

FINE WINE & GOOD SPIRITS



2012 - 2013

RETAIL
YEAR IN
REVIEW





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MESSAGE FROM THE BOARD



Joseph E. Brion, Chairman



*Robert S. Marcus,
Board Member*

Welcome to the 2012 – 13 Retail Year in Review. In the following pages, you will see a detailed market analysis of wine and spirit sales at the more than 600 Fine Wine & Good Spirits stores in Pennsylvania. The data illustrate consumer tastes and industry trends in the alcohol beverage market, which are used to ensure the PLCB provides the products consumers want in the regions where they live.

The 2012 – 13 retail year was a strong year financially for the Pennsylvania Liquor Control Board. We set a record in terms of dollar sales with growth in both wine and spirits. Over the past seven years, wine has continued to increase its share of our total sales volume. However, spirits still account for the majority of sales in Pennsylvania.

Perhaps as a result of a stronger economy and our initiative to provide wine consumers with more assistance and information at our stores, consumers bought more premium, super-premium and ultra-premium wines compared to the last retail year. Overall, the most popular wine categories included U.S. Chardonnay, 5-liter box wine and U.S. Cabernet. White wines, blends and sweet wines also continue to do well with consumers.

Flavored spirits continued to show impressive growth statewide. In the past, flavored vodka led that growth, and while the category still enjoys strong sales, new categories, such as flavored whiskeys and bourbons, are making impressive gains. Overall, like wine consumers, spirits consumers were more willing to spend their money on high-end products this year.

A number of large counties – Bucks, Lancaster, Chester, Allegheny, Westmoreland and Montgomery – had dollar-sales increases of roughly 4 percent, which generated an additional \$33.15 million for the commonwealth. The top 30 Fine Wine & Good Spirits stores statewide accounted for approximately 20 percent of total dollar sales.

The sales mentioned throughout this publication will ultimately benefit the commonwealth through the taxes collected and the monetary transfer to the General Fund. As we plan for the agency's future, we will continue to look for opportunities to provide more convenient access to a variety of products at better prices. We are opening more customer-focused Fine Wine & Good Spirits stores throughout the state, and increasing staff training to meet heightened consumer expectations. It is our hope these efforts will provide consumers with a world-class shopping experience and allow us to continue our impressive growth.

A handwritten signature in dark ink, appearing to read "Joe Brion".

Joseph E. Brion, Chairman

A handwritten signature in dark ink, appearing to read "Robert S. Marcus".

Robert S. Marcus

RESEARCH NOTES

The Retail Year in Review 2012 – 13 is a compilation of informative reports on the retail performance of Pennsylvania's Fine Wine & Good Spirits stores. This publication is designed to be educational and user-friendly. Feedback on previous editions has shaped the document's presentation and continuous review of industry trends help to inform the reporting. Data were collected through the point of sales system (POS), stored and then extracted from the data warehouse. The Bureau of Market and Store Analytics coordinated this project.

Various filters were used to extract the data. The report filter for the retail year end date 6/30/2013 was the most common. Due to the type of report, different filters may be used. For example special orders (SO) are not included in all reports. Other reports may use the Gregorian calendar, which starts January 1 and ends December 31, instead of the retail calendar. The changes will be noted throughout.

Calculations in the report include percentage change, the comparison of sales this year against last year. As a note on year-to-year comparisons, the previous retail year 2011 – 12 was a leap year, containing 53 weeks of sales. The 2012 – 2013 retail year contained the normal 52 weeks. Another common measure is percentage share, the proportion a specific item, category or location contributes to an overall sales total. Dollar sales amounts include the standard markup and the emergency tax. Sales tax (6%) or any local taxes, such as those from Allegheny and Philadelphia counties, are not applied.

Please note the data in this report are unaudited and may vary from financial statements. The data may vary from other beverage alcohol industry reports due to calendar date alignments, sorting techniques and filter criteria as well as data normalization.



RETAIL YEAR SALES & SHARES

The broad overview of retail sales in Fine Wine & Good Spirits stores can be captured by sales figures and percentage shares by departments as well as categories. In the most recent year dollar sales were \$1,963,165,381.29, up 3.42% from the past year. Figure 1 displays the dollar sales amount for the past seven retail years. Please note this report includes all sales with the exception of special order (SO) merchandise.

Figure 1: Retail Year Dollar Sales (RY 2006 - 07 to RY 2012 - 13)



Breaking out the amount of wine and spirits sold, there are different sales proportions of each. Table 1 illustrates the dollar sales skew towards spirits (58.17%). Over previous years, spirits have averaged around 60% of the dollar share of sales.

Table 1: Wine and Spirits Dollar Sales Amount, RY 2006 - 07 to RY 2012 - 13

Retail Year	Wine	Spirits	Wine % Share	Spirits % Share
2006 - 07	\$580,484,088	\$899,013,632	39.24%	60.76%
2007 - 08	\$643,873,832	\$965,033,622	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%
2011 - 12	\$778,861,731	\$1,119,305,082	41.03%	58.97%
2012 - 13	\$821,150,350	\$1,142,015,032	41.83%	58.17%

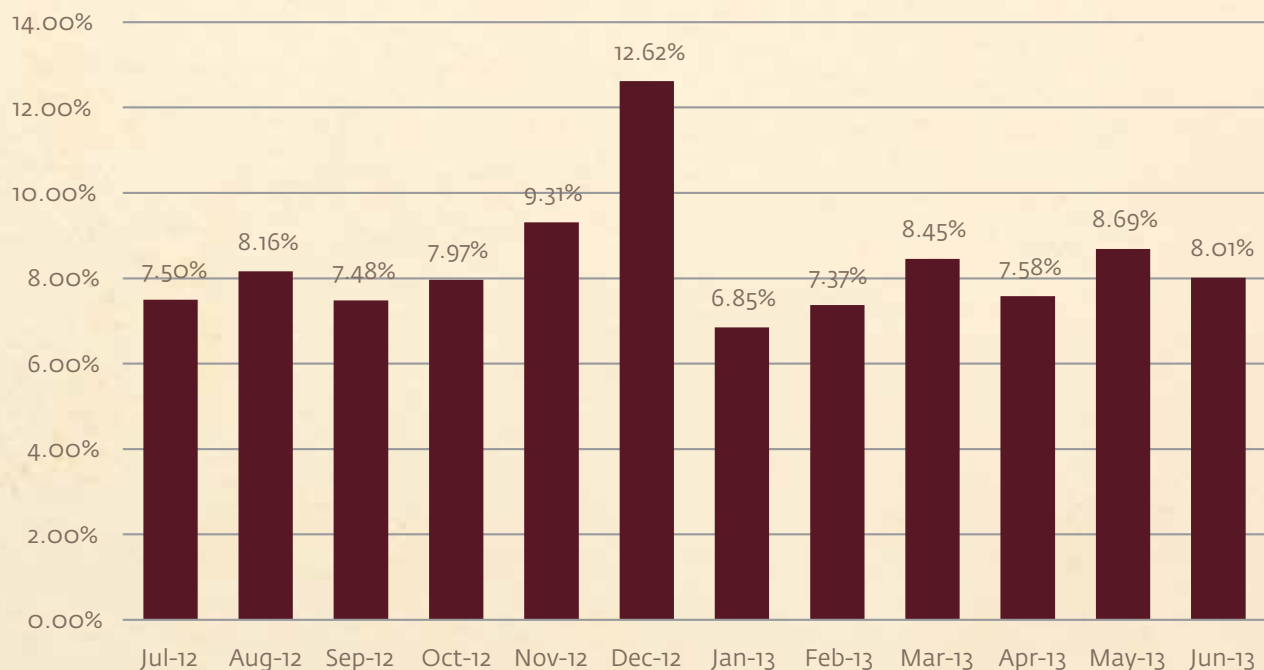
Table 2 displays the percentage share based on units. Again, spirits (50.32%) are the larger share; however the unit share difference is less than the dollar share difference.

Table 2: Wine and Spirits Units Sold, RY 2006 - 07 to RY 2012 - 13

Retail Year	Wine	Spirits	Wine % Share	Spirits % Share
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%
2011 - 12	68,278,222	69,995,730	49.38%	50.62%
2012 - 13	69,215,305	70,099,474	49.68%	50.32%

Sales by month are displayed in Figure 2¹. The top three months are December (12.62%), November (9.31%) and May (8.69%). Together they generated \$624,062,958 or 30.62% of dollar sales.

Figure 2: Percent of Sales, Based on Gregorian Month



¹Please note, this report uses the Gregorian, not retail month.

RETAIL YEAR SALES & SHARES

Table 3 ranks the top marketing categories by dollar sales. Vodka (\$254,863,618) and Vodka - Flavored (\$111,081,173) are the largest categories in terms of dollar sales. US Chardonnay (\$65,367,020) and 5L Box Wine (\$55,385,880) were the top wine categories.

Table 3: Dollar Sales by Marketing Category, RY 2011 - 12 and RY 2012 - 13

Rank	Marketing Category Detail	RY 2011 - 2012 Dollar Sales Amount	RY 2012 - 2013 Dollar Sales Amount
1	Vodka	\$253,372,672	\$254,863,618
2	Vodka - Flavored	\$110,268,983	\$111,081,173
3	Bourbon	\$99,723,535	\$106,409,039
4	Rum - Spiced	\$67,020,727	\$68,409,582
5	Shooters - Schnapps/Liqueurs	\$68,488,850	\$67,477,962
6	US Chardonnay	\$62,760,922	\$65,367,020
7	Canadian Whisky	\$57,678,018	\$57,695,213
8	Rum - Unflavored	\$57,925,830	\$55,691,877
9	5L Box Wine	\$49,498,604	\$55,385,880
10	US Cabernet	\$49,504,306	\$54,562,137
11	Gin	\$46,994,690	\$46,994,082
12	Scotch - Blends	\$39,180,006	\$39,961,003
13	Alternative Size Box Wine	\$26,403,391	\$32,937,665
14	Rum - Flavored	\$32,168,239	\$31,138,690
15	Italian White - Pinot Grigio	\$28,696,032	\$28,728,565



Market share by category is presented in Table 4. Here the larger spirits categories, Vodka (12.99%), Vodka - Flavored (5.66%), Bourbon (5.42%) and Rum - Spiced (3.49%) top the list. The top wines by share are US Chardonnay (3.33%), 5L Box Wine (2.82%) and US Cabernet (2.78%).

Table 4: Dollar Share by Marketing Category, RY 2011 - 12 and RY 2012 - 13

Rank	Marketing Category	RY 2011- 2012 Dollar Shares	RY 2012 - 2013 Dollar Shares
1	Vodka	13.35%	12.99%
2	Vodka - Flavored	5.81%	5.66%
3	Bourbon	5.26%	5.42%
4	Rum - Spiced	3.53%	3.49%
5	Shooters - Schnapps/Liqueurs	3.61%	3.44%
6	US Chardonnay	3.31%	3.33%
7	Canadian Whisky	3.04%	2.94%
8	Rum - Unflavored	3.05%	2.84%
9	5L Box Wine	2.61%	2.82%
10	US Cabernet	2.61%	2.78%
11	Gin	2.48%	2.40%
12	Scotch - Blends	2.06%	2.04%
13	Alternative Size Box Wine	1.39%	1.68%
14	Rum - Flavored	1.70%	1.59%
15	Italian White - Pinot Grigio	1.51%	1.46%



RETAIL YEAR SALES & SHARES

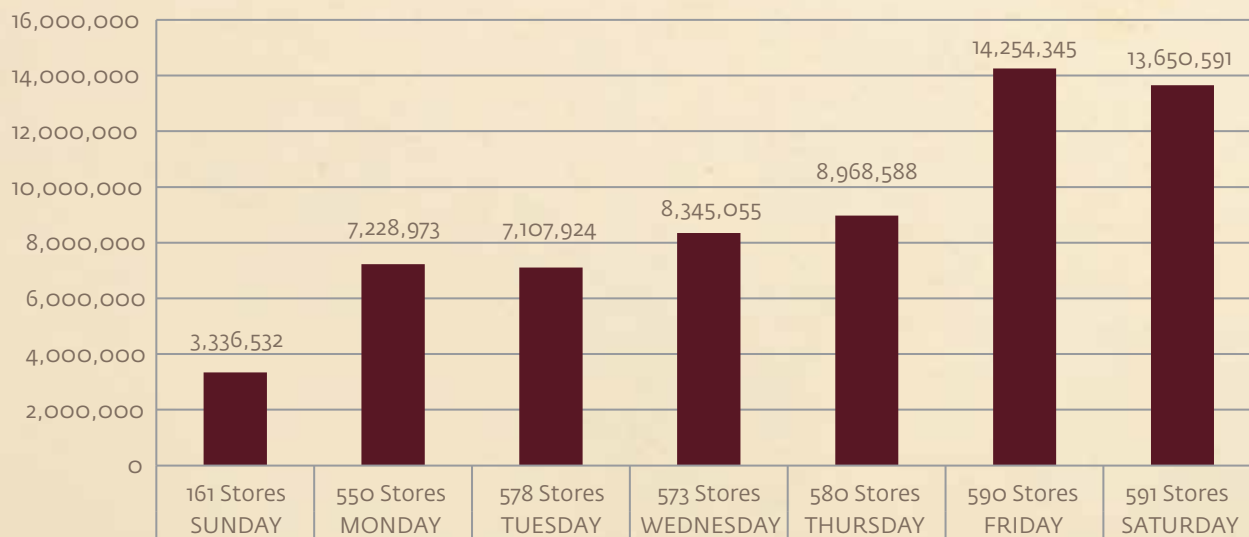
Figure 3 is a line graph of the transactions over the past year². The most transactions occurred in December (7,143,243), followed by November (5,680,785), March (5,370,381) and May (5,353,759). During the calendar year, there were a total of 62,949,658 transactions.

Figure 3: Transaction Count by Month, July 2012 to June 2013



The daily transaction counts are displayed in Figure 4. In terms of sales by day, Friday (14,254,345) and Saturday (13,650,591) are the busiest days³.

Figure 4: Transaction Count by Day of the Week, RY 2012 - 13



² Figure 3 uses the Gregorian calendar.

³ By law, not all stores are open for Sunday sales. The number of stores open is as of RY end date 6/30/2013.

EQUILA

VODKA



STORE & COUNTY REPORTS

County and store reports provide details on how different areas of the state perform. This section also highlights changes in county level trends and presents the sales of each store⁴.

A summary of dollar sales by category in each county is found in Table 5⁵. Allegheny (\$252,820,413) and Philadelphia (\$222,839,496) are the top counties. Montgomery (\$190,603,986) follows closely with two other southeastern counties Bucks (\$129,877,249) and Chester (\$114,468,919) rounding out the top five counties in dollar sales. These same counties are also the highest sellers of Cordials, Rum, Table Wine, Vodka and Whiskey.

Each county has a profile of what its shoppers purchase. Measuring this can be done by considering what percentage share of dollar sales make up the total for each county. For example, among the top categories, Cordials have a higher percentage share of sales in Cameron (19.68%), Mifflin (18.82%) and Jefferson (16.16%) counties. Rum has a higher percentage share of sales in Northumberland (16.58%), Mifflin (15.43%) and Elk (15.33%). Table Wine has the largest share in Chester (45.61%), Montgomery (44.76%) and Bucks (42.63%). Figure 5 is a visual representation of this data.



⁴A map of Pennsylvania with FineWine & Good Spirits stores by county and region is included in Appendix A.

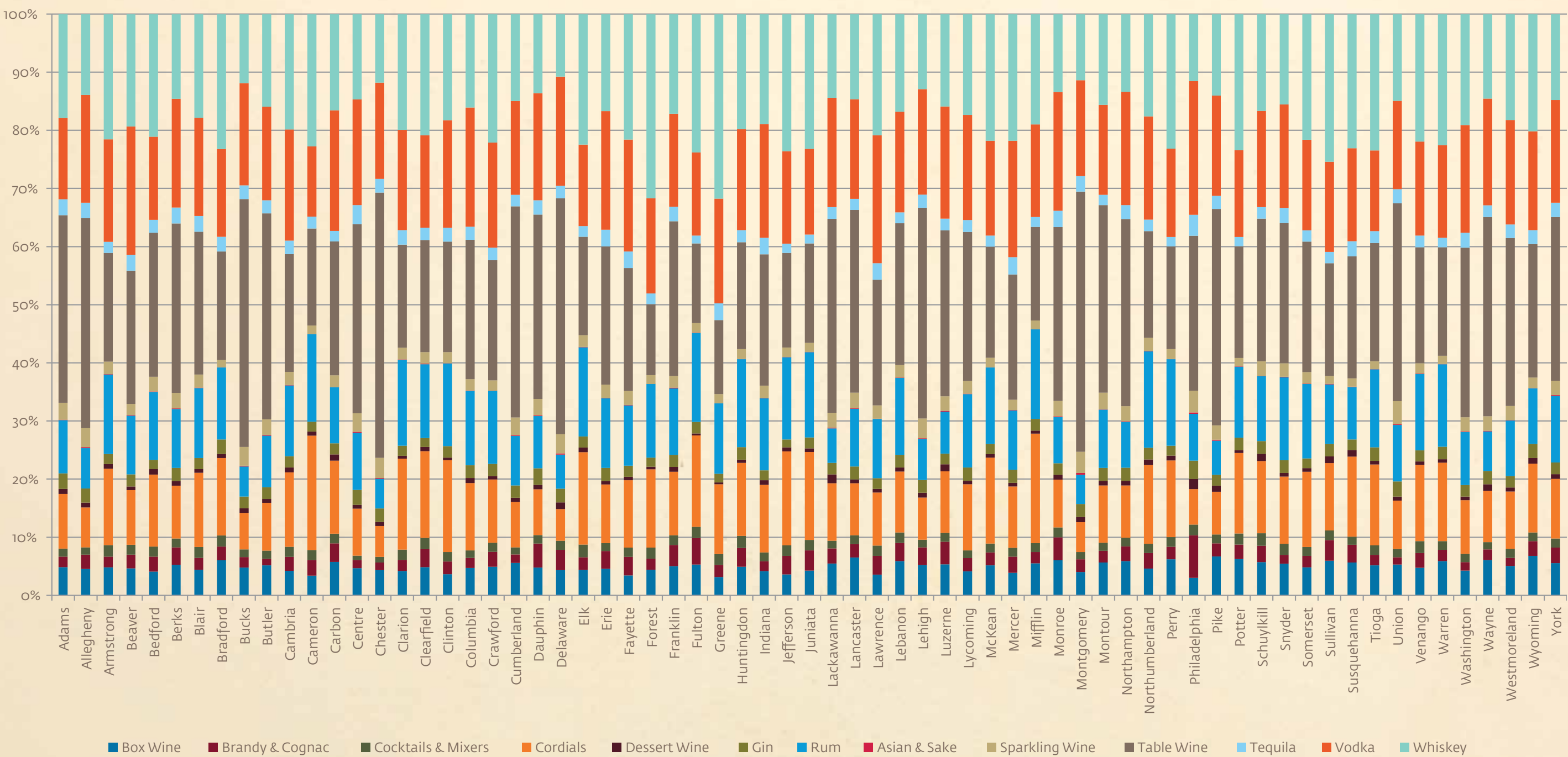
⁵Please note, Table 5 does not include miscellaneous items and includes the following store types, Boutique, Conventional Store and Self-Service Store. For purposes of consistency, the class Sake was added with subclass Asian. This represents all items that are Sake.

