4302  | Farrell        | 837 Sharon New Castle Rd                              | 25,236            | \$21.56                   | \$544,133           |
| 571  | 0265  | Russellton     | Deer Lake Plaza<br>908 Little Deer Crk Vly Rd         | 18,911            | \$27.83                   | \$526,369           |
| 572  | 0804  | Wyalusing      | 41871 Route 6   | 17,991            | \$28.30                   | \$509,110           |
| 573  | 3102  | Mt Union       | 25 W Water St   | 19,683            | \$25.67                   | \$505,351           |



**Table 8: Stores Ranked By Total Dollar Sales Amounts, RY 2010-11, Continued**

| Rank | Store | City              | Address  | Transaction Count | Avg. Value of Transaction | Dollar Sales Amount |
|------|-------|-------------------|--|-------------------|---------------------------|---------------------|
| 574  | 0303  | Leechburg         | 163 Third St                                     | 16,282            | \$30.92                   | \$503,506           |
| 575  | 6312  | Fredericktown     | 524 Front St                                     | 14,606            | \$34.29                   | \$500,833           |
| 576  | 6508  | Irwin             | 310 Main St                                      | 15,882            | \$30.84                   | \$489,746           |
| 577  | 1301  | Lansford          | 46 W Ridge St                                    | 22,187            | \$22.06                   | \$489,411           |
| 578  | 6307  | Burgettstown      | Kwik Stop Plaza<br>2038 Smith Twp Rd Suite 2     | 17,131            | \$28.12                   | \$481,739           |
| 579  | 2604  | Masontown         | 1890 McClellandtown Rd                           | 17,667            | \$27.15                   | \$479,657           |
| 580  | 2512  | Union City        | 66 N Main St                                     | 15,860            | \$29.90                   | \$474,162           |
| 581  | 1004  | Petrolia          | 102 Main St                                      | 9,441             | \$47.91                   | \$452,336           |
| 582  | 6203  | Youngsville       | 107 E Main St                                    | 13,052            | \$33.78                   | \$440,881           |
| 583  | 2608  | Perryopolis       | 3532 Pittsburgh Road Suite A                     | 13,731            | \$32.06                   | \$440,206           |
| 584  | 0405  | Midland           | 508 Midland Ave                                  | 17,069            | \$24.61                   | \$420,073           |
| 585  | 1201  | Emporium          | 54 E Fourth St                                   | 12,718            | \$32.46                   | \$412,882           |
| 586  | 2702  | Tionesta          | 644 Elm St                                       | 13,755            | \$29.26                   | \$402,409           |
| 587  | 0307  | Apollo            | 206 N Warren Ave                                 | 15,648            | \$25.58                   | \$400,207           |
| 588  | 5801  | Forest City       | 605 Main St                                      | 14,288            | \$28.01                   | \$400,143           |
| 589  | 5904  | Westfield         | 126 W Main St                                    | 8,686             | \$41.74                   | \$362,560           |
| 590  | 2804  | Mercersburg       | 9 S Main St                                      | 7,488             | \$47.72                   | \$357,332           |
| 591  | 4010  | Freeland          | 602 Centre St                                    | 10,823            | \$32.05                   | \$346,875           |
| 592  | 4204  | Port Allegany     | 66 Mill St                                       | 11,392            | \$29.24                   | \$333,132           |
| 593  | 5405  | Frackville        | 500 W Oak St                                     | 12,552            | \$26.26                   | \$329,620           |
| 594  | 5404  | Ashland           | 630 Centre St                                    | 11,555            | \$28.02                   | \$323,819           |
| 595  | 2212  | Middletown        | Jamesway Plaza<br>1569 W Harrisburg Pike         | 14,785            | \$21.72                   | \$321,095           |
| 596  | 1602  | New Bethlehem     | 452 Broad St                                     | 10,466            | \$30.64                   | \$320,728           |
| 597  | 0803  | Troy              | 752 Canton Street                                | 9,068             | \$35.35                   | \$320,556           |
| 598  | 3203  | Clymer            | 560 Franklin St                                  | 7,801             | \$39.89                   | \$311,164           |