Table 5: RY 2012 - 13, Sales by County and Category, in Dollars

County	Box Wine	Brandy & Cognac	Cocktails & Mixers	Cordials	Dessert Wine	Gin	Rum	Asian & Sake	Sparkling Wine	Table Wine	Tequila	Vodka	Whiskey	County Totals
Adams	\$267,614	\$98,583	\$76,868	\$516,223	\$47,966	\$146,057	\$504,348	\$4,282	\$160,405	\$1,774,055	\$151,657	\$768,590	\$983,322	\$5,499,971
Allegheny	\$11,471,048	\$6,202,860	\$3,167,710	\$17,389,578	\$2,131,650	\$6,150,554	\$17,521,515	\$418,219	\$8,244,261	\$91,414,052	\$6,672,257	\$46,862,385	\$35,174,326	\$252,820,413
Armstrong	\$176,640	\$67,431	\$72,638	\$62,854	\$30,391	\$481,810	\$502,277	\$1,923	\$79,471	\$685,075	\$69,900	\$647,223	\$790,607	\$3,668,240
Beaver	\$825,358	\$413,012	\$303,756	\$1,664,663	\$107,407	\$369,581	\$1,792,983	\$12,749	\$342,164	\$4,062,113	\$486,078	\$3,906,257	\$3,423,583	\$17,709,704
Bedford	\$124,376	\$78,289	\$53,145	\$376,766	\$28,962	\$48,469	\$356,683	\$1,468	\$77,718	\$754,285	\$67,402	\$436,085	\$642,818	\$3,046,466
Berks	\$2,569,096	\$1,450,088	\$742,944	\$4,421,524	\$393,732	\$1,102,427	\$4,925,762	\$49,269	\$1,309,099	\$14,176,759	\$1,339,409	\$9,102,974	\$7,104,572	\$48,687,655
Blair	\$580,932	\$272,363	\$246,103	\$1,683,790	\$81,323	\$251,991	\$1,588,816	\$10,739	\$298,879	\$3,239,741	\$359,042	\$2,229,470	\$2,354,756	\$13,197,943
Bradford	\$303,641	\$117,448	\$96,701	\$670,492	\$34,747	\$124,631	\$622,827	\$2,035	\$62,662	\$938,187	\$127,429	\$758,124	\$1,168,239	\$5,027,163
Bucks	\$6,221,597	\$2,312,770	\$1,732,623	\$8,150,588	\$1,038,253	\$2,639,011	\$6,680,400	\$206,517	\$4,194,260	\$55,372,996	\$3,054,580	\$22,851,558	\$15,422,095	\$129,877,249
Butler	\$1,679,120	\$356,527	\$462,629	\$2,673,703	\$224,423	\$652,525	\$2,882,022	\$46,673	\$870,747	\$11,512,204	\$739,196	\$5,233,174	\$5,181,175	\$32,514,117
Cambria	\$562,322	\$316,201	\$229,224	\$1,696,635	\$106,541	\$260,178	\$1,609,775	\$12,540	\$297,817	\$2,683,461	\$308,409	\$2,531,124	\$2,630,219	\$13,244,448
Cameron	\$13,798	\$10,734	\$7,072	\$79,713	\$2,737	\$6,950	\$60,993	\$37	\$5,946	\$67,520	\$8,361	\$48,864	\$92,227	\$404,951
Carbon	\$258,706	\$142,908	\$76,074	\$563,388	\$49,277	\$84,782	\$434,694	\$1,337	\$89,925	\$1,034,930	\$81,821	\$932,103	\$744,557	\$4,494,502
Centre	\$1,248,030	\$361,607	\$205,914	\$2,152,434	\$174,365	\$682,354	\$2,606,853	\$48,487	\$849,895	\$8,654,632	\$864,854	\$4,836,590	\$3,909,198	\$26,595,213
Chester	\$4,949,912	\$1,506,907	\$1,138,854	\$6,059,820	\$785,728	\$2,673,230	\$5,848,407	\$158,388	\$3,959,894	\$52,206,410	\$2,714,615	\$18,943,870	\$13,522,885	\$114,468,919
Clarion	\$149,986	\$69,019	\$63,461	\$560,528	\$17,914	\$61,512	\$530,296	\$1,694	\$72,699	\$635,105	\$89,660	\$618,376	\$713,674	\$3,583,924
Clearfield	\$334,501	\$213,696	\$134,092	\$1,027,639	\$49,603	\$106,176	\$876,693	\$6,147	\$136,193	\$1,329,820	\$146,093	\$1,097,512	\$1,437,999	\$6,896,163
Clinton	\$105,622	\$63,248	\$47,094	\$458,507	\$12,891	\$58,243	\$412,114	\$1,409	\$55,756	\$551,726	\$69,350	\$537,384	\$529,652	\$2,902,998
Columbia	\$347,080	\$129,093	\$94,739	\$856,458	\$65,226	\$160,020	\$946,222	\$5,710	\$143,296	\$1,769,894	\$168,530	\$1,515,138	\$1,186,580	\$7,387,986
Crawford	\$395,767	\$204,977	\$124,445	\$874,471	\$42,180	\$171,835	\$1,004,882	\$3,890	\$142,146	\$1,655,482	\$174,666	\$1,448,273	\$1,771,750	\$8,014,763
Cumberland	\$2,399,767	\$617,391	\$527,929	\$3,334,518	\$318,927	\$912,590	\$3,652,986	\$59,887	\$1,286,001	\$15,583,469	\$849,703	\$6,906,538	\$6,419,872	\$42,869,576
Dauphin	\$2,059,674	\$1,773,852	\$622,432	\$3,381,436	\$325,843	\$1,216,366	\$3,861,701	\$55,912	\$1,203,077	\$13,624,711	\$1,061,363	\$7,902,387	\$5,846,469	\$42,935,225
Delaware	\$3,150,762	\$2,553,289	\$1,118,987	\$3,973,166	\$832,804	\$1,726,743	\$4,254,731	\$138,485	\$2,419,324	\$29,501,951	\$1,580,030	\$13,634,168	\$7,835,714	\$72,720,156
Elk	\$103,480	\$51,826	\$51,500	\$377,085	\$18,764	\$45,459	\$363,359	\$1,135	\$48,165	\$400,921	\$43,723	\$332,716	\$531,998	\$2,370,131
Erie	\$1,933,798	\$1,277,373	\$579,794	\$4,253,052	\$246,326	\$948,349	\$5,055,982	\$27,286	\$962,088	\$10,027,007	\$1,220,523	\$8,602,251	\$7,038,384	\$42,172,215
Fayette	\$362,848	\$341,618	\$167,810	\$1,230,752	\$59,999	\$203,640	\$1,099,996	\$9,303	\$254,470	\$2,245,011	\$304,046	\$2,044,037	\$2,290,348	\$10,613,877
Forest	\$31,198	\$13,600	\$13,566	\$95,281	\$3,270	\$11,185	\$89,657	\$20	\$10,949	\$86,378	\$13,192	\$116,047	\$224,738	\$709,079
Franklin	\$559,288	\$405,242	\$186,930	\$1,215,487	\$90,958	\$230,030	\$1,271,641	\$16,312	\$222,549	\$2,960,821	\$279,896	\$1,778,550	\$1,907,259	\$11,124,964
Fulton	\$27,737	\$23,696	\$10,142	\$81,948	\$1,925	\$10,213	\$79,957	\$248	\$8,562	\$71,540	\$7,007	\$74,707	\$124,209	\$521,890
Greene	\$67,942	\$45,095	\$40,091	\$258,567	\$7,005	\$32,363	\$260,822	\$773	\$33,790	\$273,936	\$62,227	\$388,290	\$684,492	\$2,155,394
Huntingdon	\$131,657	\$86,603	\$55,856	\$336,706	\$14,582	\$57,655	\$404,797	\$1,440	\$45,602	\$492,829	\$55,890	\$465,558	\$529,784	\$2,678,960
Indiana	\$341,298	\$140,558	\$124,359	\$956,267	\$64,710	\$141,292	\$1,015,652	\$6,989	\$174,453	\$1,855,937	\$233,410	\$1,607,182	\$1,554,543	\$8,216,651
Jefferson	\$95,417	\$85,445	\$47,691	\$428,972	\$18,572	\$35,640	\$376,232	\$883	\$42,712	\$432,407	\$42,069	\$421,834	\$627,060	\$2,654,935
Juniata	\$33,593	\$27,280	\$14,288	\$119,042	\$4,859	\$14,829	\$115,295	\$333	\$12,330	\$134,564	\$12,021	\$115,968	\$182,631	\$787,032
Lackawanna	\$2,052,510	\$963,792	\$497,119	\$3,691,086	\$571,400	\$741,826	\$2,218,516	\$50,639	\$948,451	\$12,467,486	\$749,094	\$7,035,646	\$5,382,170	\$37,369,735
Lancaster	\$3,551,183	\$1,252,620	\$839,969	\$4,868,797	\$369,156	\$1,195,900	\$5,415,445	\$55,834	\$1,467,546	\$17,126,728	\$1,054,003	\$9,334,254	\$7,996,904	\$54,528,338
Lawrence	\$268,213	\$245,895	\$131,492	\$690,535	\$45,795	\$138,463	\$769,853	\$4,972	\$171,670	\$1,632,566	\$214,041	\$1,660,983	\$1,574,401	\$7,548,880
Lebanon	\$617,940	\$330,218	\$188,437	\$1,100,071	\$73,536	\$228,436	\$1,388,884	\$6,588	\$226,767	\$2,561,157	\$197,448	\$1,820,202	\$1,764,898	\$10,504,582
Lehigh	\$3,441,728	\$2,028,162	\$881,890	\$4,816,490	\$554,811	\$1,439,525	\$4,676,083	\$84,546	\$2,272,791	\$24,032,805	\$1,510,584	\$12,031,684	\$8,575,362	\$66,346,462
Luzerne	\$2,310,256	\$1,680,550	\$654,626	\$4,576,819	\$531,697	\$790,262	\$3,117,679	\$62,272	\$1,073,177	\$12,348,463	\$874,151	\$8,336,522	\$6,869,918	\$43,226,392
Lycoming	\$661,896	\$371,049	\$209,347	\$1,827,456	\$96,773	\$366,576	\$2,025,571	\$11,655	\$350,152	\$4,122,275	\$328,718	\$2,902,062	\$4,787,507	\$16,061,038
McKean	\$200,956	\$85,080	\$59,842	\$573,152	\$23,206	\$68,591	\$510,242	\$1,632	\$63,510	\$741,045	\$74,707	\$632,094	\$846,422	\$3,880,477
Mercer	\$479,544	\$342,469	\$189,545	\$1,308,163	\$77,227	\$277,155	\$1,262,374	\$7,587	\$221,510	\$2,663,132	\$368,393	\$2,477,983	\$2,698,727	\$12,373,808
Mifflin	\$163,463	\$57,514	\$44,967	\$556,553	\$15,901	\$59,188	\$456,307	\$1,034	\$43,565	\$476,136	\$50,436	\$471,321	\$561,551	\$2,957,937
Monroe	\$1,857,776	\$1,225,335	\$522,686	\$2,539,339	\$257,567	\$613,209	\$2,449,341	\$42,832	\$809,991	\$9,237,508	\$868,820	\$6,305,956	\$4,138,775	\$30,869,134
Montgomery	\$7,653,640	\$4,175,433	\$2,378,434	\$9,771,628	\$1,759,507	\$4,238,527	\$9,552,144	\$624,350	\$6,925,099	\$85,318,073	\$5,098,363	\$31,408,079	\$21,700,708	\$190,603,986
Montour	\$168,170	\$58,865	\$41,243	\$66,285	\$23,510	\$66,285	\$297,760	\$2,177	\$83,535	\$297,386	\$62,615	\$459,016	\$2,968,722	\$2,968,777
Northampton	\$2,505,521	\$1,065,395	\$632,556	\$3,811,107	\$341,687	\$959,451	\$3,329,613	\$41,851	\$1,108,132	\$13,652,308	\$1,017,846	\$8,267,824	\$5,664,054	\$42,397,344
Northumberland	\$286,465	\$165,506	\$100,858	\$841,754	\$58,660	\$125,725	\$1,030,971	\$4,086	\$141,886	\$1,141,448	\$123,170	\$1,104,578	\$1,094,131	\$6,219,237
Perry	\$132,088	\$45,705	\$34,870	\$280,028	\$17,746	\$36,000	\$315,891	\$908	\$36,387	\$374,487	\$35,160	\$322,680	\$491,247	\$2,123,197
Philadelphia	\$6,718,188	\$16,341,462	\$4,102,326	\$13,546,663	\$3,926,861	\$7,035,745	\$17,930,451	\$497,674	\$8,355,278	\$59,418,941	\$8,032,125	\$51,220,870	\$25,712,912	\$222,839,496
Pike	\$425,121	\$143,179	\$98,114	\$467,364	\$64,646	\$120,573	\$371,789	\$12,096	\$155,574	\$2,366,239	\$143,307	\$1,096,164	\$892,222	\$6,356,385
Potter	\$72,189	\$28,914	\$21,947	\$159,591	\$5,892	\$24,929	\$140,995	\$577	\$16,502	\$21,989	\$18,453	\$172,434	\$270,439	\$1,154,851
Schuylkill	\$659,512	\$323,036	\$246,293	\$1,429,114	\$143,978	\$253,160	\$1,284,919	\$9,511	\$288,443	\$2,820,741	\$230,181	\$1,904,440	\$1,917,483	\$11,510,810
Snyder	\$135,200	\$37,787	\$47,988	\$286,327	\$15,938	\$53,872	\$355,053	\$2,211	\$57,664	\$599,227	\$64,723	\$441,948	\$386,776	\$2,484,714
Somerset	\$205,640	\$85,271	\$64,326	\$553,539	\$26,676	\$71,789	\$547,443	\$2,333	\$85,160	\$959,102	\$83,451	\$665,413	\$924,232	\$4,274,375
Sullivan	\$45,650	\$27,080	\$12,677	\$88,705	\$8,731	\$16,678	\$78,326	\$832	\$10,176	\$148,402	\$15,022	\$118,748	\$194,453	\$765,479
Susquehanna	\$157,698	\$85,100	\$38,273	\$383,150	\$32,107	\$50,251	\$251,791	\$1,136	\$40,386	\$583,901	\$72,481	\$446,058	\$642,541	\$2,784,873
Tioga	\$191,246	\$66,886	\$59,801	\$515,515	\$23,425	\$86,415	\$497,290	\$1,063	\$49,793	\$753,389	\$75,894	\$513,713	\$868,650	\$3,703,079
Union	\$242,255	\$56,217	\$64,552	\$379,418	\$32,144	\$119,463	\$442,530	\$5,828	\$180,095	\$1,551,588	\$110,110	\$692,401	\$681,224	\$4,557,825
Venango	\$191,629	\$101,657	\$82,298	\$528,212	\$22,919	\$77,579	\$529,673	\$2,437	\$70,753	\$803,501	\$80,702	\$651,043	\$883,046	\$4,025,449
Warren	\$214,075	\$71,032	\$54,378	\$491,103	\$21,697	\$77,856	\$516,377	\$1,489	\$51,173	\$678,857	\$59,532	\$579,149	\$821,357	\$3,638,074
Washington	\$1,178,294	\$413,250	\$385,797	\$2,565,579	\$173,664	\$548,549	\$2,531,704	\$29,237	\$673,217	\$8,091,695	\$715,573	\$5,135,285	\$5,299,835	\$27,741,680
Wayne	\$639,475	\$190,550	\$131,741	\$925,333	\$120,753	\$241,921	\$715,532	\$10,386	\$260,658	\$3,605,878	\$209,067	\$1,928,330	\$1,530,813	\$10,510,437
Westmoreland	\$2,538,581	\$693,247	\$770,344	\$4,940,044	\$336,483	\$976,638	\$4,788,792	\$39,141	\$1,212,841	\$14,458,817	\$1,169,829	\$8,988,647	\$9,114,538	\$50,027,943
Wyoming	\$164,973	\$61,229	\$36,373	\$286,408	\$23,651	\$58,651	\$231,789	\$1,089	\$43,976	\$556,209	\$58,374	\$411,519	\$488,786	\$2,423,027

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Figure 5: RY 2012 - 13 Percent of Sales by Category in County, Based on Dollar Sales Amount



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The share of dollar sales by county is displayed in Table 6. This result is the portion of sales each county contributes to overall sales. Allegheny (13.42%), Philadelphia (11.94%), Montgomery (10.03%), Bucks (6.84%) and Chester (5.99%) are the top five in share of dollar sales amount.

Table 6: RY 2012 - 13 Share by County, Based on Dollar Sales Amount

Rank	County	RY 2011 - 2012 Dollar Sales Amount	RY 2012 - 2013 Dollar Sales Amount	RY 2012 - 2013 County Share
1	Allegheny	\$249,426,053	\$260,054,637	13.42%
2	Philadelphia	\$226,268,260	\$231,297,323	11.94%
3	Montgomery	\$187,306,951	\$194,464,807	10.03%
4	Bucks	\$126,572,043	\$132,558,345	6.84%
5	Chester	\$111,281,056	\$116,156,849	5.99%
6	Delaware	\$72,875,395	\$74,591,398	3.85%
7	Lehigh	\$66,249,500	\$68,083,349	3.51%
8	Lancaster	\$53,725,528	\$56,225,668	2.90%
9	York	\$49,942,832	\$50,979,299	2.63%
10	Westmoreland	\$50,135,825	\$52,052,044	2.69%
11	Berks	\$48,891,940	\$50,410,337	2.60%
12	Northampton	\$46,990,212	\$43,640,890	2.25%
13	Luzerne	\$44,087,906	\$45,013,050	2.32%
14	Dauphin	\$43,264,069	\$44,354,241	2.29%
15	Erie	\$42,875,019	\$43,693,781	2.25%
16	Cumberland	\$42,041,315	\$43,999,140	2.27%
17	Lackawanna	\$37,879,327	\$38,732,137	2.00%
18	Monroe	\$31,259,062	\$31,770,268	1.64%
19	Butler	\$31,809,508	\$33,366,465	1.72%
20	Washington	\$27,753,405	\$28,586,652	1.48%
21	Centre	\$26,290,516	\$27,070,013	1.40%
22	Beaver	\$17,834,057	\$18,422,561	0.95%
23	Lycoming	\$16,357,808	\$16,574,608	0.86%
24	Cambria	\$13,827,801	\$14,022,167	0.72%
25	Blair	\$13,450,615	\$13,808,372	0.71%
26	Mercer	\$12,495,949	\$12,826,758	0.66%
27	Schuylkill	\$11,858,898	\$12,139,332	0.63%
28	Franklin	\$11,010,627	\$11,542,443	0.60%
29	Lebanon	\$10,503,541	\$10,929,547	0.56%
30	Wayne	\$10,647,584	\$10,831,218	0.56%
31	Fayette	\$10,900,525	\$11,154,142	0.58%
32	Crawford	\$8,262,003	\$8,378,918	0.43%
33	Indiana	\$8,198,055	\$8,554,421	0.44%
34	Lawrence	\$7,584,611	\$7,851,164	0.41%
35	Columbia	\$7,376,885	\$7,681,270	0.40%
36	Clearfield	\$7,092,909	\$7,272,929	0.38%
37	Northumberland	\$6,497,196	\$6,584,307	0.34%
38	Pike	\$6,439,038	\$6,505,715	0.34%
39	Adams	\$5,536,450	\$5,639,600	0.29%
40	Bradford	\$5,201,183	\$5,205,979	0.27%

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Table 6: RY 2012 - 13 Share by County, Based on Dollar Sales Amount (continued)

Rank	County	RY 2011 - 2012 Dollar Sales Amount	RY 2012 - 2013 Dollar Sales Amount	RY 2012 - 2013 County Share
41	Carbon	\$4,641,992	\$4,680,917	0.24%
42	Union	\$4,507,328	\$4,674,154	0.24%
43	Somerset	\$4,577,332	\$4,522,054	0.23%
44	Venango	\$4,096,285	\$4,228,151	0.22%
45	McKean	\$3,885,956	\$4,045,273	0.21%
46	Warren	\$3,685,906	\$3,789,417	0.20%
47	Armstrong	\$3,770,486	\$3,871,490	0.20%
48	Clarion	\$3,620,604	\$3,750,878	0.19%
49	Tioga	\$3,946,655	\$3,826,680	0.20%
50	Montour	\$2,945,199	\$3,073,010	0.16%
51	Mifflin	\$2,996,268	\$3,083,130	0.16%
52	Clinton	\$3,055,392	\$3,017,100	0.16%
53	Susquehanna	\$2,857,789	\$2,883,927	0.15%
54	Bedford	\$2,966,771	\$3,167,639	0.16%
55	Huntingdon	\$2,780,554	\$2,813,275	0.15%
56	Jefferson	\$2,692,935	\$2,806,554	0.14%
57	Snyder	\$2,509,935	\$2,576,352	0.13%
58	Elk	\$2,481,523	\$2,520,650	0.13%
59	Wyoming	\$2,356,005	\$2,523,789	0.13%
60	Greene	\$2,298,022	\$2,268,648	0.12%
61	Perry	\$2,164,769	\$2,211,558	0.11%
62	Potter	\$1,208,179	\$1,213,357	0.06%
63	Sullivan	\$787,558	\$802,457	0.04%
64	Juniata	\$798,331	\$826,456	0.04%
65	Forest	\$745,154	\$738,282	0.04%
66	Fulton	\$542,738	\$545,849	0.03%
67	Cameron	\$442,491	\$422,958	0.02%
	TOTAL	\$1,881,363,619	\$1,937,910,154	100.00%

Percentage change is a way to consider sales growth at the county level. Table 7 shows the top 20 growth counties based on this measure. Wyoming (7.12%), Bedford (6.77%), Butler (4.89%), Franklin (4.83%) and Bucks (4.73%) had the most growth. These data also indicate there was high sales growth in counties holding a higher share of overall dollars.

Bucks, Chester (4.38%), Allegheny (4.26%) and Montgomery (3.82%) were among those counties with higher growth and these counties also have a larger base of sales and their increase provides proportionately greater dollar value.

Table 7: RY 2012 - 2013 Percentage Change by County, Based on Dollars

Rank	County	RY 2011 - 2012 Dollar Sales Amount	RY 2012 - 2013 Dollar Sales Amount	% Change
1	Wyoming	\$2,356,005	\$2,523,789	7.12%
2	Bedford	\$2,966,771	\$3,167,639	6.77%
3	Butler	\$31,809,508	\$33,366,465	4.89%
4	Franklin	\$11,010,627	\$11,542,443	4.83%
5	Bucks	\$126,572,043	\$132,558,345	4.73%
6	Cumberland	\$42,041,315	\$43,999,140	4.66%
7	Lancaster	\$53,725,528	\$56,225,668	4.65%
8	Chester	\$111,281,056	\$116,156,849	4.38%
9	Indiana	\$8,198,055	\$8,554,421	4.35%
10	Montour	\$2,945,199	\$3,073,010	4.34%
11	Allegheny	\$249,426,053	\$260,054,637	4.26%
12	Jefferson	\$2,692,935	\$2,806,554	4.22%
13	Columbia	\$7,376,885	\$7,681,270	4.13%
14	McKean	\$3,885,956	\$4,045,273	4.10%
15	Lebanon	\$10,503,541	\$10,929,547	4.06%
16	Westmoreland	\$50,135,825	\$52,052,044	3.82%
17	Montgomery	\$187,306,951	\$194,464,807	3.82%
18	Union	\$4,507,328	\$4,674,154	3.70%
19	Clarion	\$3,620,604	\$3,750,878	3.60%
20	Juniata	\$798,331	\$826,456	3.52%

Sales by store are located in Appendix B, Table 8. The report displays the dollar sales for each store. Due to closings, re-openings and openings, not all stores are currently active. An asterisk has been placed next to licensee centers, which are noticeably different in their average dollar value per transaction.



BRAND & ITEM PERFORMANCE

Sales by brand and item are presented in this section. Year-to-year comparisons and rankings by sales are used to show a more granular level of retail performance.

The top 100 brands, based on units sold, are displayed in Table 9. Jacquin's (3,668,212), Sutter Home (3,356,755), Barefoot (3,227,889), Bacardi (3,119,713) and Smirnoff (2,969,445) top the list.



⁹ Brand changes due to updates to items, additions and holiday codes may create different totals between year-to-year reports.

BRAND & ITEM PERFORMANCE

Table 9: Top 100 Brands, Based on Units Sold

Rank	Brand	RY 2011 - 12 Units Sold	RY 2012 - 13 Units Sold	% Change
1	Jacquin's	4,065,302	3,668,212	-9.77%
2	Sutter Home	3,206,885	3,356,755	4.67%
3	Barefoot	2,869,060	3,227,889	12.51%
4	Bacardi	3,284,502	3,119,713	-5.02%
5	Smirnoff	3,133,630	2,969,445	-5.24%
6	Captain Morgan	3,134,738	2,966,544	-5.37%
7	Yellow Tail	2,588,909	2,577,812	-0.43%
8	Franzia	2,382,402	2,440,613	2.44%
9	Woodbridge	2,107,447	2,431,255	15.36%
10	Nikolai	2,338,941	2,422,688	3.58%
11	Absolut	2,333,191	2,264,362	-2.95%
12	Jack Daniel's	2,156,855	2,178,605	1.01%
13	Seagram's	2,078,863	1,937,417	-6.80%
14	Pinnacle	2,170,319	1,895,408	-12.67%
15	Cavit	1,511,129	1,535,276	1.60%
16	Banker's Club	1,553,881	1,504,750	-3.16%
17	Arbor Mist	1,357,442	1,422,429	4.79%
18	Beringer	1,284,399	1,230,876	-4.17%
19	Jim Beam	1,150,336	1,206,378	4.87%
20	Dekuyper	1,258,510	1,174,278	-6.69%
21	E & J	1,111,769	1,152,621	3.67%
22	José Cuervo	1,252,427	1,146,049	-8.49%
23	Jägermeister	1,157,207	1,113,988	-3.73%
24	Vladimir	1,133,967	1,110,858	-2.04%
25	Carlo Rossi	1,122,557	1,082,908	-3.53%
26	Grey Goose	1,133,377	1,070,515	-5.55%
27	Three Olives	1,179,428	1,067,491	-9.49%
28	Cupcake	746,579	1,011,494	35.48%
29	Gallo	966,962	993,854	2.78%
30	Calico Jack	946,956	990,215	4.57%
31	Crown Royal	910,886	960,582	5.46%
32	Taylor	992,570	954,263	-3.86%
33	Kendall - Jackson	917,291	942,505	2.75%
34	Southern Comfort	990,050	940,726	-4.98%
35	Burnett's	844,465	913,253	8.15%
36	Black Velvet	774,847	905,274	16.83%
37	Concha y Toro	985,124	889,076	-9.75%
38	Riunite	1,006,781	861,170	-14.46%
39	Stolichnaya	878,544	825,700	-6.01%
40	Fish Eye	1,087,547	792,316	-27.15%
41	Rex Goliath	752,206	779,258	3.60%
42	Crown Russe	637,103	741,606	16.40%
43	Jameson	642,278	724,835	12.85%
44	Robert Mondavi	739,059	723,137	-2.15%
45	Daily's	346,594	721,057	108.04%
46	New Amsterdam	188,516	689,070	265.52%
47	Martini & Rossi	718,217	664,797	-7.44%
48	Ketel One	693,208	658,086	-5.07%
49	Chateau Ste. Michelle	570,327	652,678	14.44%
50	Cîroc	583,426	651,431	11.66%

Rank	Brand	RY 2011 - 12 Units Sold	RY 2012 - 13 Units Sold	% Change
51	Windsor	703,300	645,145	-8.27%
52	Malibu	617,422	614,922	-0.40%
53	Hennessy	705,670	602,504	-14.62%
54	Christian Brothers	603,656	595,637	-1.33%
55	Peter Vella	578,455	591,107	2.19%
56	Elmo Pio	633,533	582,343	-8.08%
57	Black Box	320,906	558,513	74.04%
58	Corbett Canyon	589,414	557,558	-5.40%
59	Baileys	569,219	548,771	-3.59%
60	Rumple Minze	518,382	548,668	5.84%
61	Almaden	587,322	543,712	-7.43%
62	Francis Coppola	447,814	533,281	19.09%
63	Svedka	500,246	531,467	6.24%
64	Turning Leaf	549,623	527,511	-4.02%
65	Bolla	579,854	527,140	-9.09%
66	Tanqueray	533,241	506,788	-4.96%
67	Skyy	561,259	501,673	-10.62%
68	Manischewitz	510,533	498,849	-2.29%
69	Wild Turkey	445,559	497,592	11.68%
70	Ménage à Trois	446,900	494,104	10.56%
71	Admiral Nelson's	496,231	491,926	-0.87%
72	Jacob's Creek	566,407	490,379	-13.42%
73	Table Leaf	573,890	481,495	-16.10%
74	Gordon's	510,501	461,687	-9.56%
75	Korbel	450,643	460,712	2.23%
76	Hazlitt	389,370	456,170	17.16%
77	Platinum	357,523	450,615	26.04%
78	Kahlúa	466,099	433,812	-6.93%
79	M D 20/20	495,525	410,548	-17.15%
80	Patrón	417,654	405,536	-2.90%
81	Clos du Bois	425,680	404,570	-4.96%
82	Dewar's	393,311	403,569	2.61%
83	Skinny Girl	387,253	399,102	3.06%
84	Yukon Jack	385,421	394,875	2.45%
85	Foxhorn	640,723	390,528	-39.05%
86	André	406,563	376,108	-7.49%
87	Ruffino	307,205	375,086	22.10%
88	Smoking Loon	297,328	369,264	24.19%
89	Montezuma	375,735	359,050	-4.44%
90	Johnnie Walker	362,329	358,994	-0.92%
91	Evan Williams	311,924	346,411	11.06%
92	Tortilla	310,249	340,192	9.65%
93	Ecco Domani	306,001	337,551	10.31%
94	Richards Wild Irish Rose	363,406	336,392	-7.43%
95	Castillo	371,402	336,250	-9.46%
96	Maker's Mark	299,503	333,831	11.46%
97	Fetzer	358,822	323,067	-9.96%
98	Bogle	239,669	322,815	34.69%
99	Liberty Creek	229,162	321,106	40.12%
100	Mirassou	318,736	316,654	-0.65%

BRAND & ITEM PERFORMANCE

Tables 10 - 12 display the top 10 brands by region. Seven brands, Bacardi, Barefoot, Franzia, Jacquin's, Smirnoff, Sutter Home and Yellow Tail, appeared in all three top 10 lists. Barefoot (1,338,182), Jacquin's (1,337,031) and Sutter Home (1,301,051) were the top brands in Region 1. Woodbridge (+14.10%) had the largest increase of the top 10 in Region 1.

Table 10: Top 10 Brands, Region 1

Rank	Brand	Units Sold - RY 2011 - 12	Units Sold - RY 2012 - 13	% Change
1	Barefoot	1,255,759	1,338,182	6.56%
2	Jacquin's	1,501,243	1,337,031	-10.94%
3	Sutter Home	1,251,761	1,301,051	3.94%
4	Bacardi	1,324,791	1,254,730	-5.29%
5	Smirnoff	1,296,545	1,219,800	-5.92%
6	Yellow Tail	1,061,359	1,041,863	-1.84%
7	Absolut	1,011,856	978,244	-3.32%
8	Woodbridge	847,322	966,827	14.10%
9	Cavit	742,947	734,345	-1.16%
10	Franzia	709,851	727,014	2.42%

Jacquin's (1,191,767), Captain Morgan (1,181,684) and Sutter Home (1,122,951) were the top brands for Region 2. Barefoot (16.56%) had the most increase among the Region 2 brands.

Table 11: Top 10 Brands, Region 2

Rank	Brand	Units Sold - RY 2011 - 12	Units Sold - RY 2012 - 13	% Change
1	Jacquin's	1,300,811	1,191,767	-8.38%
2	Captain Morgan	1,272,894	1,181,684	-7.17%
3	Sutter Home	1,065,633	1,122,951	5.38%
4	Barefoot	934,476	1,089,201	16.56%
5	Bacardi	1,103,255	1,051,043	-4.73%
6	Smirnoff	1,049,445	1,004,675	-4.27%
7	Franzia	945,347	975,020	3.14%
8	Yellow Tail	861,590	872,415	1.26%
9	Jack Daniel's	820,823	810,402	-1.27%
10	Woodbridge	695,353	804,380	15.68%

In Region 3, the top brands were Jacquin's (1,139,414), Captain Morgan (1,103,768) and Nikolai (944,025). Within the top 10 for Region 3, Barefoot (17.93%) had the largest increase.

Table 12: Top 10 Brands, Region 3

Rank	Brand	Units Sold - RY 2011 - 12	Units Sold - RY 2012 - 13	% Change
1	Jacquin's	1,263,248	1,139,414	-9.80%
2	Captain Morgan	1,146,355	1,103,768	-3.71%
3	Nikolai	920,554	944,025	2.55%
4	Sutter Home	889,491	932,753	4.86%
5	Bacardi	856,456	813,940	-4.96%
6	Barefoot	678,825	800,506	17.93%
7	Smirnoff	787,640	744,970	-5.42%
8	Franzia	727,204	738,579	1.56%
9	Jack Daniel's	684,332	682,898	-0.21%
10	Yellow Tail	665,960	663,534	-0.36%

The top 100 items, based on units sold are ranked in Table 13. The list for this retail year has 28 products in the Vodka category. The 750 mL size was the most frequent in the top 100, with 45 items in that size⁶.

Captain Morgan Original Spiced Rum 750 mL (1,008,437), Jack Daniel's Black Label Whiskey 750 mL (887,263), Nikolai Vodka 375 mL (845,979), Vladimir Vodka 1.75 L (750,669) and Jägermeister Liqueur 750 mL (694,956) were the top 5 items in terms of unit sales. Kendall-Jackson Vintner's Reserve Chardonnay (#9, 551,781), Sutter Home White Zinfandel (#11, 529,531), Cavit Pinot Grigio (#12, 525,740), Woodbridge Chardonnay (#17, 471,147) and Franzia Sunset Blush (#30, 363,331) were the top wines.

Among the top 3 unit increases⁷ from the previous year were two Flavored Whiskey items, Wild Turkey American Honey Liqueur 750 mL (40.13%) and Fireball Cinnamon Whisky 750 mL (342.90%)⁸. Woodbridge Pinot Grigio 1.5 L (65.67%) and Franzia Chardonnay (37.23%) were among the top percentage increases for wine items.



⁶Plastic bottles are labeled with "PET" in the product detail.

⁷Ciroc Peach Vodka 750 mL and New Amsterdam Peach Vodka 750 mL did not have two full years to compare sales. As a result their percentage change in unit sales is not an even comparison from year to year.

⁸Fireball Cinnamon Whisky 750 mL increased due to additional licensee sales.

BRAND & ITEM PERFORMANCE

Table 13: Top 100 Items by Units Sold

Rank	Product Detail	Size	RY 2012-2013 AVG Price	RY 2011-2012 Units Sold	RY 2012-2013 Units Sold	% Change
1	Captain Morgan Original Spiced Rum	750 mL	\$15.56	1,043,805	1,008,437	-3.39%
2	Jack Daniel's Black Label Whiskey	750 mL	\$21.77	912,566	887,263	-2.77%
3	Nikolai Vodka	375 mL	\$4.12	768,669	845,979	10.06%
4	Vladimir Vodka	1.75 L	\$11.76	752,383	750,669	-0.23%
5	Jägermeister Liqueur	750 mL	\$18.87	735,191	694,956	-5.47%
6	Jacquin's Vodka	375 mL	\$4.35	732,204	668,946	-8.64%
7	Captain Morgan Original Spiced Rum	1.75 L	\$28.24	708,074	660,425	-6.73%
8	Absolut Vodka	750 mL	\$18.42	586,584	591,584	0.85%
9	Kendall-Jackson VR Chardonnay	750 mL	\$13.18	523,941	551,781	5.31%
10	Bacardi Superior Rum	750 mL	\$13.79	650,186	544,567	-16.24%
11	Sutter Home White Zinfandel	1.5 L	\$10.76	639,949	529,531	-17.25%
12	Cavit Pinot Grigio	1.5 L	\$13.20	546,180	525,740	-3.74%
13	Nikolai Vodka	1 L	\$7.83	541,439	499,805	-7.69%
14	Grey Goose Vodka	750 mL	\$28.27	551,284	498,927	-9.50%
15	Jacquin's Vodka	1 L	\$8.58	529,869	492,533	-7.05%
16	Crown Russe Vodka - PET	1.75 L	\$11.43	424,324	478,976	12.88%
17	Woodbridge Chardonnay	1.5 L	\$12.38	395,621	471,147	19.09%
18	Banker's Club Vodka	1 L	\$7.23	474,720	461,666	-2.75%
19	Crown Royal Canadian Whisky	750 mL	\$24.67	467,462	457,645	-2.10%
20	Smirnoff Vodka	750 mL	\$12.59	461,513	447,962	-2.94%
21	Smirnoff Vodka	1.75 L	\$23.21	469,592	442,752	-5.72%
22	Burnett's Vodka - PET	1.75 L	\$14.39	371,911	405,878	9.13%
23	Jim Beam Bourbon	750 mL	\$15.47	374,950	403,155	7.52%
24	Nikolai Vodka	1.75 L	\$13.76	404,792	397,840	-1.72%
25	Jacquin's Vodka	1.75 L	\$14.50	454,734	396,423	-12.82%
26	Southern Comfort	750 mL	\$16.25	451,154	391,571	-13.21%
27	Jameson Irish Whiskey	750 mL	\$23.89	346,238	390,054	12.65%
28	José Cuervo Gold Tequila	750 mL	\$18.77	415,481	387,193	-6.81%
29	Smirnoff Vodka	375 mL	\$7.04	350,331	366,087	4.50%
30	Franzia Sunset Blush	5 L	\$13.44	337,687	363,331	7.59%
31	Vladimir Vodka	1 L	\$7.45	381,584	360,189	-5.61%
32	Bacardi Superior Rum	1.75 L	\$23.40	318,268	353,352	11.02%
33	Banker's Club Vodka	1.75 L	\$12.23	339,708	340,852	0.34%
34	Pinnacle Whipped Vodka	750 mL	\$13.38	527,589	339,803	-35.59%
35	Castillo Silver Rum	1 L	\$8.86	371,402	336,250	-9.46%
36	Jack Daniel's Black Label Whiskey	1.75 L	\$41.47	321,522	327,450	1.84%
37	Rumple Minze Peppermint Schnapps	50 mL	\$2.21	294,770	320,083	8.59%
38	Absolut Vodka	1.75 L	\$31.77	309,229	297,583	-3.77%
39	Nikolai Vodka	200 mL	\$2.99	258,317	286,675	10.98%
40	Chateau Ste. Michelle Riesling	750 mL	\$10.28	265,798	284,365	6.99%
41	Smirnoff Vodka	50 mL	\$2.00	267,360	284,018	6.23%
42	E & J Brandy	750 mL	\$11.41	266,819	282,420	5.85%
43	Ketel One Vodka	750 mL	\$24.54	302,746	279,917	-7.54%
44	Barefoot Pinot Grigio	1.5 L	\$12.62	255,830	279,033	9.07%
45	Wild Turkey American Honey Liqueur	750 mL	\$18.17	197,130	276,241	40.13%
46	Apothic Red	750 mL	\$10.84	230,592	276,035	19.71%
47	Bacardi Superior PET	1.75 L	\$19.72	270,690	269,472	-0.45%
48	Ménage à Trois Red	750 mL	\$11.36	296,808	267,787	-9.78%
49	Barefoot Moscato	1.5 L	\$12.76	256,888	267,760	4.23%
50	Crown Russe Vodka	1 L	\$6.90	212,779	262,630	23.43%

Rank	Product Detail	Size	RY 2012-2013 AVG Price	RY 2011-2012 Units Sold	RY 2012-2013 Units Sold	% Change
51	Malibu Coconut Rum	750 mL	\$13.53	264,539	260,803	-1.41%
52	Baileys Irish Cream Liqueur	750 mL	\$23.39	281,557	254,278	-9.69%
53	Maker's Mark Bourbon	750 mL	\$25.56	222,108	253,338	14.06%
54	Riunite Lambrusco	1.5 L	\$9.84	315,040	251,809	-20.07%
55	Ecco Domani Pinot Grigio	750 mL	\$10.58	231,733	251,565	8.56%
56	Windsor Canadian Whisky	1.75 L	\$18.73	232,725	249,581	7.24%
57	Beringer White Zinfandel	1.5 L	\$12.71	253,774	249,454	-1.70%
58	Stolichnaya Vodka	750 mL	\$18.54	250,236	249,302	-0.37%
59	Black Velvet Canadian Whisky	750 mL	\$8.20	208,508	249,246	19.54%
60	Franzia Chardonnay	5 L	\$16.44	178,334	244,728	37.23%
61	Sutter Home White Zinfandel	750 mL	\$6.34	242,238	244,216	0.82%
62	Woodbridge Cabernet Sauvignon	1.5 L	\$12.13	196,921	241,620	22.70%
63	Windsor Canadian Whisky	750 mL	\$8.97	255,839	237,815	-7.05%
64	Calico Jack Spiced Rum	750 mL	\$8.25	233,534	235,257	0.74%
65	New Amsterdam Peach Vodka	750 mL	\$10.05	0	234,723	N/A
66	Franzia Chillable Red	5 L	\$13.35	231,110	234,378	1.41%
67	Fireball Cinnamon Whisky	750 mL	\$16.24	52,787	233,795	342.90%
68	Seagram's 7 Crown Blended Whiskey	750 mL	\$9.99	225,981	233,166	3.18%
69	DeKuyper Peachtree Schnapps	750 mL	\$10.40	243,288	231,852	-4.70%
70	Skyy Vodka	1.75 L	\$25.76	235,257	228,306	-2.95%
71	Hennessy VS Cognac	750 mL	\$29.56	216,071	226,988	5.05%
72	Seagram's 7 Crown Blended Whiskey	1.75 L	\$19.45	234,801	226,529	-3.52%
73	Montezuma Triple Sec	1 L	\$4.62	239,414	225,339	-5.88%
74	Barefoot Moscato	750 mL	\$6.75	196,304	224,990	14.61%
75	Franzia White Zinfandel	5 L	\$16.24	254,245	224,596	-11.66%
76	Yellow Tail Chardonnay	1.5 L	\$13.70	250,144	220,797	-11.73%
77	Tanqueray Dry Gin	750 mL	\$23.98	232,317	218,991	-5.74%
78	Beringer White Zinfandel	750 mL	\$7.39	236,344	216,762	-8.29%
79	Bacardi Superior Rum	375 mL	\$6.99	220,865	214,065	-3.08%
80	Absolut Vodka	50 mL	\$2.47	211,481	211,935	0.21%
81	Smirnoff Vodka - PET	200 mL	\$4.72	195,652	211,766	8.24%
82	Kahlúa Coffee Liqueur	750 mL	\$18.85	221,597	209,550	-5.44%
83	Jacquin's White Rum	1.75 L	\$15.82	217,490	209,450	-3.70%
84	Barefoot Chardonnay	1.5 L	\$12.87	251,024	208,563	-16.92%
85	Elmo Pio Moscato	1.5 L	\$15.57	176,907	207,760	17.44%
86	Black Velvet Canadian Whisky - PET	1.75 L	\$17.00	189,533	206,740	9.08%
87	Martini & Rossi Asti	750 mL	\$14.25	245,330	205,691	-16.16%
88	Carlo Rossi Paisano	4 L	\$15.40	218,858	203,670	-6.94%
89	Riunite Lambrusco	3 L	\$15.54	223,718	201,178	-10.08%
90	Woodbridge Pinot Grigio	1.5 L	\$11.53	120,172	199,087	65.67%
91	Sutter Home Moscato	1.5 L	\$10.83	215,233	197,748	-8.12%
92	Franzia Fruity Red Sangria	5 L	\$13.32	190,690	197,204	3.42%
93	Smirnoff Vodka - PET	750 mL	\$13.49	209,309	196,485	-6.13%
94	Christian Brothers Brandy	750 mL	\$10.04	187,097	196,173	4.85%
95	Korbel Brut	750 mL	\$14.01	196,496	195,684	-0.41%
96	Cîroc Peach Vodka	750 mL	\$31.39	154,078	195,603	26.95%
97	Banker's Club Dry Gin	1 L	\$7.45	202,542	194,317	-4.06%
98	Cavit Pinot Grigio	750 mL	\$8.40	209,543	194,224	-7.31%
99	Taylor Port	3 L	\$16.45	196,558	193,862	-1.37%
100	Svedka Vodka	750 mL	\$12.10	160,345	193,199	20.49%

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Table 14 shows the top 100 items by dollar sales. The list included a total of 29 Vodka items. A total of 39 items were 750 mL and another 34 were 1.75 L. Jack Daniel's Black Label Whiskey 750 mL (\$19,312,166), Captain Morgan Original Spiced Rum 1.75 L (\$18,648,891), Captain Morgan Original Spiced Rum 750 mL (\$15,696,284), Grey Goose Vodka 750 mL (\$14,104,459) and Jack Daniel's Black Label Whiskey 1.75 L (\$13,579,015) were the top five items by dollar sales amount.

The largest dollar sales increases went to Fireball Cinnamon Whisky 750 mL (#59, +336.26%), Tito's Vodka 1.75 L (#63, +69.05%) and Wild Turkey American Honey Liqueur 750 mL (#41, +39.18%). The wines with the greatest dollar sales increases were Franzia Chardonnay 5L (#54, +36.58%), Apothic Red 750 mL (#93, +30.16%) and Elmo Pio Moscato 1.5 L (#80, +27.41%)⁹.

⁹Ciroc Peach Vodka 750 mL did not have a full year of sales in the previous retail year.

Table 14: Top 100 Items by Dollar Sales

Rank	Product Detail	Size	RY 2012 - 13 AVG Price	RY 2011 - 12 Dollar Sales	RY 2012 - 13 Dollar Sales	% Change
1	Jack Daniel's Black Label Whiskey	750 mL	\$21.77	\$19,016,311	\$19,312,166	1.56%
2	Captain Morgan Original Spiced Rum	1.75 L	\$28.24	\$19,410,911	\$18,648,891	-3.93%
3	Captain Morgan Original Spiced Rum	750 mL	\$15.56	\$16,054,070	\$15,696,284	-2.23%
4	Grey Goose Vodka	750 mL	\$28.27	\$15,576,351	\$14,104,459	-9.45%
5	Jack Daniel's Black Label Whiskey	1.75 L	\$41.47	\$13,116,630	\$13,579,015	3.53%
6	Jägermeister Liqueur	750 mL	\$18.87	\$13,838,676	\$13,115,454	-5.23%
7	Crown Royal Canadian Whisky	750 mL	\$24.67	\$11,331,777	\$11,288,159	-0.38%
8	Absolut Vodka	750 mL	\$18.42	\$10,792,100	\$10,895,085	0.95%
9	Smirnoff Vodka	1.75 L	\$23.21	\$10,777,336	\$10,277,299	-4.64%
10	Absolut Vodka	1.75 L	\$31.77	\$9,725,438	\$9,454,009	-2.79%
11	Jameson Irish Whiskey	750 mL	\$23.89	\$8,080,097	\$9,320,038	15.35%
12	Vladimir Vodka	1.75 L	\$11.76	\$8,734,242	\$8,826,369	1.05%
13	Patrón Silver Tequila	750 mL	\$46.31	\$8,193,705	\$8,296,127	1.25%
14	Bacardi Superior Rum	1.75 L	\$23.40	\$7,881,454	\$8,267,231	4.89%
15	Bacardi Superior Rum	750 mL	\$13.79	\$8,895,294	\$7,508,059	-15.60%
16	Kendall-Jackson VR Chardonnay	750 mL	\$13.18	\$6,968,239	\$7,273,440	4.38%
17	José Cuervo Gold Tequila	750 mL	\$18.77	\$7,785,769	\$7,269,156	-6.64%
18	Cavit Pinot Grigio	1.5 L	\$13.20	\$6,763,864	\$6,942,383	2.64%
19	Ketel One Vodka	750 mL	\$24.54	\$7,134,868	\$6,868,361	-3.74%
20	Hennessy VS Cognac	750 mL	\$29.56	\$6,279,659	\$6,709,319	6.84%
21	Maker's Mark Bourbon	750 mL	\$25.56	\$5,352,616	\$6,474,811	20.97%
22	Southern Comfort	750 mL	\$16.25	\$7,097,908	\$6,361,390	-10.38%
23	Jim Beam Bourbon	750 mL	\$15.47	\$5,828,932	\$6,236,321	6.99%
24	Grey Goose Vodka	1.75 L	\$53.49	\$6,229,849	\$6,163,838	-1.06%
25	Cîroc Peach Vodka	750 mL	\$31.39	\$4,885,684	\$6,140,273	25.68%
26	Baileys Irish Cream Liqueur	750 mL	\$23.39	\$6,267,460	\$5,947,597	-5.10%
27	Jim Beam Bourbon	1.75 L	\$31.07	\$5,310,678	\$5,924,069	11.55%
28	Skyy Vodka	1.75 L	\$25.76	\$6,053,788	\$5,882,096	-2.84%
29	Burnett's Vodka - PET	1.75 L	\$14.39	\$5,225,575	\$5,839,042	11.74%
30	Woodbridge Chardonnay	1.5 L	\$12.38	\$5,013,259	\$5,832,771	16.35%
31	Jacquin's Vodka	1.75 L	\$14.50	\$6,373,539	\$5,748,877	-9.80%
32	Sutter Home White Zinfandel	1.5 L	\$10.76	\$5,968,614	\$5,699,443	-4.51%
33	Smirnoff Vodka	750 mL	\$12.59	\$5,736,369	\$5,640,229	-1.68%
34	Crown Russe Vodka - PET	1.75 L	\$11.43	\$4,836,308	\$5,475,261	13.21%
35	Nikolai Vodka	1.75 L	\$13.76	\$5,516,962	\$5,473,206	-0.79%
36	Bacardi Superior PET	1.75 L	\$19.72	\$5,322,929	\$5,314,512	-0.16%
37	Tanqueray Dry Gin	750 mL	\$23.98	\$5,514,801	\$5,251,800	-4.77%
38	Jägermeister Liqueur	1.75 L	\$40.20	\$5,558,192	\$5,236,164	-5.79%
39	Ketel One Vodka	1.75 L	\$42.39	\$4,976,922	\$5,153,176	3.54%
40	Crown Royal Canadian Whisky	1.75 L	\$51.64	\$4,714,517	\$5,047,144	7.06%
41	Wild Turkey American Honey Liqueur	750 mL	\$18.17	\$3,606,695	\$5,019,944	39.18%
42	Franzia Sunset Blush	5 L	\$13.44	\$4,001,653	\$4,884,945	22.07%
43	Grey Goose Vodka	1 L	\$31.64	\$5,046,815	\$4,782,912	-5.23%
44	Windsor Canadian Whisky	1.75 L	\$18.73	\$4,280,157	\$4,675,326	9.23%
45	Stolichnaya Vodka	750 mL	\$18.54	\$4,650,541	\$4,622,276	-0.61%
46	Pinnacle Whipped Vodka	750 mL	\$13.38	\$6,863,474	\$4,544,898	-33.78%
47	Seagram's 7 Crown Blended Whiskey	1.75 L	\$19.45	\$4,489,942	\$4,406,616	-1.86%
48	Dewar's White Label Scotch	1.75 L	\$38.81	\$4,351,374	\$4,403,092	1.19%
49	Stolichnaya Vodka	1.75 L	\$33.45	\$4,044,627	\$4,333,161	7.13%
50	Svedka Vodka	1.75 L	\$22.72	\$4,919,862	\$4,273,168	-13.14%