| 599  | 0905  | New Hope          | Logan Square Shopping Ctr<br>6542-C Logan Square | 6,469             | \$47.88                   | \$309,733           |
| 600  | 5302  | Galeton           | 15 West St                                       | 10,656            | \$28.93                   | \$308,243           |
| 601  | 4203  | Smethport         | 433 W Main St                                    | 9,933             | \$30.92                   | \$307,156           |
| 602  | 2701  | Marienville       | 121 Chestnut St                                  | 10,195            | \$29.90                   | \$304,839           |
| 603  | 0805  | Canton            | 157 Troy Street                                  | 9,217             | \$31.47                   | \$290,046           |
| 604  | 6301  | Washington        | 189 S Main St                                    | 12,184            | \$22.09                   | \$269,137           |
| 605  | 1107  | East Conemaugh    | 513 Chestnut St                                  | 6,660             | \$39.78                   | \$264,928           |
| 606  | 2003  | Cambridge Springs | 273 S Main St                                    | 6,795             | \$38.36                   | \$260,627           |
| 607  | 1604  | Knox              | 506 Main St                                      | 6,412             | \$40.54                   | \$259,929           |
| 608  | 3303  | Brockway          | 445 Main St                                      | 7,284             | \$35.22                   | \$256,536           |
| 609  | 1703  | Houtzdale         | 821 Centennial St                                | 9,271             | \$27.63                   | \$256,204           |
| 610  | 0502  | Saxton            | 600 Main St                                      | 7,426             | \$34.42                   | \$255,637           |
| 611  | 5606  | Boswell           | 212 Ohio Street                                  | 6,622             | \$34.13                   | \$226,005           |
| 612  | 5406  | Mahanoy City      | 7 S Main St                                      | 8,445             | \$26.39                   | \$222,896           |
| 613  | 3305  | Reynoldsville     | 410 Main St                                      | 5,723             | \$37.68                   | \$215,625           |
| 614  | 1802  | Renovo            | 536 Erie Ave                                     | 5,279             | \$38.68                   | \$204,200           |
| 615  | 6513  | Avonmore          | PO Box 38  | 6,474             | \$30.43                   | \$196,986           |
| 616  | 1704  | Curwensville      | 449 State St                                     | 6,010             | \$31.40                   | \$188,713           |
| 617  | 2602  | Brownsville       | 127 Brownsville Ave                              | 6,009             | \$30.23                   | \$181,641           |
| 618  | 5601  | Meyersdale        | 686 Market Square                                | 3,600             | \$49.90                   | \$179,627           |
| 619  | 6202  | Sheffield         | 212 S Main St                                    | 5,258             | \$32.87                   | \$172,831           |
| 620  | 1511  | Coatesville       | 806 E Lincoln Hwy                                | 12,826            | \$12.95                   | \$166,048           |
| 621  | 4609  | Oreland           | #1 Allison Rd                                    | 5,908             | \$27.69                   | \$163,594           |
| 622  | 1403  | Snow Shoe         | 15 W Olive St                                    | 4,599             | \$31.23                   | \$143,645           |
| 623  | 2605  | Point Marion      | 213 Penn St                                      | 3,557             | \$40.09                   | \$142,596           |
| 624  | 5106  | Philadelphia      | Harrowgate Shopping Center<br>3528 I St          | 2,734             | \$26.64                   | \$72,843            |

\*An asterisk after the store number indicates a licensee or fulfillment center.





We hope you've enjoyed the information in this report, and found it informative and interesting. The PLCB Office of Marketing & Merchandising is dedicated to superior analysis and market research to inform our business decisions, ensuring maximum return on investment for citizens and customers. If you have any questions or would like further information regarding the content of this report, please do not hesitate to reach out to the members of our team, listed below.

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