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Table 14: Top 100 Items by Dollar Sales (continued)

Rank	Product Detail	Size	RY 2012 - 13 AVG Price	RY 2011 - 12 Dollar Sales	RY 2012 - 13 Dollar Sales	% Change
51	Jacquín's Vodka	1 L	\$8.58	\$4,381,033	\$4,225,480	-3.55%
52	Banker's Club Vodka	1.75 L	\$12.23	\$4,098,460	\$4,166,973	1.67%
53	Jack Daniel's Black Label Whiskey	1 L	\$23.05	\$3,975,275	\$4,073,317	2.47%
54	Franzia Chardonnay	5 L	\$16.44	\$2,945,502	\$4,022,868	36.58%
55	Johnnie Walker Black Label Scotch	750 mL	\$35.17	\$3,736,429	\$4,019,512	7.58%
56	Kahlúa Coffee Liqueur	750 mL	\$18.85	\$4,115,905	\$3,950,195	-4.03%
57	Nikolai Vodka	1 L	\$7.83	\$4,174,972	\$3,913,446	-6.26%
58	José Cuervo Gold Tequila	1.75 L	\$36.44	\$4,043,375	\$3,809,214	-5.79%
59	Fireball Cinnamon Whisky	750 mL	\$16.24	\$870,527	\$3,797,802	336.26%
60	Southern Comfort - PET	1.75 L	\$28.70	\$4,021,135	\$3,777,118	-6.07%
61	Franzia White Zinfandel	5 L	\$16.24	\$3,530,062	\$3,646,965	3.31%
62	Platinum 7X Vodka	1.75 L	\$19.05	\$2,692,843	\$3,628,412	34.74%
63	Tito's Vodka	1.75 L	\$30.52	\$2,112,938	\$3,571,928	69.05%
64	Dewar's White Label Scotch	750 mL	\$22.24	\$3,599,948	\$3,542,840	-1.59%
65	Malibu Coconut Rum	750 mL	\$13.53	\$3,562,447	\$3,528,430	-0.95%
66	Barefoot Pinot Grigio	1.5 L	\$12.62	\$3,053,467	\$3,522,734	15.37%
67	Black Velvet Canadian Whisky - PET	1.75 L	\$17.00	\$3,276,548	\$3,513,894	7.24%
68	Nikolai Vodka	375 mL	\$4.12	\$3,143,844	\$3,489,526	11.00%
69	Santa Margherita Pinot Grigio	750 mL	\$22.15	\$3,543,779	\$3,459,300	-2.38%
70	Rumple Minze Peppermint Schnapps	750 mL	\$19.59	\$3,245,573	\$3,418,670	5.33%
71	Barefoot Moscato	1.5 L	\$12.76	\$2,999,330	\$3,415,728	13.88%
72	Ketel One Vodka	1 L	\$27.16	\$3,334,561	\$3,370,170	1.07%
73	Tanqueray Dry Gin	1.75 L	\$41.74	\$3,398,628	\$3,347,422	-1.51%
74	Pinnacle Vodka	1.75 L	\$21.83	\$2,863,451	\$3,338,885	16.60%
75	Banker's Club Vodka	1 L	\$7.23	\$3,429,648	\$3,336,108	-2.73%
76	Jacquín's White Rum	1.75 L	\$15.82	\$3,374,022	\$3,313,013	-1.81%
77	Grand Marnier Liqueur	750 mL	\$32.60	\$3,324,618	\$3,278,695	-1.38%
78	Admiral Nelson's Spiced Rum	1.75 L	\$18.36	\$3,221,942	\$3,278,022	1.74%
79	Jack Daniel's Tennessee Honey	750 mL	\$22.56	\$2,758,617	\$3,244,443	17.61%
80	Elmo Pio Moscato	1.5 L	\$15.57	\$2,538,236	\$3,233,915	27.41%
81	E & J Brandy	750 mL	\$11.41	\$3,044,092	\$3,222,134	5.85%
82	Taylor Port	3 L	\$16.45	\$3,252,400	\$3,188,379	-1.97%
83	Captain Morgan Original Spiced Rum	1 L	\$18.54	\$3,357,304	\$3,182,589	-5.20%
84	Beringer White Zinfandel	1.5 L	\$12.71	\$3,255,083	\$3,170,678	-2.59%
85	Jameson Irish Whiskey	1 L	\$26.84	\$2,737,940	\$3,146,389	14.92%
86	Carlo Rossi Paisano	4 L	\$15.40	\$3,088,195	\$3,136,896	1.58%
87	Franzia Chillable Red	5 L	\$13.35	\$2,722,479	\$3,129,102	14.94%
88	Riunite Lambrusco	3 L	\$15.54	\$3,364,615	\$3,127,209	-7.06%
89	Jameson Irish Whiskey	1.75 L	\$45.72	\$2,364,886	\$3,046,809	28.84%
90	Ménage à Trois Red	750 mL	\$11.36	\$3,475,023	\$3,041,726	-12.47%
91	Yellow Tail Chardonnay	1.5 L	\$13.70	\$3,324,630	\$3,025,013	-9.01%
92	Seagram's VO Canadian Whisky - PET	1.75 L	\$26.72	\$3,171,841	\$3,012,112	-5.04%
93	Apothic Red	750 mL	\$10.84	\$2,298,623	\$2,991,858	30.16%
94	Cîroc Red Berry Vodka	750 mL	\$31.88	\$3,734,516	\$2,981,250	-20.17%
95	Castillo Silver Rum	1 L	\$8.86	\$3,293,493	\$2,980,276	-9.51%
96	Sky Vodka	750 mL	\$15.52	\$2,867,936	\$2,956,796	3.10%
97	Martini & Rossi Asti	750 mL	\$14.25	\$3,227,449	\$2,931,129	-9.18%
98	Woodbridge Cabernet Sauvignon	1.5 L	\$12.13	\$2,424,575	\$2,930,863	20.88%
99	Chateau Ste. Michelle Riesling	750 mL	\$10.28	\$2,769,228	\$2,923,282	5.56%
100	Jacquín's Vodka	375 mL	\$4.35	\$3,053,484	\$2,913,245	-4.59%

Unit sales in each region are displayed in tables 15 - 17. Four items appeared in the top 10 for all regions. These were Captain Morgan Original Spiced Rum 750 mL, Jack Daniel's Black Label Whiskey 750 mL, Nikolai Vodka 375 mL, Vladimir Vodka 1.75 L. When broken out, Captain Morgan Original Spiced Rum 750 mL sold the most in Region 2 (408,497) and was followed closely by its sales in Region 3 (408,421). Cavit Pinot Grigio 1.5 L in Region 1 (283,468) was the highest-selling wine.

Table 15: Top 10 Units in Region 1

Rank	Product Detail	Size	RY 2011 - 12 Units Sold	RY 2012 - 13 Units Sold	% Change
1	Jacquin's Vodka	375 mL	370,688	335,631	-9.46%
2	Cavit Pinot Grigio	1.5 L	298,588	283,468	-5.06%
3	Nikolai Vodka	375 mL	241,028	263,591	9.36%
4	Kendall-Jackson VR Chardonnay	750 mL	248,989	257,615	3.46%
5	Jack Daniel's Black Label Whiskey	750 mL	236,221	232,331	-1.65%
6	Absolut Vodka	750 mL	219,967	218,162	-0.82%
7	Jacquin's Vodka	1 L	223,018	209,989	-5.84%
8	Woodbridge Chardonnay	1.5 L	177,584	209,488	17.97%
9	Vladimir Vodka	1.75 L	196,844	198,561	0.87%
10	Captain Morgan Original Spiced Rum	750 mL	194,771	191,519	-1.67%

Table 16: Top 10 Units in Region 2

Rank	Product Detail	Size	RY 2011 - 12 Units Sold	RY 2012 - 13 Units Sold	% Change
1	Captain Morgan Original Spiced Rum	750 mL	433,451	408,497	-5.76%
2	Jack Daniel's Black Label Whiskey	750 mL	356,186	340,974	-4.27%
3	Vladimir Vodka	1.75 L	319,421	322,210	0.87%
4	Jägermeister Liqueur	750 mL	322,044	307,264	-4.59%
5	Captain Morgan Original Spiced Rum	1.75 L	306,026	279,084	-8.80%
6	Nikolai Vodka	375 mL	233,948	258,341	10.43%
7	Crown Russe Vodka - PET	1.75 L	190,770	216,350	13.41%
8	Bacardi Superior Rum	750 mL	238,378	202,209	-15.17%
9	Absolut Vodka	750 mL	191,982	190,243	-0.91%
10	Sutter Home White Zinfandel	1.5 L	225,450	185,548	-17.70%

Table 17: Top 10 Units in Region 3

Rank	Product Detail	Size	RY 2011 - 12 Units Sold	RY 2012 - 13 Units Sold	% Change
1	Captain Morgan Original Spiced Rum	750 mL	415,583	408,421	-1.72%
2	Nikolai Vodka	375 mL	293,693	324,047	10.34%
3	Jack Daniel's Black Label Whiskey	750 mL	320,159	313,958	-1.94%
4	Captain Morgan Original Spiced Rum	1.75 L	284,894	273,885	-3.86%
5	Jägermeister Liqueur	750 mL	248,763	232,469	-6.55%
6	Vladimir Vodka	1.75 L	236,118	229,898	-2.63%
7	Crown Royal Canadian Whisky	750 mL	230,269	228,374	-0.82%
8	Nikolai Vodka	1 L	220,275	198,570	-9.85%
9	Jacquin's Vodka	375 mL	204,419	187,516	-8.27%
10	Jim Beam Bourbon	750 mL	176,577	184,722	4.61%

SPIRITS DETAILS

Separating details on spirits helps to highlight the sales dynamics of this set of items. Figure 6¹⁰ illustrates the proportion of spirits unit sales in on-premise (24%) and off-premise (76%)¹¹.

Figure 6: On-Premise and Off-Premise Units Sold - Spirits Category, RY 2012 - 13

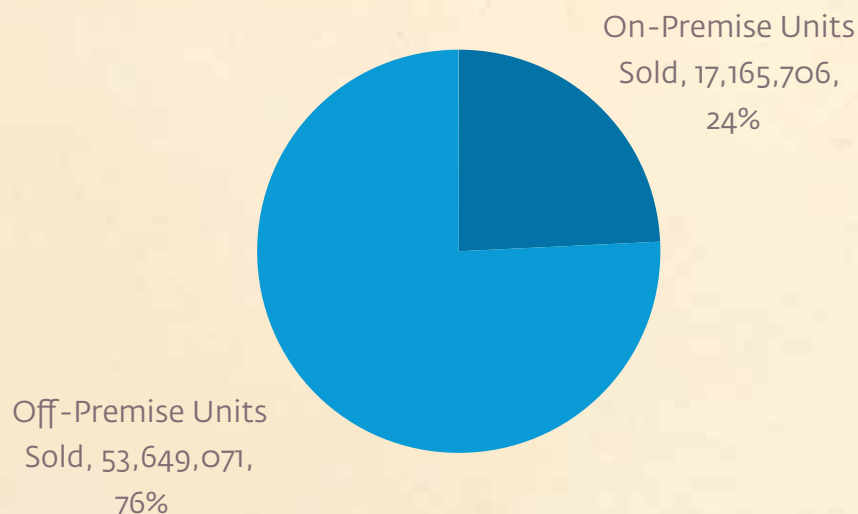
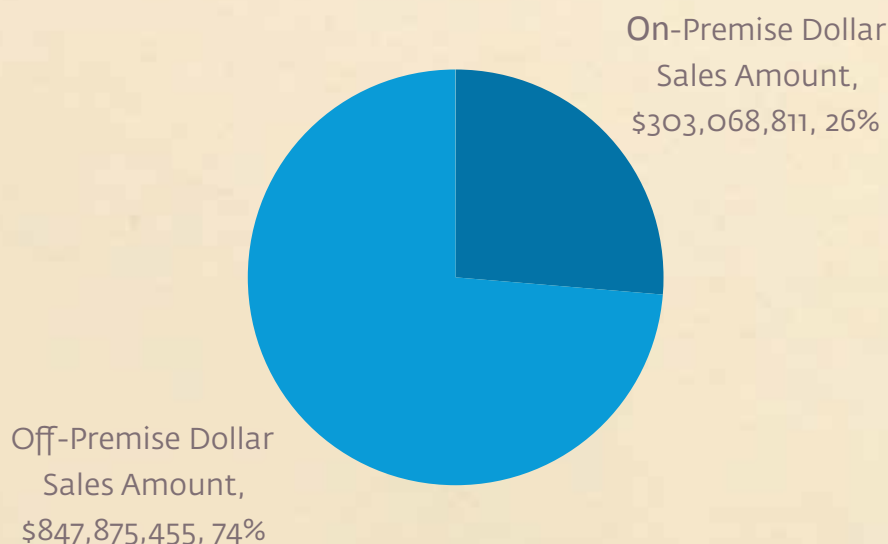


Figure 7 represents the proportion of on-premise and off-premise dollar sales. The proportion is roughly the same as the units.

Figure 7: On-Premise and Off-Premise Dollar Sales - Spirits Category, RY 2012 - 13



¹⁰Please note, Figure 6 and Figure 7 contain special orders.

¹¹On-premise sales are defined as those sold to licensees in our stores which are later purchased and consumed at the same location, such as a restaurant. Off-premise sales are those where an item is purchased in the store and taken home for consumption. This definition applies in the Wine Details section as well.

Price segment performance is displayed in Figure 8 for units and Figure 9 for dollar sales. The standard, value and premium price segments have similar proportions of units sold. These segments are proportioned differently in terms of dollar sales. Premium (36.01%) is clearly the largest segment by dollar share, followed by standard (26.42%).

Figure 8: Spirits Units Sold by Price Segment, RY 2012 - 13

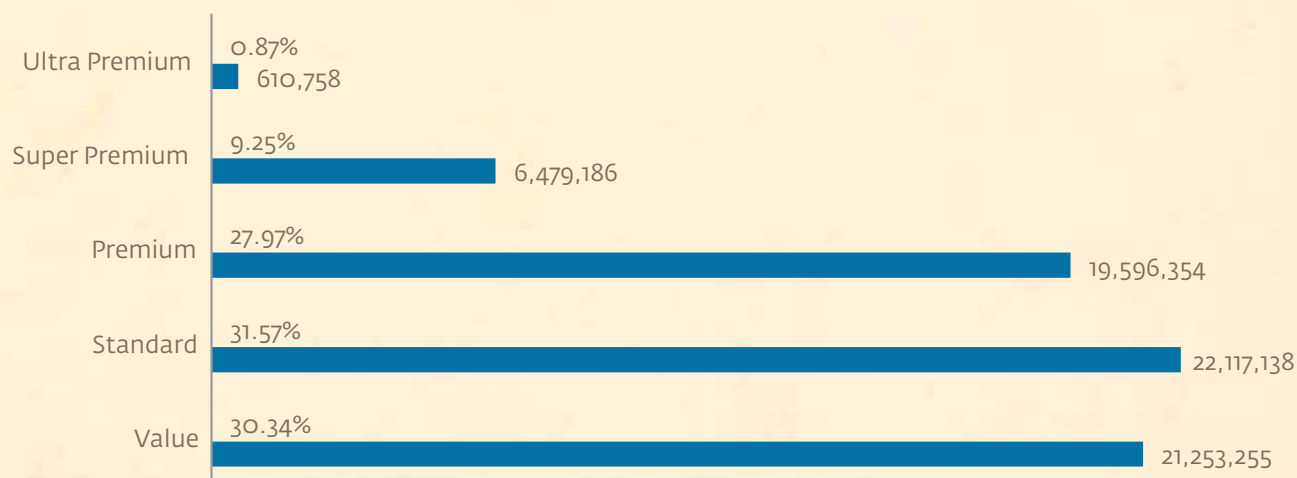
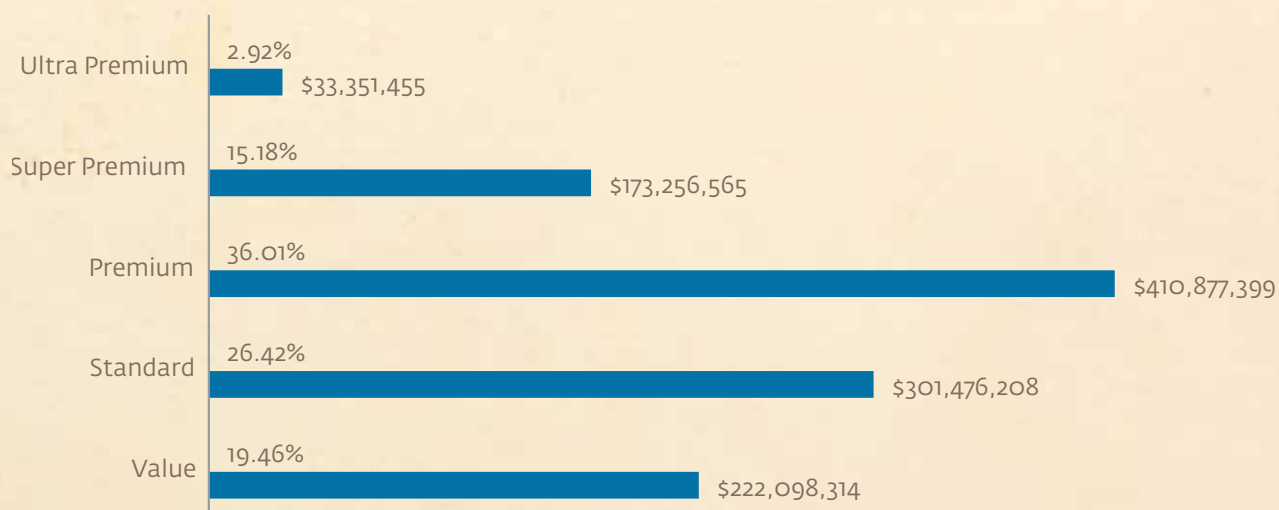


Figure 9: Spirits Dollar Sales by Price Segment, RY 2012 - 13



SPIRITS DETAILS

Tables 18 - 20 display the top items in the top selling spirits categories. The lists are ranked in order of dollar sales amounts.

Table 18: Top Items in Marketing Category, Vodka

Rank	Product Detail	Size	R _Y 2012 - 13 Units Sold	R _Y 2012 - 13 Dollar Sales Amount
1	Grey Goose Vodka	750 mL	498,927	\$14,104,459
2	Absolut Vodka	750 mL	591,584	\$10,895,085
3	Smirnoff Vodka	1.75 L	442,752	\$10,277,299
4	Absolut Vodka	1.75 L	297,583	\$9,454,009
5	Vladimir Vodka	1.75 L	750,669	\$8,826,369
6	Ketel One Vodka	750 mL	279,917	\$6,868,361
7	Grey Goose Vodka	1.75 L	115,237	\$6,163,838
8	Skyy Vodka	1.75 L	228,306	\$5,882,096
9	Burnett's Vodka - PET	1.75 L	405,878	\$5,839,042
10	Jacquin's Vodka	1.75 L	396,423	\$5,748,877

Table 19: Top Items in Marketing Category, Flavored Vodka

Rank	Product Detail	Size	R _Y 2012 - 13 Units Sold	R _Y 2012 - 13 Dollar Sales Amount
1	Cîroc Peach Vodka	750 mL	195,603	\$6,140,273
2	Pinnacle Whipped Vodka	750 mL	339,803	\$4,544,898
3	Cîroc Red Berry Vodka	750 mL	93,516	\$2,981,250
4	Pinnacle Whipped Vodka	1.75 L	118,463	\$2,777,970
5	Cîroc Coconut Vodka	750 mL	81,812	\$2,601,111
6	New Amsterdam Peach Vodka	750 mL	234,723	\$2,360,067
7	Absolut Citron Vodka	750 mL	119,971	\$2,209,591
8	Pinnacle Red Liquorice	750 mL	155,044	\$2,074,034
9	Three Olives Cherry Vodka	750 mL	114,871	\$1,921,264
10	Three Olives Loopy Berry Vodka	750 mL	115,365	\$1,916,884

Table 20: Top Items in Marketing Category, Bourbon

Rank	Product Detail	Size	Ry 2012 - 13 Units Sold	Ry 2012 - 13 Dollar Sales Amount
1	Jack Daniel's Black Label Whiskey	750 mL	887,263	\$19,312,166
2	Jack Daniel's Black Label Whiskey	1.75 L	327,450	\$13,579,015
3	Maker's Mark Bourbon	750 mL	253,338	\$6,474,811
4	Jim Beam Bourbon	750 mL	403,155	\$6,236,321
5	Jim Beam Bourbon	1.75 L	190,689	\$5,924,069
6	Jack Daniel's Black Label Whiskey	1 L	176,724	\$4,073,317
7	Evan Williams Black Label Bourbon	1.75 L	108,234	\$2,580,159
8	Jack Daniel's Black Label Whiskey	375 mL	147,855	\$1,796,609
9	Gentleman Jack Whiskey	750 mL	61,394	\$1,777,892
10	Maker's Mark Bourbon	1.75 L	32,819	\$1,758,923

Flavored Whiskey has shown growth over the past retail year. Table 21 lists the top selling items in this category.

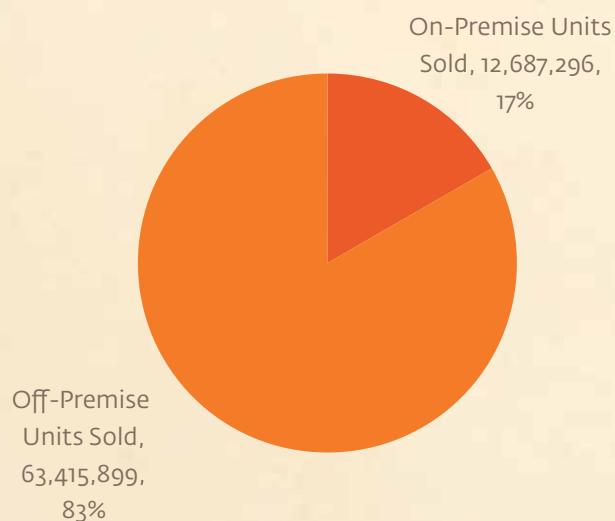
Table 21: Top Flavored Whiskey Items by Dollar Sales

Rank	Product Detail	Size	Ry 2012 - 13 Units Sold	Ry 2012 - 13 Dollar Sales Amount
1	Wild Turkey American Honey Liqueur	750 mL	276,241	\$5,019,944
2	Fireball Cinnamon Whisky	750 mL	233,795	\$3,797,802
3	Jack Daniel's Tennessee Honey	750 mL	143,807	\$3,244,443
4	Red Stag Black Cherry Whiskey	750 mL	113,593	\$2,089,114
5	Wild Turkey American Honey Liqueur	1.75 L	37,280	\$1,426,102
6	Crown Royal Maple	750 mL	54,901	\$1,387,163
7	Junior Johnson's Midnight Moon Apple Pie Moonshine	750 mL	46,287	\$968,441
8	Evan Williams Honey Liqueur	750 mL	65,177	\$886,004
9	Red Stag Black Cherry Whiskey	1.75 L	22,179	\$804,706
10	Jack Daniel's Tennessee Honey	1.75 L	18,751	\$799,500

WINE DETAILS

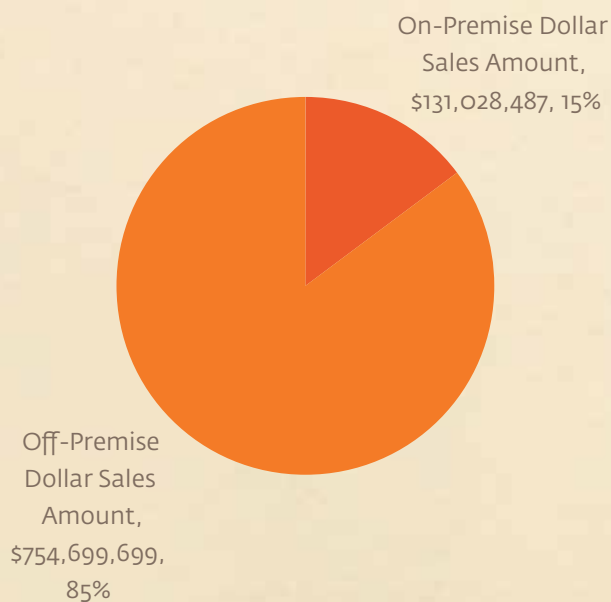
Wine details illustrate specific sales performance and trends. Figure 10¹² represents the on-premise and off-premise unit sales for wine. The split leans heavily (83%) towards off-premise (83%).

Figure 10: On-Premise and Off-Premise Units Sold, Wine Category, RY 2012 - 13



A similar proportion of dollar sales for off-premise (85%) were also found.

Figure 11: On-Premise and Off-Premise Dollar Sales, Wine Category, RY 2012 - 13



¹²Please note, Figure 10 and Figure 11 contain special orders.

Comparisons of domestic and imported wine illustrate a higher proportion of domestic wine (68%, Dollars / 71%, Units) to imported wine (32%, Dollars / 29%, Units)¹³.

Figure 12: Imported and Domestic Table Wine, by Dollar Sales Amount, RY 2012 - 13

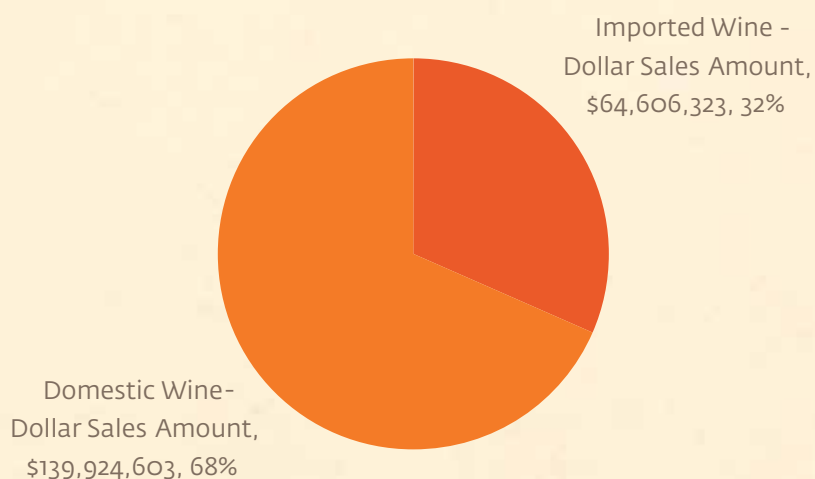
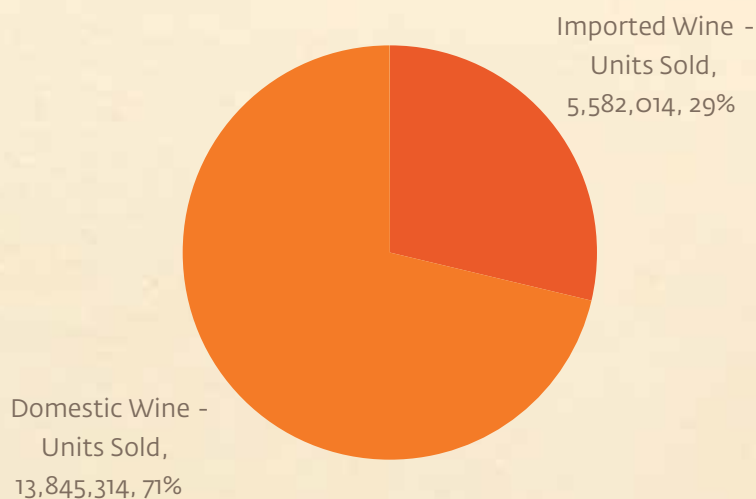


Figure 13: Imported and Domestic Table Wine by Units Sold, RY 2012 - 13



¹³Please note, Figure 12 and Figure 13 are based on data for items which would be identified as imported and domestic. Beverage Wine, Kosher, Hi-Proof, Flavored, Vermouth, Aperitifs, Asian and Wine Coolers may not be included in this classification.

WINE DETAILS

Figure 14 and Figure 15 represent wine sales, units and dollars, by price segment. For both units and dollar share the leading price segment is value.

Figure 14: Wine Units Sold by Price Segment, RY 2012 - 13

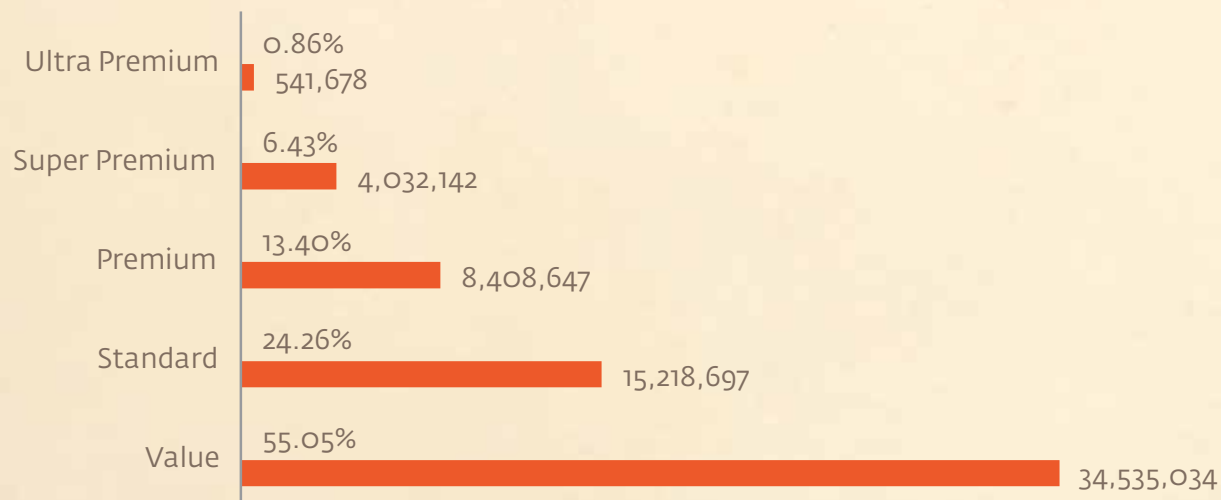


Figure 15: Wine Dollars Sold by Price Segment, RY 2012 - 13



The top 3 performing wine categories were separated and dollar sales ranked for each. Tables 22 – 24 show the top 10 items.

Table 22: Top Items in Marketing Category, US Chardonnay

Rank	Product Detail	Size	R.Y. 2012 - 13 Units Sold	R.Y. 2012 - 13 Dollar Sales
1	Kendall-Jackson VR Chardonnay	750 mL	551,781	\$7,273,440
2	Woodbridge Chardonnay	1.5 L	471,147	\$5,832,771
3	Barefoot Chardonnay	1.5 L	208,563	\$2,684,300
4	Sutter Home Chardonnay	1.5 L	190,788	\$1,988,208
5	Cupcake Chardonnay	750 mL	153,868	\$1,614,539
6	Foxhorn Chardonnay	1.5 L	162,705	\$1,511,256
7	Clos du Bois Chardonnay	1.5 L	65,422	\$1,471,955
8	La Crema Chardonnay	750 mL	62,582	\$1,229,380
9	Clos du Bois Chardonnay	750 mL	95,872	\$1,227,399
10	Beringer Founders' Chardonnay	1.5 L	66,400	\$1,201,570

Table 23: Top Items in Marketing Category, 5L Box Wine

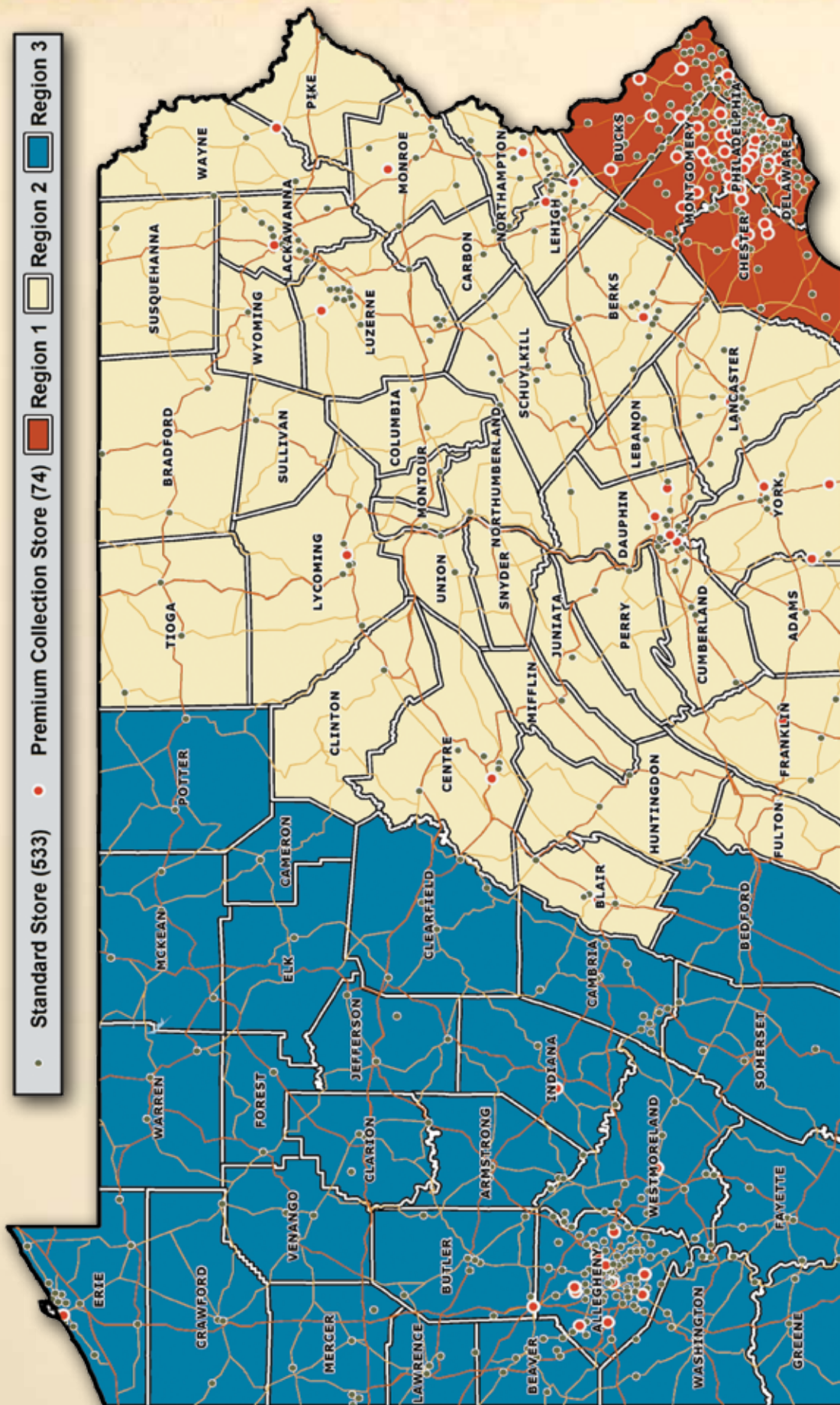
Rank	Product Detail	Size	R.Y. 2012 - 13 Units Sold	R.Y. 2012 - 13 Dollar Sales
1	Franzia Sunset Blush	5 L	363,331	\$4,884,945
2	Franzia Chardonnay	5 L	244,728	\$4,022,868
3	Franzia White Zinfandel	5 L	224,596	\$3,646,965
4	Franzia Chillable Red	5 L	234,378	\$3,129,102
5	Almaden Chardonnay	5 L	159,160	\$2,854,309
6	Franzia Fruity Red Sangria	5 L	197,204	\$2,627,742
7	Franzia Merlot	5 L	156,989	\$2,583,649
8	Franzia Crisp White	5 L	165,735	\$2,223,427
9	Franzia Cabernet Sauvignon	5 L	120,821	\$1,996,908
10	Franzia Chablis	5 L	123,559	\$1,966,466

Table 24: Top Items in Marketing Category, US Cabernet Sauvignon

Rank	Product Detail	Size	R.Y. 2012 - 13 Units Sold	R.Y. 2012 - 13 Dollar Sales
1	Woodbridge Cabernet Sauvignon	1.5 L	241,620	\$2,930,863
2	J. Lohr Cabernet Sauvignon	750 mL	103,490	\$1,469,064
3	Robert Mondavi Private Selection Central Coast Cabernet Sauvignon	750 mL	131,486	\$1,378,330
4	Barefoot Cabernet Sauvignon	1.5 L	100,784	\$1,298,419
5	Francis Coppola Diamond Claret	750 mL	68,163	\$1,200,021
6	Sutter Home Cabernet Sauvignon	1.5 L	112,348	\$1,167,100
7	Beringer Founders' Cabernet Sauvignon	1.5 L	55,515	\$1,016,508
8	Rex Goliath Cabernet Sauvignon	1.5 L	86,057	\$985,242
9	Smoking Loon Cabernet Sauvignon	750 mL	109,421	\$934,569
10	Stag's Leap Artemis Napa Cabernet Sauvignon	750 mL	17,296	\$885,328

APPENDIX A - MAP

Fine Wine & Good Spirits Stores Map



APPENDIX B – TABLE 8

Table 8: Stores Ranked by Total Dollar Sales Amount, RY 2012 – 13

Rank	Store ¹⁴	City	Address	Transaction Count	Avg. Value of Transaction	Dollar Sales Amount
1	5103*	Philadelphia	2238 Washington Ave	19,510	\$2,089.10	\$40,758,360
2	5133	Philadelphia	401 Franklin Mills Cir	311,534	\$79.10	\$24,741,639
3	1516	West Chester	933 Paoli Pike	290,095	\$83.57	\$24,322,012
4	215*	Pittsburgh	1601 Liberty Ave	12,510	\$1,527.78	\$19,112,495
5	247	Pittsburgh	5956 Penn Circle South Suite 201	360,904	\$50.09	\$18,145,776
6	4814	Easton	Northampton Crossings 3718 Easton-Nazareth Hwy	275,617	\$51.45	\$14,238,928
7	4602	Ardmore	Ardmore Plaza Shop Center 56 Greenfield Ave	238,228	\$59.05	\$14,134,482
8	214	Pittsburgh	The Waterworks 974 Freepoint Road	273,034	\$51.03	\$13,981,194
9	5144	Philadelphia	1218 Chestnut St	361,210	\$37.12	\$13,454,647
10	621	Wyomissing	Berkshire Mall West 1101 Woodland Rd	299,185	\$43.75	\$13,142,766
11	9211	Bethel Park	Village Square Mall 5000 Oxford Dr Suite 100	275,186	\$47.46	\$13,114,260
12	1007	Cranberry Twp	Cranberry Mall Room 302A 20111 Route 19	247,167	\$50.54	\$12,541,198
13	2301*	Broomall	Lawrence Park Ind Center 629 Park Way	7,529	\$1,629.89	\$12,271,451
14	2102	Lemoyne	West Shore Plaza Shop Center 1200 Market St	276,274	\$43.94	\$12,183,449
15	926	Doylestown	132 Veterans Lane	271,369	\$43.23	\$11,773,264
16	9113	Philadelphia	1913 Chestnut St	370,103	\$29.73	\$11,048,056
17	1405	State College	1690 N Atherton St	272,619	\$40.17	\$11,002,603
18	4628	Conshohocken	Whitemarsh Shopping Center 44 Ridge Pike	289,355	\$37.86	\$11,000,959
19	4623	Flourtown	1440 Bethlehem Pike	235,352	\$46.06	\$10,884,486
20	5104	Philadelphia	Columbus Commons North Shopping Center 1940 S. Christopher Columbus Blvd.	261,851	\$41.17	\$10,828,888
21	6316	Washington	Washington Mall 301 Oak Spring Rd	202,435	\$53.01	\$10,769,696
22	909	Newtown	10 West Centre Ave	240,268	\$44.60	\$10,757,122
23	4620	King Of Prussia	143 South Gulph Road	161,262	\$65.41	\$10,588,890
24	2210	Harrisburg	Kmart Shopping Center 5070 Jonestown Rd	272,750	\$37.98	\$10,403,065
25	3614	Lancaster	Hawthorne Centre Shop Center 2076 Fruitville Pike	286,268	\$36.10	\$10,378,971
26	3901	Allentown	Crest Plaza Shopping Center 1516 N Cedar Crest Blvd	241,016	\$42.30	\$10,233,616
27	3516	Clarks Summit	222 Northern Blvd. Suite C	217,067	\$46.69	\$10,171,777
28	231	Pittsburgh	Robinson Town Centre 1850 Park Manor Blvd	236,102	\$42.33	\$10,032,373
29	4631	Norristown	Swede Square Shopping Center 2927 Swede Rd	257,150	\$38.26	\$9,878,874
30	4613	Jenkintown	935 Old York Rd	249,309	\$39.03	\$9,770,700
31	5185	Philadelphia	180 W. Girard Avenue	290,573	\$33.16	\$9,675,292
32	4633	Lansdale	Allen Forge Shopping Center 850 S Valley Forge Rd	279,310	\$33.72	\$9,454,976
33	6707	York	Eastern Boulevard Shop Center 2414 Eastern Blvd	263,086	\$35.11	\$9,272,527
34	2211	Hummelstown	Hershey Square Shop Center 1158 Mae Street	165,915	\$54.51	\$9,075,939

APPENDIX B – TABLE 8

Table 8: Stores Ranked by Total Dollar Sales Amount, RY 2012 – 13 (continued)

Rank	Store ¹⁴	City	Address	Transaction Count	Avg. Value of Transaction	Dollar Sales Amount
35	260	Pittsburgh	1955 Wharton St	269,698	\$32.43	\$8,771,506
36	4606	Maple Glen	Maple Glen Shopping Center 1973 Norristown Rd	190,038	\$44.65	\$8,517,697
37	3913	Whitehall	2503 Mickley Avenue	260,602	\$32.49	\$8,502,921
38	3918	Center Valley	The Promenade Shops at Saucon Valley 3060 Center Valley Parkway Suite 835	151,757	\$55.41	\$8,443,722
39	920	Quakertown	Quakertown Shopping Center 1465 W Broad St Suite 19	271,230	\$30.84	\$8,397,556
40	1404	State College	Hamilton Square Shop Center 230 W Hamilton Ave	155,548	\$52.86	\$8,263,499
41	2310	Springfield	149 Baltimore Pike	300,258	\$27.24	\$8,211,137
42	1501	Exton	275 Main St	181,903	\$43.91	\$8,019,885
43	2514	Erie	Yorktown Centre 2501 West 12th Street	190,305	\$41.17	\$7,862,624
44	277	Pittsburgh	8090 McIntyre Square Drive	213,327	\$36.36	\$7,786,449
45	932	Warrington	1115 Main Street	198,148	\$38.72	\$7,705,697
46	4614	Bala Cynwyd	119 West City Ave	240,119	\$31.74	\$7,653,187
47	4610	Collegeville	Market Place Shopping Center 201 2nd Ave Suite 107	193,473	\$38.89	\$7,556,142
48	3616*	Lancaster	1190 Dillerville Rd	6,693	\$1,121.44	\$7,505,794
49	912	New Hope	Logan Square Shopping Center 6542-J Lower York Road	129,453	\$56.15	\$7,294,612
50	6315	Mcmurray	Donaldsons Crossroads S C 3929 Washington Rd	188,879	\$38.04	\$7,210,434
51	2305	Media	315 W Baltimore Avenue	215,034	\$33.15	\$7,155,162
52	6517	Greensburg	Westmoreland Crossing 5280 Route 30, Suite 4	170,068	\$41.88	\$7,147,777
53	2516	Erie	Liberty Plaza Shop Center 3702 Liberty St	229,128	\$30.58	\$7,032,698
54	4645	Limerick	Limerick Village 200 West Ridge Pike	179,955	\$38.17	\$6,897,647
55	9209	Monroeville	Monroeville Mall 326-328 Mall Blvd	180,389	\$37.39	\$6,775,662
56	604	Reading	4721 Perkiomen Ave	208,790	\$32.31	\$6,773,483
57	284	Pittsburgh	Bill Green Shopping Center 10 Old Clairton Rd	198,065	\$33.90	\$6,741,200
58	289	Pittsburgh	Perry Shops 7920 Perry Hwy	152,161	\$43.99	\$6,719,894
59	9205	Pittsburgh	1602 Cochran Rd	193,286	\$34.22	\$6,638,846
60	5191	Philadelphia	2401 Vare Ave	281,618	\$23.31	\$6,592,345
61	6712	York	Commerce Center 2148 White Street, Ste 3	226,957	\$28.87	\$6,578,361
62	1514	Wayne	161 E Swedesford Rd	184,176	\$35.43	\$6,547,768
63	6711	Hanover	Hanover Crossing Shop Center 431 Eisenhower Drive	186,149	\$34.89	\$6,520,476
64	1506	Downingtown	Ashbridge Shopping Center 861 E Lancaster Ave	192,765	\$33.61	\$6,502,148
65	911	Fairless Hills	510 S Oxford Valley Rd, Bldg 8	251,915	\$25.71	\$6,502,123
66	4001	Wilkes-Barre	2136 Wilkes-Barre Twp	205,262	\$30.93	\$6,371,635
67	3801	Lebanon	102 N 8th Avenue	209,196	\$29.97	\$6,296,836
68	1527	Wayne	821 West Lancaster Avenue Suite 310	123,341	\$50.70	\$6,279,653

Table 8: Stores Ranked by Total Dollar Sales Amount, RY 2012 – 13 (continued)

Rank	Store ¹⁴	City	Address	Transaction Count	Avg. Value of Transaction	Dollar Sales Amount
69	2101	Carlisle	Carlisle Marketplace 281 S Spring Garden St	214,065	\$29.18	\$6,268,591
70	222*	Bridgeville	United Industrial Park Building D 98 Vanadium Road	4,985	\$1,253.02	\$6,246,327
71	5141	Philadelphia	4906-4908 Baltimore Ave	285,446	\$21.57	\$6,183,250
72	2801	Chambersburg	Wayne Plaza 987 Wayne Avenue	178,267	\$34.45	\$6,163,961
73	5135	Philadelphia	5101 Lancaster Ave	313,014	\$19.50	\$6,127,703
74	6714	Shrewsbury	Shrewsbury Commons Shopping Center 802 Shrewsbury Commons Ave	143,804	\$42.29	\$6,106,489
75	4502	Mt Pocono	Pocono Village Mall 87 Rt 940	214,919	\$28.25	\$6,094,988
76	5140	Philadelphia	2401 E Venango St	253,834	\$23.89	\$6,088,735
77	4003	Dallas	2161 Memorial Hwy, Suite 101 Memorial Highway	161,174	\$37.56	\$6,075,644
78	709	Altoona	Pleasant Valley Shop Center 3415 Pleasant Valley Blvd, Suite 7	174,417	\$34.45	\$6,030,712
79	4306	Hermitage	Hermitage Towne Plaza 2321 E State St	162,038	\$36.91	\$6,004,475
80	9118	Philadephia	Ivy Ridge Shopping Center 7146 Ridge Avenue	220,910	\$26.91	\$5,969,542
81	2306	Wayne	209 W Lancaster Ave	137,880	\$42.81	\$5,923,398
82	4804	Bethlehem	Stefko Shopping Center 1844-A Stefko Blvd	216,737	\$27.09	\$5,893,764
83	3615	Lancaster	Bridgeport Shopping Center 1622 Lincoln Highway East	215,062	\$27.18	\$5,868,709
84	4632	North Wales	Gwynedd Crossing Shop Center 1200 Bethlehem Pike Ste 7	159,723	\$36.33	\$5,825,878
85	5132	Philadelphia	4229 N Broad St	300,351	\$19.27	\$5,809,133
86	1525	Exton	Lionville Shopping Center 162 Eagleview Blvd	171,022	\$33.72	\$5,787,624
87	4636	Narberth	1 Station Circle	145,762	\$39.35	\$5,761,124
88	1528	Paoli	Paoli Shopping Center 17-19 Leopard Road Suites D-1, D-2 & D-3	142,505	\$40.22	\$5,753,111
89	910	Souderton	Hilltown Plaza Shop Center 766 Rt 113 Store 4	189,332	\$30.27	\$5,750,813
90	101	Gettysburg	1275 York Road Lot 12	146,870	\$38.90	\$5,736,286
91	3607	Lititz	Shoppes at Kissel Village 1020 Lititz Pike	182,428	\$31.28	\$5,729,801
92	1010	Seven Fields	206 Seven Fields Blvd	159,770	\$35.64	\$5,717,413
93	2324	Holmes	Macdade Shopping Center 2143 Macdade Blvd	215,013	\$26.37	\$5,695,839
94	619	Reading	Penn Plaza 3045 Fifth Street Highway Unit #3	201,428	\$27.92	\$5,647,726
95	4110	Williamsport	Loyal Plaza Shop Center 1903 E 3rd St	152,181	\$36.09	\$5,513,954
96	4817*	Bethlehem	3084 Emrick Boulevard (Rear)	4,326	\$1,261.50	\$5,457,248
97	2215	Harrisburg	The Point Shopping Center 4227 Union Deposit Rd	206,740	\$26.29	\$5,454,938
98	5160	Philadelphia	Hendrix Center 11685 Bustleton Ave	224,443	\$24.19	\$5,450,964

APPENDIX B – TABLE 8

Table 8: Stores Ranked by Total Dollar Sales Amount, RY 2012 – 13 (continued)

Rank	Store ¹⁴	City	Address	Transaction Count	Avg. Value of Transaction	Dollar Sales Amount
103	3522	Scranton	210 Meadow Ave	172,450	\$30.70	\$5,311,004
99	2320	Havertown	1305 West Chester Pike Suite 44B	195,153	\$27.75	\$5,436,904
100	5190	Philadelphia	7161 Ogontz Ave	264,515	\$20.48	\$5,436,778
101	211	Gibsonia	354 Northtowne Square 5600 Route 8	162,088	\$33.33	\$5,422,687
102	5173	Philadelphia	Woodland Village Shop Center 6140 Woodland Ave	290,753	\$18.33	\$5,351,432
104	1507	Kennett Square	New Garden Town Square Shopping Center 350 Scarlett Rd Ste 1-3-5	123,120	\$42.84	\$5,294,528
105	3915	Bethlehem	Westgate Mall 2289 Schoenersville Rd	179,362	\$29.40	\$5,292,484
106	1502	Phoenixville	550 Kimberton Road	163,771	\$32.00	\$5,260,151
107	1902	Bloomsburg	1231 Columbia Blvd	161,569	\$32.41	\$5,255,408
108	4635	Willow Grove	Regency Square Shop Plaza 1029 N Easton Rd	164,891	\$31.57	\$5,225,587
109	2106	Mechanicsburg	6560 Carlisle Pike Suite 350	161,879	\$31.78	\$5,164,333
110	207	Pittsburgh	One Oxford Centre 320 Smithfield St	134,888	\$38.16	\$5,158,474
111	929	Chalfont	4275 County Line Rd	157,399	\$32.57	\$5,147,254
112	915	Bristol	3920 New Falls Rd	204,486	\$25.00	\$5,131,503
113	6518	North Huntingdon	Norwin Hills Plaza 8865 Norwin Avenue	170,491	\$29.83	\$5,104,710
114	266	Sewickley	521 Beaver St	97,182	\$51.58	\$5,030,469
115	5155	Philadelphia	Society Hill Shopping Center 326 S 5th St	155,865	\$32.05	\$5,014,081
116	5121	Philadelphia	Top of the Hill Shop Center 8705 Germantown Ave	142,952	\$34.86	\$5,003,068
117	6705	York	Queensgate Shopping Center 2075 Springwood Road, Unit #30	167,816	\$29.65	\$4,996,432
118	1523	West Chester	Shoppes Dilworthtown Ste B 1363 Dilworthtown Crossing	120,117	\$41.33	\$4,980,927
119	3206	Indiana	Town Fair Plaza 475 Ben Franklin South, Suite 5	157,492	\$31.43	\$4,966,949
120	4621	Blue Bell	Center Square Plaza Ste 100 1301 Skippack Pike	120,979	\$40.52	\$4,922,344
121	4608	Bryn Mawr	922 W Lancaster Ave	122,305	\$39.62	\$4,865,059
122	6401	Hawley	74 Welwood Avenue Suite 103	113,516	\$42.36	\$4,823,983
123	3916	Trexlerstown	Trexler Mall Unit 2-A 6900 Hamilton Blvd	169,268	\$28.28	\$4,805,212
124	1530	West Chester	Bradford Plaza Shop Center 692 Downingtown Pike	158,388	\$30.10	\$4,789,958
125	4501	East Stroudsburg	Pocono Plaza 414 Lincoln Ave	185,849	\$25.63	\$4,782,427
126	5169	Philadelphia	1935 Fairmount Ave	183,202	\$25.82	\$4,751,414
127	5201	Milford	106 W Harford St	144,929	\$32.18	\$4,680,976
128	2207*	Harrisburg	1303 North 7th St	3,745	\$1,232.45	\$4,615,529
129	226	Pittsburgh	132 Ben Avon Heights Rd	160,155	\$28.62	\$4,601,798
130	928	Langhorne	Shoppes at Flowers Mill 118 N Flowers Mill Rd	141,659	\$32.32	\$4,595,021
131	2501	Erie	Summit Towne Centre 7200 Peach St	112,712	\$40.52	\$4,589,343

Table 8: Stores Ranked by Total Dollar Sales Amount, RY 2012 – 13 (continued)

Rank	Store ¹⁴	City	Address	Transaction Count	Avg. Value of Transaction	Dollar Sales Amount
132	3606	Lancaster	Centerville Square 586 Centerville Rd	168,055	\$27.20	\$4,588,258
133	925	Richboro	Crossroads Shopping Center 800 Bustleton Ave	145,423	\$30.91	\$4,515,692
134	4626	Norristown	2501 West Ridge Pike	167,683	\$26.74	\$4,500,676
135	914	Feasterville	Southampton Village Shopping Center 162 E Street Road	128,042	\$35.00	\$4,500,540
136	6709	York	The Crossroads Shopp Center 351 Loucks Rd	158,264	\$28.31	\$4,500,290
137	4015*	Wilkes-Barre	112 Stevens Rd	3,894	\$1,134.09	\$4,416,139
138	5122	Philadelphia	8 Penn Center Plaza 1628 John F Kennedy Blvd	220,900	\$19.83	\$4,390,878
139	3903	Allentown	1918 Allen St	162,658	\$26.81	\$4,380,043
140	5157	Philadelphia	1237 S 11th St	159,938	\$26.67	\$4,285,625
141	4639	Gilbertsville	Gilbertsville Shopping Center 1050 E Philadelphia Ave	132,215	\$32.09	\$4,263,378
142	238	Pittsburgh	Shady Hill Center 6320 Shakespeare St	241,747	\$17.56	\$4,258,190
143	5142	Philadelphia	Plaza Americana 2717 N American St	195,707	\$21.66	\$4,256,564
144	1510	Coatesville	Barley Station Shop Center 2715 E Lincoln Highway	176,248	\$24.04	\$4,253,872
145	267	Coraopolis	Moon Plaza, Suite 24 5990 University Blvd	136,447	\$30.85	\$4,227,572
146	2105	Mechanicsburg	Mechanicsburg Plaza 5301 Simpson Ferry Rd	154,185	\$27.31	\$4,227,045
147	298	Bridgeville	Chartiers Valley Shop Center 1025 Washington Pike	138,311	\$30.29	\$4,205,450
148	299	Pittsburgh	Penn Hills Shopping Center 11685 Penn Hills Drive	179,173	\$23.26	\$4,182,967
149	4505	Brodheadsville	West End Plaza 1421 Route 209, Suite 106	168,928	\$24.49	\$4,153,755
150	4622	Rockledge	404 Huntingdon Pike	139,858	\$29.44	\$4,136,700
151	5111	Philadelphia	3720 Main St	136,786	\$30.07	\$4,132,358
152	2332	Broomall	Lawrence Park Shop Center 1991 Sproul Rd Space 37	151,561	\$27.05	\$4,115,313
153	2314	Newtown Square	Newtown Square Shopping Center 42 Alpha Drive	131,724	\$31.02	\$4,100,460
154	5134	Philadelphia	32 South Second Street	91,918	\$44.11	\$4,070,748
155	4617	Harleysville	2710 Shelly Road	124,464	\$32.53	\$4,068,895
156	228	Pittsburgh	Edgewood Towne Centre 1749 S Braddock Ave	162,191	\$24.84	\$4,046,403
157	4509	Tannersville	R.R.#1 Tannersville Plaza 2838 Route 611, Suite 107	147,937	\$26.72	\$3,967,275
158	615	Douglassville	Douglassville Shopping Center 180 Old Swede Road Suite#6	137,050	\$28.81	\$3,965,433
159	906	Morrisville	Pennsbury Plaza Shop Center 229 Plaza Blvd #3133	163,337	\$24.13	\$3,956,802
160	938	Warminster	Center Point Plaza Shop Center 748 West Street Road	142,231	\$27.68	\$3,953,688
161	4611	Royersford	Park Towne Plaza 301 N Lewis Rd Suite #170	146,160	\$26.49	\$3,889,494
162	5165	Philadelphia	2118 Cottman Ave	184,277	\$20.95	\$3,876,994

APPENDIX B – TABLE 8

Table 8: Stores Ranked by Total Dollar Sales Amount, RY 2012 – 13 (continued)

Rank	Store ¹⁴	City	Address	Transaction Count	Avg. Value of Transaction	Dollar Sales Amount
163	4607	Ambler	132 E Butler Ave	98,337	\$39.05	\$3,856,817
164	3608	Lancaster	Manor Shopping Center 1234 Millersville Pke	157,102	\$24.44	\$3,854,828
165	2331	Drexel Hill	5035 Township Line Road	136,563	\$28.09	\$3,850,503
166	4637	Audubon	Audubon Village Shop Center 2860 Audubon Vill Dr	122,608	\$31.22	\$3,842,305
167	2319	Glen Mills	Concordville Towne Center 301 Byers Drive, Space K-013	104,543	\$36.44	\$3,827,548
168	919	Bensalem	2223 Galloway Rd	130,375	\$29.18	\$3,823,691
169	4638	Glenside	123 S Easton Rd	140,528	\$27.08	\$3,823,448
170	6523	Latrobe	1038 Latrobe 30 Plaza, Suite 311	116,802	\$32.58	\$3,821,356
171	4506	Stroudsburg	1060 N 9th St	141,817	\$26.68	\$3,798,513
172	6519	Lower Burrell	Crossroads Plaza 2501 Leechburg Road, Suite F	120,105	\$31.40	\$3,785,329
173	4627	Lansdale	Hillcrest Shopping Center 644 E Main Street	143,159	\$26.19	\$3,764,650
174	6521	Murrysville	4610 William Penn Hwy	107,807	\$34.60	\$3,744,054
175	3909	Allentown	906 Club Ave	123,733	\$30.05	\$3,733,533
176	2001	Meadville	Downtown Mall 900 Water Street	122,541	\$30.20	\$3,713,760
177	2107	Camp Hill	3760 Market St	115,626	\$31.94	\$3,709,438
178	1003	Butler	608 Moraine Pointe Plaza	119,887	\$30.60	\$3,682,438
179	290	Pittsburgh	Noble Manor Shopping Center 2350 Noblestown Rd	131,248	\$27.86	\$3,672,196
180	249	Pittsburgh	519 Towne Square Way	144,758	\$25.19	\$3,661,037
181	4630	Pottstown	North End Shopping Center 1300 N Charlotte St	141,268	\$25.77	\$3,655,618
182	3508	Dunmore	70 Keystone Industrial Pk	128,249	\$28.30	\$3,641,963
183	1702	Dubois	5730 Shaffer Rd	115,833	\$31.28	\$3,635,839
184	3617	Lancaster	Wheatland Shopping Center 1761A Columbia Ave	122,887	\$29.34	\$3,621,923
185	6001	Lewisburg	334 Market St	102,642	\$35.11	\$3,619,739
186	4510	East Stroudsburg	Fox Run Plaza 15 Fox Run Ln	140,794	\$25.37	\$3,587,984
187	2329	Eddystone	Eddystone Shopping Center 1562 Chester Pike Unit D-6	150,281	\$23.47	\$3,539,198
188	292	Pittsburgh	N Hills Village Rm 9 4801 Mcknight Rd	110,241	\$31.94	\$3,535,245
189	4033	Hazle Township	Church Hill Mall 1089 North Church Street	118,339	\$29.74	\$3,533,004
190	5143	Philadelphia	2429 South St	117,332	\$29.57	\$3,487,118
191	605	Kutztown	Village Square Plaza 45 Constitution Blvd	108,082	\$31.93	\$3,463,853
192	5105	Philadelphia	5 North 12th Street	173,988	\$19.83	\$3,462,851
193	274	Pittsburgh	Lebanon Shops 300 Mount Lebanon Blvd	124,664	\$27.54	\$3,446,966
194	4507	Blakeslee	248 Route 940, Suite #109 P.O. Box 640	99,962	\$34.28	\$3,441,720
195	9114	Philadelphia	Adams and Tabor Center 730 Adams Ave	112,570	\$30.21	\$3,418,397
196	2502	Erie	105 W 18th St	114,547	\$29.69	\$3,413,398
197	224	Pittsburgh	1824 Murray Ave	128,595	\$26.27	\$3,391,269
198	1402	State College	Hills Plaza 2051 S Atherton St	91,914	\$36.57	\$3,376,049

Table 8: Stores Ranked by Total Dollar Sales Amount, RY 2012 – 13 (continued)

Rank	Store ¹⁴	City	Address	Transaction Count	Avg. Value of Transaction	Dollar Sales Amount
199	3919	Allentown	Allentown Towne Center 4777 Tilghman St	109,229	\$30.65	\$3,360,189
200	2610	Uniontown	Fayette Plaza Shop Center 619 Pittsburgh Rd	84,064	\$39.83	\$3,358,571
201	414	Monaca	1476 Brodhead Road	104,445	\$31.85	\$3,341,685
202	5116	Philadelphia	101 E Olney Ave	169,631	\$19.56	\$3,332,031
203	2327	Villanova	789 East Lancaster Ave	61,402	\$54.00	\$3,331,821
204	409	Beaver Falls	Chippewa Mall Rooms 5 & 6 2546 Constitution Blvd	106,042	\$31.27	\$3,330,190
205	2302	Upper Darby	128 S 69th St	177,347	\$18.36	\$3,270,427
206	6524	Belle Vernon	321 Tri-County Lane	120,148	\$27.11	\$3,270,180
207	5101	Philadelphia	135 W Cheltenham Avenue	206,318	\$15.78	\$3,269,531
208	296	Bethel Park	5249 Library Road	119,011	\$27.34	\$3,267,106
209	6710	Red Lion	Windsor Commons Shopping Center 3159 Cape Horn Road	131,969	\$24.56	\$3,254,969
210	2110	Carlisle	Stonehedge Square Shopping Center 950 Walnut Bottom Road	100,752	\$32.14	\$3,252,337
211	620	Shillington	2207 Lancaster Pike	104,068	\$30.84	\$3,223,123
212	5114	Philadelphia	8844 Frankford Ave	146,985	\$21.81	\$3,216,785
213	2103	Shippensburg	Shippen Towne Centre 109 S. Conestoga Drive	116,933	\$27.32	\$3,206,919
214	2509	Erie	Giant Eagle Plaza 4466 Buffalo Road	115,046	\$27.61	\$3,187,575
215	3908	Macungie	199 W Main Street	97,326	\$32.28	\$3,155,497
216	213	Pittsburgh	217 Atwood St	145,963	\$21.44	\$3,146,452
217	907	Yardley	Edgewood Village Shop Center 635 Heacock Rd	114,175	\$27.44	\$3,145,842
218	6201	Warren	44 Market Street Plaza	103,724	\$29.99	\$3,122,818
219	1508	Parkesburg	West Sadsbury Commons Shopping Center 324 Commons Drive Ste C-6	114,646	\$27.07	\$3,118,727
220	3914	Allentown	1620 S 4th Street	131,617	\$23.51	\$3,110,717
221	2214	Harrisburg	Vlge of Oakhurst Shop Center 4404 Oakhurst Blvd	109,068	\$28.27	\$3,097,035
222	4701	Danville	604 Continental Blvd	101,186	\$30.51	\$3,096,963
223	4401	Lewistown	129 S Main St Suite 400	111,684	\$27.60	\$3,094,661
224	272	Pittsburgh	233 Shiloh St	94,745	\$32.44	\$3,086,615
225	3920	Emmaus	East Penn Plaza 1325 Chestnut Street	100,106	\$30.61	\$3,076,739
226	3611	Elizabethtown	1575 South Market Street Suite 109	109,239	\$27.99	\$3,072,750
227	2333	Upper Darby	Barclay Square Shop Center 1500 Garrett Rd	129,215	\$23.64	\$3,068,902
228	4807	Hellertown	Creekside Market Place 1848 Leithsville Rd	103,350	\$29.45	\$3,058,203
229	5602	Somerset	Somerset Commons Ste 110 1534 N Center Ave	87,186	\$34.81	\$3,045,944
230	937	Yardley	Oxford Oaks Shopping Center 1601 Big Oak Road	90,015	\$33.58	\$3,034,876
231	1801	Lock Haven	137 E Main St	86,565	\$34.89	\$3,031,696
232	3904	Allentown	3300 Lehigh St	95,561	\$31.30	\$3,001,749

APPENDIX B – TABLE 8

Table 8: Stores Ranked by Total Dollar Sales Amount, RY 2012 – 13 (continued)

Rank	Store ¹⁴	City	Address	Transaction Count	Avg. Value of Transaction	Dollar Sales Amount
233	5153	Philadelphia	2115 North 22nd Street	156,465	\$19.08	\$2,999,570
234	291	Monroeville	Miracle Mile Shop Center 4154B William Penn Hwy	95,167	\$31.25	\$2,989,286
235	4102	Williamsport	Hepburn Center 449 Hepburn Street	90,068	\$32.97	\$2,982,287
236	1522	Pottstown	Suburbia Shop Center 76 Glocker Way	93,836	\$31.60	\$2,978,806
237	4640	Wyncote	8156 Ogontz Ave	149,511	\$19.69	\$2,956,856
238	703	Duncansville	202 Hollidaysburg Plaza	92,616	\$31.76	\$2,953,573
239	501	Bedford	409 E Pitt St	77,175	\$38.06	\$2,949,622
240	602	Reading	Rockland Plaza 1202 Rockland Street	114,400	\$25.53	\$2,938,460
241	6403	Hamlin	Hamlin Shopping Center Route 590	95,757	\$30.54	\$2,936,002
242	5195	Philadelphia	7702 City Ave	127,084	\$22.94	\$2,929,921
243	5158	Philadelphia	McKeown's Plaza 6824 Rising Sun Ave	134,192	\$21.68	\$2,923,133
244	4024	Pittston	140 Laurel Plaza	97,971	\$29.64	\$2,916,006
245	4629	Dresher	Fairway Shop Center Str A 1825 Limekiln Pike	110,071	\$26.22	\$2,897,451
246	1406	State College	Benner Pike Shops 323 Benner Pike	93,223	\$30.90	\$2,894,297
247	2312	Lansdowne	920 Baltimore Ave	138,981	\$20.61	\$2,878,718
248	4605	Cheltenham	Melrose Shopping Center 103 W Cheltenham Ave	117,199	\$24.43	\$2,876,385
249	1512	Malvern	Lincoln Court Shopping Center 215 Lancaster Ave	97,237	\$29.45	\$2,876,164
250	410	Aliquippa	Aliquippa Shopping Center 2719 Brodhead Rd Suite 13	104,512	\$27.28	\$2,862,987
251	263	Pittsburgh	418 E Ohio St	152,670	\$18.63	\$2,854,640
252	917	Southampton	500 S Second Street Pike	88,500	\$32.02	\$2,847,826
253	3907	Allentown	The Shops at Cedar Point 333 S Cedar Crest Blvd	88,920	\$31.77	\$2,836,835
254	901	Hatfield	Hilltown Crossings Shop Ct 1547 Bethlehem Pike	100,890	\$27.94	\$2,832,754
255	4006	Luzerne	Luzerne Shopping Center 468 Union St	102,775	\$27.30	\$2,817,244
256	4026	Edwardsville	26 Gateway Shopping Center Suite B	103,070	\$27.22	\$2,817,065
257	4508*	Marshall's Creek	Jay Park Plaza 288 Dartmouth Drive	1,715	\$1,632.54	\$2,799,804
258	201	Bridgeville	3239 Washington Pike	103,627	\$26.83	\$2,791,258
259	4615	East Greenville	26 E Fourth St	93,397	\$29.70	\$2,785,629
260	6507	Ligonier	613 W Main St	60,017	\$45.80	\$2,760,413
261	9207	Wexford	Wexford Plaza Shopping Center 10660 Perry Hwy	68,925	\$39.58	\$2,745,270
262	2503	Erie	Asbury Square 2421 Asbury Rd	98,202	\$27.83	\$2,744,445
263	2601	Uniontown	111 W Fayette St	78,285	\$34.88	\$2,742,754
264	1118	Johnstown	Geistown Shopping Center 2451 Bedford St	84,979	\$32.11	\$2,740,233
265	3604	Ephrata	31 W Main St	101,711	\$26.71	\$2,729,120
266	1520	Glenmoore	Ludwigs Village Shop Center 2910 Conestoga Rd	72,666	\$37.22	\$2,715,068

Table 8: Stores Ranked by Total Dollar Sales Amount, RY 2012 – 13 (continued)

Rank	Store ¹⁴	City	Address	Transaction Count	Avg. Value of Transaction	Dollar Sales Amount
267	9108	Philadelphia	Pennypack Circle Shop Center 8204 E. Roosevelt Blvd.	107,983	\$24.98	\$2,709,122
268	280	Pittsburgh	2800 Robinson Blvd	124,326	\$21.70	\$2,708,572
269	5107	Philadelphia	Grant Plaza II Shop Center 1619 Grant Ave - Str 38	102,347	\$26.30	\$2,708,309
270	3921	Allentown	Airport Plaza Shopping Center 1247 Airport Rd	74,933	\$35.89	\$2,701,848
271	203	Pittsburgh	Braddock Hills Shopping Ct 230 Yost Blvd	94,064	\$28.59	\$2,700,910
272	4201	Bradford	38 Davis Street	88,351	\$30.42	\$2,697,258
273	288	Pittsburgh	530-A Caste Village Shop Center	88,142	\$30.31	\$2,681,631
274	4815	Easton	Forks Town Center 341 Town Center Blvd	102,870	\$25.95	\$2,680,883
275	5152	Philadelphia	Erie Plaza 3772 L St	117,751	\$22.64	\$2,678,812
276	404	East Rochester	Rochester Plaza 730 Ohio River Blvd	88,923	\$29.82	\$2,663,481
277	4625	King Of Prussia	Valley Forge Shopping Center 109 Town Center Road	100,563	\$26.15	\$2,641,947
278	927	Pipersville	Plumstead Square Shop Center 5837 Easton Rd	92,393	\$28.45	\$2,639,805
279	3510	Peckville	Plaza 1500 1531 Main St	88,653	\$29.48	\$2,624,335
280	5119	Philadelphia	724 South Street	92,854	\$28.01	\$2,618,965
281	2109	Camp Hill	Harrisburg West Shop Center 3441 Simpson Ferry Rd	93,383	\$27.94	\$2,618,750
282	3803	Palmyra	Palmyra Shopping Center 901 E Main St Suite 12	94,363	\$27.58	\$2,615,240
283	9206	Mckees Rocks	Kenmawr Plaza 510 Pine Hollow Road	92,986	\$27.96	\$2,611,753
284	916	Bristol	Bristol Park 238 Commerce Circle	111,388	\$23.33	\$2,610,494
285	5501	Selinsgrove	517 N Market St	85,674	\$30.23	\$2,603,419
286	5138	Philadelphia	7204 Germantown Ave	116,506	\$22.23	\$2,602,447
287	4810	Bethlehem	Bethlehem Square Shop Center 3926 Nazareth Pike, Unit 11	96,376	\$26.80	\$2,593,558
288	1518	West Chester	The Marketplace Shop Center 1502 W Chester Pike	100,472	\$25.61	\$2,584,027
289	4813	Bethlehem	30 E 4th St	87,989	\$29.18	\$2,581,288
290	9111	Philadelphia	Roosevelt Plaza 6577 Roosevelt Boulevard	115,176	\$22.25	\$2,576,112
291	4805	Northampton	1910 Center St	97,578	\$26.29	\$2,576,063
292	5145	Philadelphia	5235 Frankford Ave	173,490	\$14.74	\$2,567,509
293	6708	New Cumberland	Fairview Center 128 Old York Road	95,995	\$26.57	\$2,560,803
294	2518	Edinboro	Washington Towne Center 140 Washington Towne Blvd	85,571	\$29.69	\$2,550,574
295	1119	Johnstown	1735 Lyter Dr	81,439	\$31.04	\$2,537,465
296	5180	Philadelphia	3521 Cottman Ave	113,567	\$22.20	\$2,533,172
297	6601	Tunkhannock	2 Village Center	82,478	\$30.58	\$2,531,627
298	2206	Middletown	Midtown Plaza 430 East Main Street	99,605	\$25.28	\$2,529,361
299	5183	Philadelphia	2913 North 22nd Street	147,822	\$17.00	\$2,523,976
300	3708	New Castle	2410 Wilmington Rd	91,195	\$27.54	\$2,521,095
301	218	Pittsburgh	2947 W Liberty Ave	83,150	\$30.18	\$2,520,746
302	209	Pittsburgh	4104 Butler Street	80,598	\$31.11	\$2,518,730

APPENDIX B – TABLE 8

Table 8: Stores Ranked by Total Dollar Sales Amount, RY 2012 – 13 (continued)

Rank	Store ¹⁴	City	Address	Transaction Count	Avg. Value of Transaction	Dollar Sales Amount
303	933	Holicong	Buckingham Green 4950 Old York Road	62,359	\$40.23	\$2,518,009
304	6525	Greensburg	6041 Route 30, Suite 55	88,000	\$28.47	\$2,516,965
305	608	Sinking Spring	Springtown Shopping Center 2671 Shillington Road	90,833	\$27.57	\$2,515,119
306	6302	Canonsburg	43 E Pike St	87,929	\$28.43	\$2,510,072
307	285	Allison Park	Hampton Plaza 4706 William Flynn Hwy, Suite 8	77,720	\$32.01	\$2,498,608
308	935	Jamison	Warwick Square Shop Center 2395 Old York Rd	78,517	\$31.61	\$2,494,150
309	2201	Harrisburg	Kline Village Shopping Center 29 Kline Village	118,061	\$20.90	\$2,479,557
310	1901	Berwick	35 Briar Creek Road	80,496	\$30.59	\$2,473,646
311	921	Yardley	Yardley Shopping Center 25 S Main St	65,573	\$37.52	\$2,471,360
312	264	Pittsburgh	Shaler Plaza Suite 7 880 Butler Street	81,069	\$30.17	\$2,455,684
313	3504	Childs	529 Main St	78,269	\$31.21	\$2,453,851
314	1515	Exton	Marchwood Shopping Center 23 Marchwood Rd	83,747	\$29.17	\$2,453,020
315	1521	Downingtown	Brandywine Village Shp Center 1239 Horseshoe Pike Rt 322	86,480	\$28.03	\$2,434,467
316	3610	Denver	Muddy Creek Shoppes 2350 N Reading Rd Str 11	74,538	\$32.44	\$2,429,391
317	4903	Sunbury	Sunbury Plaza 1135 North 4th Street	77,305	\$31.15	\$2,418,339
318	5189	Philadelphia	2807 S Front St	82,766	\$29.08	\$2,418,264
319	5108	Philadelphia	3250 N Broad Street	138,019	\$17.34	\$2,403,747
320	2217	Harrisburg	Swatara Square 6301 Grayson Rd Suite A118	92,565	\$25.79	\$2,398,520
321	2006	Meadville	19017 Park Avenue Plaza	68,542	\$34.58	\$2,379,203
322	1002	Harmony	9 Northgate Plaza Unit 5	84,019	\$28.17	\$2,376,073
323	2208	Harrisburg	Uptown Plaza 2943 North 7th Street	113,740	\$20.79	\$2,373,292
324	9213	Pittsburgh	2356 Golden Mile Hwy	89,445	\$26.40	\$2,372,429
325	1513	Berwyn	552 Lancaster Avenue	72,002	\$32.80	\$2,368,749
326	3603	Columbia	Columbia Shopping Center 36 S 18th Street	91,027	\$25.79	\$2,358,298
327	3602	Lancaster	252 N Queen St, 1st Fl	121,334	\$19.29	\$2,350,228
328	2309	Brookhaven	4117 Edgmont Ave	109,982	\$21.25	\$2,347,544
329	6703	Hanover	Grandview Plaza Complex 1446 Baltimore St, Unit G	83,070	\$28.00	\$2,336,580
330	234	Pittsburgh	West View Shop Center 1012 West View Park Dr	95,760	\$24.29	\$2,335,914
331	4031	Hazleton	Hazleton Shopping Center 534 W. Broad Street	76,573	\$30.15	\$2,321,406
332	282	White Oak	Oak Park Mall 2001 Lincoln Way	86,644	\$26.67	\$2,319,691
333	2511	Erie	737 East 38th St	93,913	\$24.52	\$2,312,894
334	1526	Phoenixville	785 Starr Street	91,793	\$25.06	\$2,309,415
335	5401	Pottsville	530 Pottsville Park Plaza Route 61 North	82,494	\$27.86	\$2,305,483
336	3902	Schnecksville	5041 Rt 873	82,681	\$27.65	\$2,296,723

Table 8: Stores Ranked by Total Dollar Sales Amount, RY 2012 – 13 (continued)

Rank	Store ¹⁴	City	Address	Transaction Count	Avg. Value of Transaction	Dollar Sales Amount
337	294	Mckeesport	Olympia Shopping Center 4313 Walnut St	71,710	\$31.85	\$2,295,125
338	3101	Huntingdon	7657 Lake Raystown Shopping Center	79,579	\$28.69	\$2,294,189
339	4007	Nanticoke	13 Weis Plaza	86,291	\$26.35	\$2,283,724
340	923	Warminster	864 E Street Rd	74,321	\$30.59	\$2,282,836
341	6702	Etters	150 Newberry Commons	82,794	\$27.15	\$2,257,585
342	1005	Butler	110 Bon Aire Plaza	79,718	\$27.99	\$2,240,317
343	275	Pittsburgh	826 Hazelwood Ave	78,069	\$28.39	\$2,225,541
344	6512	Delmont	Salem 22 Plaza 6518 Route 22, Suite 444	73,984	\$29.89	\$2,221,282
345	6501	Greensburg	105 Harrison Ave	62,262	\$35.53	\$2,220,182
346	4104	Muncy	1274 East Penn St	71,799	\$30.59	\$2,204,851
347	308	Kittanning	Franklin Village Shopping Center 13 Franklin Village Mall	74,711	\$29.26	\$2,196,341
348	3202	Indiana	575 Philadelphia St	70,242	\$30.98	\$2,181,684
349	220	Oakmont	624 Allegheny River Blvd	51,779	\$41.89	\$2,178,428
350	3601	New Holland	New Holland Shopping Center 681 W Main St	77,661	\$27.85	\$2,172,365
351	3520	Scranton	Green Ridge Plaza 1600 Nay Aug Avenue	89,184	\$24.22	\$2,167,693
352	801	Sayre	2323 North Elmira Street	69,127	\$31.18	\$2,164,592
353	3609	Mount Joy	Mount Joy Square 921 E Main Street	79,577	\$27.01	\$2,158,676
354	6404	Honesdale	1199 Texas-Palmyra Highway Suite 0	66,185	\$32.23	\$2,146,714
355	4642	Huntingdon Valley	Marketplace at Huntingdon 2080 County Line Road	79,251	\$26.92	\$2,142,274
356	3502	Dickson City	1512 Scranton Carbondale H	68,593	\$31.10	\$2,141,771
357	1519	Malvern	The Shops at Great Valley 20 Liberty Blvd	64,499	\$33.03	\$2,135,845
358	2603	Connellsville	808 Vanderbilt Road	67,983	\$31.14	\$2,126,888
359	1503	West Grove	Shoppes at Jenners Village 831 W Baltimore Pike Ste E	86,209	\$24.49	\$2,120,226
360	4032	West Hazleton	12 Diana Lane	69,635	\$30.31	\$2,119,383
361	4028	Wilkes-Barre	850 Sans Souci Pky	81,332	\$25.94	\$2,117,876
362	295	North Versailles	Great Valley Mart 355 Lincoln Highway	99,295	\$21.13	\$2,106,448
363	3805	Cleona	Cleona Square Shop Center 471 W. Penn Ave	72,823	\$28.72	\$2,102,422
364	3618	Morgantown	Clock Tower Plaza II, Ste 1 2846 Main Street	75,319	\$27.74	\$2,099,081
365	2805	Chambersburg	Lincoln Way Shop Center 1670 Lincoln Way East	89,433	\$23.33	\$2,096,564
366	5198	Philadelphia	Freedom Square Shop Center 5113 Germantown Ave	117,602	\$17.72	\$2,093,345
367	4644	Horsham	900 Village Mall	95,708	\$21.68	\$2,084,205
368	4034	Wyoming	1008 Wyoming Ave	73,442	\$28.23	\$2,083,068
369	216	Carnegie	102 E Main St	84,325	\$24.57	\$2,080,660
370	9212	Imperial	Penn Lincoln Center 440 Penn Lincoln Dr	69,364	\$29.86	\$2,080,010
371	6314	Washington	980 Jefferson Ave	93,223	\$22.04	\$2,063,077

APPENDIX B – TABLE 8

Table 8: Stores Ranked by Total Dollar Sales Amount, RY 2012 – 13 (continued)

Rank	Store ¹⁴	City	Address	Transaction Count	Avg. Value of Transaction	Dollar Sales Amount
372	5120	Philadelphia	Academy Plaza 3246 Red Lion Road	101,754	\$20.19	\$2,062,828
373	3518	Scranton	Keyser Oak Plaza Str 11 1762 Keyser Oak Ave	78,770	\$25.96	\$2,053,756
374	705	Altoona	Chestnut Plaza 220 East Chestnut Avenue	80,390	\$25.42	\$2,053,219
375	5171	Philadelphia	4177 Ridge Ave	83,289	\$24.53	\$2,052,862
376	3503	Scranton	Price Chopper Shopping Center 1520 S Main Ave	83,355	\$24.38	\$2,041,344
377	4801	Walnutport	Walnutport Shopping Center 200C S Best Ave	72,269	\$28.09	\$2,039,176
378	255	Cheswick	Cheswick Plaza 1302 Pittsburgh Street	65,666	\$30.83	\$2,031,950
379	5408	Pottsville	888 Gordon Nagle Trail	67,432	\$29.97	\$2,028,947
380	603	Sinking Spring	Sinking Spring Plaza 4880 Penn Ave	68,496	\$29.43	\$2,024,667
381	904	Perkasie	Perkasie Square 511 Constitution Ave	81,137	\$24.79	\$2,019,695
382	230	Pittsburgh	529 Liberty Ave	126,221	\$15.97	\$2,019,593
383	5127	Philadelphia	2511 West Girard Ave	110,917	\$18.07	\$2,013,361
384	1009	Sarver	240 Buffalo Plaza	63,995	\$31.21	\$2,005,997
385	4013	Wilkes-Barre	South Main Plaza 379 S Main St	91,879	\$21.72	\$2,005,819
386	4308	Grove City	33 Pine Grove Square Dr	73,846	\$26.86	\$1,993,114
387	2111	Enola	East Penn Center 736 Wertzville Road	73,320	\$27.00	\$1,986,804
388	4902	Coal Township	The Plaza at Coal Township 9345 State Route 61	64,934	\$30.42	\$1,984,333
389	4303	Greenville	100 Hadley Rd., #7	61,914	\$31.87	\$1,982,123
390	930	Warrington	Doylestown Point Plaza 1661 Easton Rd	64,421	\$30.63	\$1,981,688
391	2225*	Harrisburg	990 Briarsdale Road Unit A	16,276	\$121.62	\$1,979,428
392	2606	Uniontown	140 Walnut Hill Road	70,538	\$27.93	\$1,978,100
393	4803	Pen Argyl	1375 Blue Valley Dr	78,019	\$25.19	\$1,973,667
394	1102	Johnstown	East Hills Plaza 1513 Scalp Avenue	71,950	\$27.26	\$1,970,111
395	261	Pittsburgh	2629 Brownsville Rd	75,931	\$25.82	\$1,969,302
396	252	Pittsburgh	4643 Centre Ave	82,380	\$23.74	\$1,963,895
397	918	Trevese	Trevese Shopping Plaza 560 Andrews Road	79,073	\$24.69	\$1,961,718
398	2218	Hershey	731 Cherry Drive	77,196	\$25.16	\$1,950,797
399	210	South Park	The Bavarian Village 2550 Brownsville Rd	64,236	\$30.11	\$1,943,039
400	202	Verona	River Town Shops 90 Allegheny River Blvd	67,825	\$28.48	\$1,940,717
401	1006	Butler	340 Greater Butler Mart	60,898	\$31.67	\$1,936,636
402	931	Perkasie	341 Dublin Pike	66,480	\$28.98	\$1,935,535
403	707	Altoona	Valley View Shop Center 613 Pleasant Valley Blvd	63,009	\$30.54	\$1,931,903
404	283	Natrona Heights	Heights Plaza 1632 Pacific Avenue	75,350	\$25.54	\$1,931,773
405	3521	Covington Township	921 Drinker Turnpike Suite 23	68,731	\$27.98	\$1,931,149

Table 8: Stores Ranked by Total Dollar Sales Amount, RY 2012 – 13 (continued)

Rank	Store ¹⁴	City	Address	Transaction Count	Avg. Value of Transaction	Dollar Sales Amount
406	2517	Erie	3412 West Lake Rd	53,961	\$35.58	\$1,927,579
407	606	Hamburg	500 Hawk Ridge Dr Suite #8	59,791	\$31.96	\$1,921,826
408	9208	Wexford	125 Towne Centre Drive Suite 500	39,789	\$48.29	\$1,921,321
409	6509	Mt Pleasant	208 Countryside Plaza	69,342	\$27.29	\$1,900,280
410	5802	Montrose	Price Chopper Plaza 1670 State Route 706, Ste 6	55,321	\$34.17	\$1,898,645
411	4106	Williamsport	2067 Lycoming Creek Rd	69,633	\$27.04	\$1,890,059
412	9210	Verona	Community Plaza 1103 Milltown Road	72,531	\$25.88	\$1,885,018
413	6102	Franklin	541 Allegheny Blvd	61,491	\$30.53	\$1,884,384
414	1304	Lehighton	143 South St	68,029	\$27.51	\$1,879,976
415	1008	Slippery Rock	Slippery Rock Plaza Ste 2 223 Grove City Rd	73,118	\$25.56	\$1,875,269
416	2802	Waynesboro	Wayne Heights Mall 1507-1509 East Main St	60,491	\$30.78	\$1,870,366
417	206	Mckees Rocks	Mckees Rocks Plaza 136 Chartiers Avenue	85,829	\$21.58	\$1,859,770
418	5403	Tamaqua	141 N. Railroad Street	69,953	\$26.43	\$1,857,160
419	2513	Erie	East Erie Plaza Shop Center 828 E. Sixth St	73,589	\$25.13	\$1,856,844
420	2402	St Marys	St Marys Plaza Shop Center 832 S St Marys Rd	59,576	\$31.03	\$1,856,766
421	5202	Hawley	Vill Center at Lords Valley Hc8 Box 8416 Rt 739	71,048	\$26.01	\$1,855,466
422	2520	Girard	Imperial Point Plaza 9135 Ridge Road	61,748	\$29.83	\$1,850,544
423	4809	Bath	Bath Shopping Center 362 S Walnut St	64,098	\$28.40	\$1,828,598
424	610	Kenhorst	300 Kenhorst Plaza	73,279	\$24.81	\$1,827,241
425	2304	Newtown Square	Edgemont Square Shop Center 4839 West Chester Pike	52,386	\$34.64	\$1,821,624
426	4107	Montoursville	803 N Loyalsock Ave	63,439	\$28.57	\$1,820,333
427	3505	Old Forge	305 South Main St	59,037	\$30.69	\$1,818,770
428	617	Womelsdorf	Tulpehocken Village Shop Center 430 N Third St	60,938	\$29.66	\$1,816,245
429	802	Towanda	85 Reuter Boulevard	60,528	\$29.79	\$1,810,626
430	2108	Enola	Summerdale Plaza Shop Center 443 N Enola Rd	62,609	\$28.70	\$1,804,087
431	3605	Manheim	Manheim Shop Center 97 Doe Run Road	66,101	\$26.94	\$1,788,509
432	2317	Ridley Park	12 E Hinckley Ave	76,917	\$23.11	\$1,785,508
433	2325	Aston	3486 Concord Rd, Str 11	78,856	\$22.47	\$1,779,682
434	408	New Brighton	816 3rd Ave	72,442	\$24.12	\$1,754,111
435	4002	Wilkes-Barre	7 George Avenue	70,130	\$24.86	\$1,750,747
436	908	Penndel	US 1 Plaza 315 West Lincoln Highway	74,206	\$23.50	\$1,749,927
437	1705	Clearfield	Clearfield Mall 1824 Daisy Street	60,080	\$28.97	\$1,747,528
438	4025	Conyngham	Valley Plaza 653 State Rte 93, Store 3	60,838	\$28.56	\$1,744,635
439	3702	Ellwood City	729 Lawrence Ave	56,379	\$30.50	\$1,727,498
440	217	Coraopolis	1110 Fourth Ave	65,259	\$26.35	\$1,726,535

APPENDIX B – TABLE 8

Table 8: Stores Ranked by Total Dollar Sales Amount, RY 2012 – 13 (continued)

Rank	Store ¹⁴	City	Address	Transaction Count	Avg. Value of Transaction	Dollar Sales Amount
441	5903	Wellsboro	16 Crafton Street	54,597	\$31.33	\$1,716,466
442	6506	Mount Pleasant	656 Main Street	29,134	\$58.14	\$1,700,513
443	4806	Nazareth	34 South Broad Street	64,817	\$26.13	\$1,700,184
444	936	New Britain	Town Center Shopping Center 300 Town Center	66,777	\$25.29	\$1,695,479
445	281	Glenshaw	1706 Mt Royal Blvd	66,090	\$25.45	\$1,689,254
446	5905	Mansfield	Mansfield Plaza 181 North Main Street	53,287	\$31.37	\$1,678,091
447	4634	Norristown	2014 Old Arch Road, Store 4	74,637	\$22.37	\$1,675,722
448	1401	Bellefonte	114 N Spring Street	57,947	\$28.77	\$1,674,423
449	236	Elizabeth	820 McKeesport Rd	62,667	\$26.46	\$1,665,122
450	242	Monroeville	Haymaker Village Shops 4524 Broadway Blvd	58,113	\$28.46	\$1,661,022
451	297	West Mifflin	Village Shopping Center 1874 Homeville Rd	57,961	\$28.42	\$1,653,935
452	273	Pittsburgh	3202 Brighton Rd	82,562	\$19.84	\$1,644,775
453	1603	Clarion	58 Staples Plaza, Ste 15	52,598	\$31.04	\$1,639,213
454	1302	Jim Thorpe	1215 North Street	47,839	\$34.09	\$1,637,300
455	4904	Milton	Weis Market Shop Center 551 Mahoning St	58,762	\$27.46	\$1,620,273
456	5136	Philadelphia	Blue Grass Shop Center 2417 Welsh Rd, Str 8	65,997	\$24.27	\$1,611,592
457	6514	Vandergrift	147 Columbia Ave	53,594	\$29.81	\$1,603,195
458	6511	Belle Vernon	4627 Route 51, Suite 520	53,764	\$29.30	\$1,582,409
459	4802	Easton	111 Northampton St	69,548	\$22.60	\$1,577,671
460	4023	W Pittston	801 Wyoming Ave	59,967	\$26.09	\$1,571,306
461	2504	North East	Plaza 10720 W Main St	51,066	\$30.08	\$1,541,842
462	3523	Eynon	771 Scranton Carbondale Hwy	51,076	\$29.98	\$1,537,332
463	6701	York	Yorktowne Mall 131 N Duke St, Suite 4	64,832	\$23.59	\$1,534,976
464	6522	New Stanton	111 Westmore Ave	49,882	\$30.61	\$1,532,382
465	5412	Schuylkill Haven	515 Dock Street	55,881	\$27.28	\$1,530,244
466	5409	Orwigsburg	Federal Square 705 W Market St Suite 3	41,017	\$36.12	\$1,488,233
467	6706	Manchester	Chester Square Shop Center 4169 N George St Extended	61,346	\$24.12	\$1,486,281
468	5001	Newport	8 Newport Plaza	54,331	\$27.06	\$1,476,097
469	223	Pittsburgh	126 Grant Ave	59,512	\$24.53	\$1,465,843
470	204	Homestead	139 E 8th Ave	56,886	\$25.60	\$1,462,596
471	219	West Mifflin	Kennywood Shops 1326 Hoffman Blvd	72,069	\$20.17	\$1,460,093
472	1601	Clarion	800 Center 845 Main St	44,019	\$32.88	\$1,452,985
473	6304	Charleroi	105 3rd St	45,572	\$31.65	\$1,447,885
474	6510	Lower Burrell	249 Hillcrest Shop Center 3220 Leechburg Road	52,817	\$27.14	\$1,439,904
475	3706	New Castle	4 Cascade Galleria 100 S Jefferson Street	63,871	\$22.45	\$1,439,814
476	279	Pittsburgh	722 Brookline Blvd	61,674	\$23.12	\$1,430,823
477	402	Hopewell Township	Green Garden Shop Center 3113 Green Garden Rd	54,370	\$26.20	\$1,429,178
478	227	Monroeville	3845 Northern Pike	33,349	\$42.81	\$1,427,694
479	1706	Philipsburg	4A Peebles Plaza	54,228	\$26.05	\$1,418,857

Table 8: Stores Ranked by Total Dollar Sales Amount, RY 2012 – 13 (continued)

Rank	Store ¹⁴	City	Address	Transaction Count	Avg. Value of Transaction	Dollar Sales Amount
480	2515	Erie	Commodore Perry Plaza 2208 Broad St	66,782	\$21.15	\$1,418,776
481	9203	Leetsdale	3 Quaker Village Shop Center	46,073	\$30.57	\$1,414,646
482	403	Ambridge	999 Merchant St	55,330	\$25.28	\$1,404,934
483	3612	Gap	Village at Gap Shop Center 5360 Lincoln Hwy Store 14	50,762	\$27.53	\$1,404,205
484	3302	Punxsutawney	567 W Mahoning St	46,475	\$29.90	\$1,395,946
485	6516	Jeannette	Penn Crossing Shopping Center 2012 Penny Lane	50,322	\$27.59	\$1,394,942
486	2002	Titusville	126 S Martin St	49,268	\$28.14	\$1,392,967
487	2204	Steelton	325 N Front St	56,562	\$24.38	\$1,385,455
488	3001	Waynesburg	Widewaters Commons 55 Sugar Run Road, Suite 105	51,075	\$26.67	\$1,368,369
489	4017	Plains	Plains Plaza 21 North River Street	51,773	\$25.77	\$1,339,407
490	6311	California	327 Third Street	47,567	\$27.86	\$1,329,752
491	5402	Shenandoah	9 Gold Star Plaza	53,579	\$24.53	\$1,320,234
492	6101	Oil City	Seneca Street Plaza 50 Seneca Street	42,365	\$30.97	\$1,316,939
493	2315	Boothwyn	643 Conchester Pike	33,987	\$38.50	\$1,314,944
494	6505	New Kensington	328 Central City Plaza	57,784	\$22.66	\$1,314,002
495	2506	Corry	Corry Plaza 350 West Columbus Avenue	43,793	\$29.83	\$1,312,028
496	902	Doylestown	19 W Court St	29,213	\$44.67	\$1,309,511
497	412	Baden	Northern Lts Shoppers City 1603 State St, West	50,813	\$25.45	\$1,299,257
498	4811	Wind Gap	15 N Broadway	54,445	\$23.73	\$1,298,520
499	4301	Sharon	Sharon Center City Shop Center 120 South Water Ave	54,806	\$23.53	\$1,294,515
500	6504	Jeannette	114 South Fifth St	42,764	\$29.90	\$1,284,362
501	3501	Moosic	3364 Birney Plaza	43,609	\$29.18	\$1,277,383
502	4103	Jersey Shore	354 Allegheny St	45,199	\$27.99	\$1,270,374
503	6306	Monongahela	245 West Main St	48,977	\$25.67	\$1,263,647
504	244	Glassport	739 Monongahela Ave	52,808	\$23.69	\$1,255,806
505	1524	Oxford	Oxford Square Shopping Center 449 N Third St	51,514	\$24.24	\$1,255,021
506	4604	Pottstown	212 E High St	67,293	\$18.52	\$1,251,838
507	1106	Ebensburg	College Plaza 881 Hills Plaza Drive, Ste 10	40,770	\$30.32	\$1,241,613
508	205	McKeesport	149 5th Avenue	70,287	\$17.41	\$1,228,218
509	2219	Harrisburg	333 Market Street	49,988	\$24.32	\$1,218,374
510	4503	Cresco	1152 Route 390	41,260	\$29.01	\$1,201,569
511	4616	Schwenksville	100 Main Street	45,543	\$26.00	\$1,188,813
512	2213	Halifax	3775 Peters Mountain Rd	42,317	\$27.76	\$1,180,329
513	271	Munhall	3408 Main Street	49,247	\$23.84	\$1,179,595
514	212	Pittsburgh	959 Liberty Ave	50,874	\$23.04	\$1,174,282
515	2316	Newtown Square	Newtown Square Shopping Center 3590 West Chester Pike	48,615	\$23.92	\$1,166,895
516	3201	Blairsville	215 E Market St	40,361	\$28.56	\$1,157,311
517	4020	White Haven	White Haven Shopping Center 501 Main St	40,534	\$28.36	\$1,154,250
518	4304	Mercer	535 Greenville Road	38,667	\$29.19	\$1,133,603

APPENDIX B – TABLE 8

Table 8: Stores Ranked by Total Dollar Sales Amount, RY 2012 – 13 (continued)

Rank	Store ¹⁴	City	Address	Transaction Count	Avg. Value of Transaction	Dollar Sales Amount
519	3707	New Castle	Westgate Shopping Center 2034 W State St	39,818	\$28.06	\$1,121,950
520	2803	Greencastle	Greencastle Market Pl S C 512 N Antrim Way	42,999	\$25.96	\$1,120,830
521	6305	Mcdonald	Mcdonald Shopping Plaza 301 W Barr St	39,694	\$28.00	\$1,115,751
522	1110	Ebensburg	607 W High St	39,356	\$28.12	\$1,110,935
523	601	Reading	537 Penn St	62,908	\$17.46	\$1,102,639
524	3701	New Castle	Lawrence Village Plaza 2656 Ellwood Rd	45,340	\$24.08	\$1,096,672
525	6002	Mifflinburg	30 E Chestnut St	38,047	\$28.43	\$1,086,239
526	5603	Windber	1607 Jefferson Ave	33,586	\$31.94	\$1,076,963
527	5129	Philadelphia	1446 Point Breeze Ave	76,766	\$13.85	\$1,067,388
528	6103	Cranberry	17 Kimberly Lane, Unit 6	45,038	\$23.17	\$1,047,148
529	6402	Honesdale	541 Main St	31,562	\$32.47	\$1,024,921
530	903	Ottsville	8794 Easton Road, Ste 1	29,512	\$34.30	\$1,016,272
531	4109	S Williamsport	510 W Southern Ave	40,560	\$24.79	\$1,009,437
532	5148	Philadelphia	1111 Locust Street	33,524	\$29.80	\$1,002,797
533	1001	Butler	Pullman Square Shop Center 180 Pullman Square, Box 15	42,736	\$23.07	\$989,677
534	1104	Cresson	101 Park Ave	38,261	\$25.66	\$986,085
535	1101	Johnstown	426 Main St	41,646	\$23.46	\$979,891
536	704	Tyrone	1260 Pennsylvania Ave	41,540	\$23.15	\$965,887
537	2004	Linesville	211 E Erie St	26,384	\$35.65	\$944,216
538	3301	Brookville	160 Main St	32,025	\$28.98	\$931,779
539	3002	Carmichaels	Brodak Commons 554 South 88 Road	31,690	\$28.52	\$907,130
540	4504	Stroudsburg	761 Main St	21,960	\$40.54	\$893,686
541	5301	Coudersport	151 Route 6 West	32,079	\$27.69	\$891,616
542	1103	North Cambria	910 Philadelphia Avenue, Suite 1	26,620	\$33.14	\$885,698
543	5413	Pine Grove	16 Tremont Rd	27,094	\$31.98	\$870,121
544	6502	Latrobe	313 Depot St	25,112	\$33.91	\$855,244
545	1115	Johnstown	20th Ward Shopping Center 358 N Sheridan St	36,890	\$22.77	\$843,010
546	3401	Mifflin	P.O. Box 350	30,177	\$27.35	\$829,013
547	5112	Philadelphia	2550 Grant Avenue, Suite 130	28,044	\$28.96	\$812,129
548	4612	Hatboro	225 N York Rd	30,210	\$26.69	\$810,199
549	5701	Dushore	121 W Main St	28,102	\$28.53	\$805,156
550	4619	Bridgeport	24 East 4th St	26,095	\$29.07	\$761,491
551	4618	Norristown	504 W Marshall St	39,576	\$18.74	\$744,916
552	5002	Duncannon	53 Main Street	25,456	\$29.15	\$744,784
553	5102	Philadelphia	4346 Frankford Ave	48,334	\$14.85	\$721,001
554	1504	West Chester	Bradford Plaza Shop Center 680 Downingtown Pike	27,241	\$26.45	\$720,451
555	2205	Lykens	529 S Market St	22,589	\$31.64	\$717,993
556	1303	Palmerton	221 Delaware Ave	27,578	\$25.75	\$713,296
557	6503	Monessen	925 Donner Ave	19,131	\$36.46	\$700,297
558	2318	Chester	2709 W 9th St	38,126	\$18.05	\$691,505
559	2202	Harrisburg	1200 N 3rd St	39,734	\$17.31	\$690,355
560	2401	Ridgway	305 N Broad St	19,915	\$33.80	\$676,161
561	302	Kittanning	137 S Jefferson St	16,520	\$40.55	\$672,504

Table 8: Stores Ranked by Total Dollar Sales Amount, RY 2012 – 13 (continued)

Rank	Store ¹⁴	City	Address	Transaction Count	Avg. Value of Transaction	Dollar Sales Amount
562	270	Pittsburgh	3643 California Ave	30,475	\$21.37	\$654,290
563	4202	Kane	124 Fraley St	20,449	\$31.48	\$646,036
564	804	Wyalusing	41871 Route 6	20,752	\$30.77	\$641,345
565	5803	Susquehanna	The Shops 236 Erie Blvd	18,074	\$33.78	\$613,359
566	803	Troy	752 Canton Street	16,653	\$36.24	\$605,819
567	4901	Mount Carmel	136 S Oak St	20,545	\$29.33	\$605,332
568	303	Leechburg	163 Third St	16,990	\$34.30	\$585,180
569	607	Hamburg	1772 Tilden Ridge Drive	16,321	\$35.32	\$576,457
570	265	Russellton	908 Little Deer Creek Road P.O. Box 295	20,037	\$28.39	\$571,758
571	1111	Portage	3670 Portage St, Suite 3	16,449	\$34.39	\$568,151
572	6312	Fredericktown	524 Front St	15,744	\$35.94	\$568,113
573	2901	McConnellsburg	Ayr Town Center 362 S. Second Street	19,527	\$27.93	\$547,289
574	6307	Burgettstown	Kwik Stop Plaza 2038 Smith Twp Rd Suite 2	18,448	\$29.26	\$542,255
575	3102	Mt Union	25 W Water St	20,324	\$25.96	\$529,894
576	4302	Farrell	837 Sharon New Castle Rd	23,582	\$22.27	\$526,990
577	2512	Union City	66 N Main St	16,815	\$30.15	\$508,991
578	6508	Irwin	310 Main St	15,985	\$30.93	\$496,875
579	6203	Youngsville	107 E Main St	14,970	\$32.50	\$488,323
580	1301	Lansford	46 W Ridge St	20,805	\$23.30	\$487,185
581	1004	Petrolia	102 Main St	9,467	\$49.43	\$470,372
582	405	Midland	508 Midland Ave	17,048	\$26.95	\$461,143
583	2604	Masontown	1890 McClellandtown Rd	18,097	\$25.31	\$459,838
584	307	Apollo	206 N Warren Ave	17,556	\$25.39	\$447,981
585	5904	Westfield	126 W Main St	11,628	\$37.99	\$443,589
586	1201	Emporium	54 E Fourth St	12,932	\$32.70	\$424,365
587	2702	Tionesta	644 Elm St	13,588	\$29.68	\$404,503
588	2608	Perryopolis	3532 Pittsburgh Road Suite A	13,289	\$30.26	\$403,495
589	5801	Forest City	605 Main St	13,607	\$27.78	\$380,560
590	9105	Philadelphia	4600 Lancaster Ave	22,754	\$16.68	\$379,503
591	4203	Smethport	433 W Main St	11,781	\$31.30	\$370,153
592	1602	New Bethlehem	452 Broad St	11,725	\$31.14	\$366,641
593	2804	Mercersburg	9 S Main St	7,774	\$46.12	\$360,172
594	4204	Port Allegany	66 Mill St	12,214	\$28.88	\$354,320
595	2701	Marienville	121 Chestnut St	10,193	\$32.81	\$335,712
596	4035	Mountaintop	Weis Markets Shop Center 223 South Mountain Boulevard Suite 2	9,994	\$32.94	\$329,184
597	5302	Galeton	17 West St	10,798	\$30.01	\$325,542
598	3203	Clymer	560 Franklin St	7,412	\$41.53	\$309,338
599	1604	Knox	506 Main St	7,266	\$42.26	\$308,720
600	5404	Ashland	630 Centre St	10,888	\$28.17	\$308,519
601	3303	Brockway	445 Main St	7,817	\$37.95	\$298,638
602	1703	Houtzdale	821 Centennial St	9,795	\$29.77	\$294,080
603	5405	Frackville	500 W Oak St	10,338	\$28.27	\$293,802
604	502	Saxton	600 Main St	8,358	\$32.93	\$276,850
605	1107	East Conemaugh	513 Chestnut St	5,825	\$43.80	\$256,767
606	5606	Boswell	212 Ohio Street	7,952	\$31.27	\$249,933

APPENDIX B – TABLE 8

Table 8: Stores Ranked by Total Dollar Sales Amount, RY 2012 – 13 (continued)

Rank	Store ¹⁴	City	Address	Transaction Count	Avg. Value of Transaction	Dollar Sales Amount
607	5406	Mahanoy City	7 S Main St	8,469	\$26.77	\$228,112
608	6513	Avonmore	PO Box 38	6,336	\$33.53	\$213,600
609	1704	Curwensville	449 State St	6,920	\$29.71	\$205,607
610	1505	Paoli	Depot Shoppes 21 Plank Avenue, Suite 140	6,236	\$32.47	\$202,490
611	4818*	Bethlehem	3030 Emrick Boulevard (Rear)	2,228	\$89.91	\$200,321
612	6202	Sheffield	212 S Main St	5,912	\$32.56	\$193,487
613	3305	Reynoldsville	410 Main St	5,985	\$31.42	\$188,049
614	5601	Meyersdale	686 Market Square	3,819	\$48.58	\$186,821
615	6301	Washington	189 S Main St	6,535	\$24.18	\$157,984
616	1403	Snow Shoe	15 W Olive St	4,781	\$32.59	\$156,346
617	2605	Point Marion	213 Penn St	3,781	\$34.24	\$130,420
618	2602	Brownsville	127 Brownsville Ave	3,464	\$26.84	\$92,988
619	4010	Freeland	602 Centre St	1,800	\$30.51	\$54,923

¹⁴An asterisk after the store number indicates a licensee or fulfillment center.

OFFICE OF THE DIRECTOR OF MARKETING AND MERCHANDISING

The Office of the Director of Marketing and Merchandising is responsible for the executive management of Marketing & Merchandising. This involves responsibility for strategic direction, budgetary planning and control, and business partner and industry stakeholder relationship management. The Office is also responsible for managing special Board projects and initiatives. 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. Reporting to the Director are three bureaus; Marketing, Communications, Branding, and Design; Product Selection; and Market and Store Analytics.

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.

James Short Director

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Michelle M. Bonsick Director

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MARKETING AND MERCHANDISING BUREAUS

Bureau of Marketing Communications, Branding and Design

The Bureau of Marketing Communications, Branding and Design is responsible for the communication of marketing-related initiatives to customers, the development and ongoing maintenance of the retail brand and the establishment and application of design standards to all aspects of the retail business. This involves responsibility for advertising, promotional planning and execution, e-commerce, digital marketing, retail design and decor, and consistent application of the brand house style and communication guidelines in all consumer touch points. The Bureau also plans and executes consumer-engagement events such as tastings, bottle-signings and wine and spirits festivals, and administers the mystery shopper program and other customer-service-oriented functions.

Michelle Bonsick Director

April Stover Administrative Assistant

Missy Wydra Chief, Retail Marketing

Heather Pokrowka End Cap Merchandising Manager

Matt Sweeney Retail Design Manager

Bruce Becker Merchandising and Pricing Coordinator

Shawn Smith Merchandising and Pricing Coordinator

Kim Hoover Graphic Designer

Trudy Mancuso Promotions Coordinator

Francesca Chapman Marketing Communications Editor

Jessica Seiders Social Media Manager



Bureau of Product Selection

The Bureau of Product Selection is responsible for the marketing of wine and spirit beverages and accessories sold through the Board's retail wine and spirits stores. The Bureau analyzes the marketing, pricing, proper inventory levels, category management development, and refinement of product merchandising policies. It also analyzes product listings and de-listings, special purchase allowances, promotions, and develops product price change recommendation for presentation to the Board for approval. The Bureau serves as a liaison between the Board and various representatives of the liquor industry and manages the Luxury Wine Offerings and the coordination of related point-of-sale activities. Finally, the Bureau of Product Selection ensures all items sold through Pennsylvania's Fine Wine and Good Spirits stores meet product wholesomeness guidelines and conform to all federal, state, and Board-developed standards.

*Pam Bernd Chief, Product Selection,
Category Management Division*

Gwen Weihbrecht Clerk Typist III

Bonnie Hedrick Clerk Typist II

Christine Leiby Wine Category Manager

Chandler Carranza Spirits Category Manager

Robert Trimble Chief, Luxury Wine Division

*Stephen Reso Category Manager, Italy, Spain,
Portugal, and Kosher*

*Jacqueline Spironello Category Manager,
Miscellaneous North America, South America,
Germany, Austria, Greece and Miscellaneous Europe*

*Jennifer Brown Category Manager,
California and France*

*Michael DeMartinis Category Manager,
New Zealand, Australia, and Africa*

Betty Kreder Wine Club Manager

Lee Boltz Luxury Purchasing Technician

Drea Matters Luxury Purchasing Technician

Steve Pollack Supervisor – Chairman's Selection

Luke Ashton Merchandising and Pricing Coordinator

Josh Hull Liquor Purchasing Technician

*Jane E. Merritt CSW Ecommerce Manger,
FineWineAndGoodSpirits.com*

*Richard Hogg Ecommerce Coordinator,
FineWineAndGoodSpirits.com*

*Karen Romberger Merchandising and
Pricing Coordinator*

Jane Bailey Liquor Purchasing Agent

Rhonda Roberto Liquor Purchasing Agent

Jennifer Smith Liquor Purchasing Agent

Larry Corrigan Liquor Purchasing Technician

Bonnie Stailey Clerk Typist II



MARKETING AND MERCHANDISING BUREAUS

Bureau of Market and Store Analytics

The Bureau of Market & Store Analytics is the internal specialized market research group under the Department of Marketing and Merchandising at the Pennsylvania Liquor Control Board. The Bureau has existed since April 2010, and its mission is to provide reliable and timely information and data analysis to PLCB management and stakeholders to enable informed business decisions and facilitate business process improvement. These efforts help identify Fine Wine & Good Spirits customers and the products they buy, thus guiding development of new products and services and finding efficiencies for PLCB operations.

Its duties include gathering, analyzing and interpreting sales data from the PLCB point-of-sale systems as well as information about the wine and spirits retail industry. Always adopting industry best practices, or creating them, the Bureau of Market and Store Analytics develops processes that are repeatable and measurable.

All editions of the Retail Year in Review can be found on the PLCB public website (www.lcb.state.pa.us) under About, Facts & Figures and Marketing Reports.

Bill Harlan *Director*

Robert Isenberg *Chief, Market Research Division*

Malcolm Furman *Market Research Analyst*

Doug Thompson *Leader Chief, Business Intelligence Division*





FINE WINE & GOOD SPIRITS