

FINE WINE & GOOD SPIRITS

[Retail Year in Review 2015–16]





TABLE OF CONTENTS

Message From the Board 2

Research Notes 3

Retail Year Sales and Shares 4

Region, County, District and
Store Reports10

Brand and Item Performance 16

Spirits Details28

Wine Details32

Pennsylvania Products38

Special Liquor Order Sales (SLO) 41

Chairman's Program Sales42

Luxury Wine Sales43

E-Commerce Sales 44

Appendix 1: Maps 46

Appendix 2: Table 8 48

Marketing and Merchandising 70

MESSAGE FROM THE BOARD



Tim Holden, Chairman

Welcome to the 2015–16 Retail Year in Review, a detailed market analysis of wine and spirits sales in Pennsylvania. Improvements to the report for the retail year ending June 26, 2016, include additional sales details on Pennsylvania-made products, special liquor orders (SLOs), the popular Chairman’s Selection® and Chairman’s Advantage® programs and online sales. Combined, the data show consumer tastes and beverage alcohol trends in Pennsylvania and across our network of more than 600 Fine Wine & Good Spirits stores.

The 2015–16 year was a record-setting one for the Pennsylvania Liquor Control Board, with fiscal year sales of \$2.43 billion (including liquor and sales taxes), a \$94.8 million or 4.1 percent increase over the prior year and previous record. Regular spirits (not luxury or special order products) account for 55 percent of dollar sales, while regular wine sales chipped in 34 percent.



Mike Negra, Board Member

The top-selling brands last year were Barefoot, Sutter Home and Pennsylvania’s own Jacquin’s. On the spirits side, Vodka, Bourbon and Flavored Vodka achieved the highest sales, while U.S. Chardonnay, U.S. Cabernet Sauvignon and Box Wine (5 L) ranked top among wine categories.

Geographically speaking, three counties–Allegheny, Philadelphia and Montgomery–accounted for more than a third of total sales. High-volume counties, York (+7.26 percent), Lancaster (+5.43 percent) and Westmoreland (+4.97 percent) had sales growth over the state average.

The information in this report paints a colorful picture of the purchase habits of our customers, but it also helps the PLCB forecast sales trends and stock our shelves to meet the changing tastes and interests of consumers. We refreshed the design and provided new infographics to make it more informative, and we hope you like the new approach. Thank you for your interest, and for the opportunity to showcase our retail operations.



Michael Newsome, Board Member

Tim Holden, Chairman

Mike Negra, Board Member

Michael Newsome, Board Member

RESEARCH NOTES

Retail year 2015–16 began on June 29, 2015, and ended on June 26, 2016. Reports were extracted from Oracle BI on June 28, 2016, the first day full retail year sales were available. The calendar year reports were extracted on July 5, 2016. The data are current as of the time of extraction. Filters can change between reports due to updates in the data hierarchy, the type of data being examined, the classification as well as the reclassification of products or including or excluding certain features from a report. The time of extraction and the filters can generate discrepancies between previous publications.

A number of changes have been made to the 2015–16 edition. This year’s report expands on Pennsylvania wine and spirits, the Chairman’s programs, luxury wine and e-commerce. Sales for special liquor orders (SLO) are included in the main reports only where noted. A separate section on SLO has been included for greater detail. All of these defined areas have specific and unique sales trends. Additionally, throughout the report there are infographics. They are a combination of interesting facts and inquiries on sales. The data parameters may be specific only to the infographic and not always similar to a standard report in the publication.

The two most common measures in the document include percentage change and percentage share. When percentage change is used, it is to compare gains or losses between two equivalent time periods. Percentage share is the amount a component makes of a whole. A calculation is done for average price. When this appears, dollars are divided by units and the result includes retail, licensee, regular and promotional sales. Therefore, these may not match the shelf price. Extractions include all of the taxes and fees up to the shelf price. Therefore, sales tax, included at the register, is not included in the dollar sales amounts. The average value of a transaction is the dollars divided by the number of transactions. Compound Annual Growth Rate (CAGR) is the sales increase across a number of years.

"Marketing category" is the primary classification for item groups. "Class" was used for county sales. The difference between the classification is that marketing category has more nuances. As examples, Vodka and Flavored Vodka marketing categories are combined into the Vodka class. Similarly, Rum and Spiced Rum marketing categories would be part of the Rum class.

Most of the report considers only regular listed products. These are the items with larger production that appear statewide in almost all stores. Variations in the availability of regular listed items are due to store size and location. Luxury wine items are vintage-specific, while luxury spirits are unique offerings that may use new distilling techniques have longer aging periods. Luxury items are only in Premium Collection or specially designated stores. SLO items are not stocked on store shelves and require a customer order.

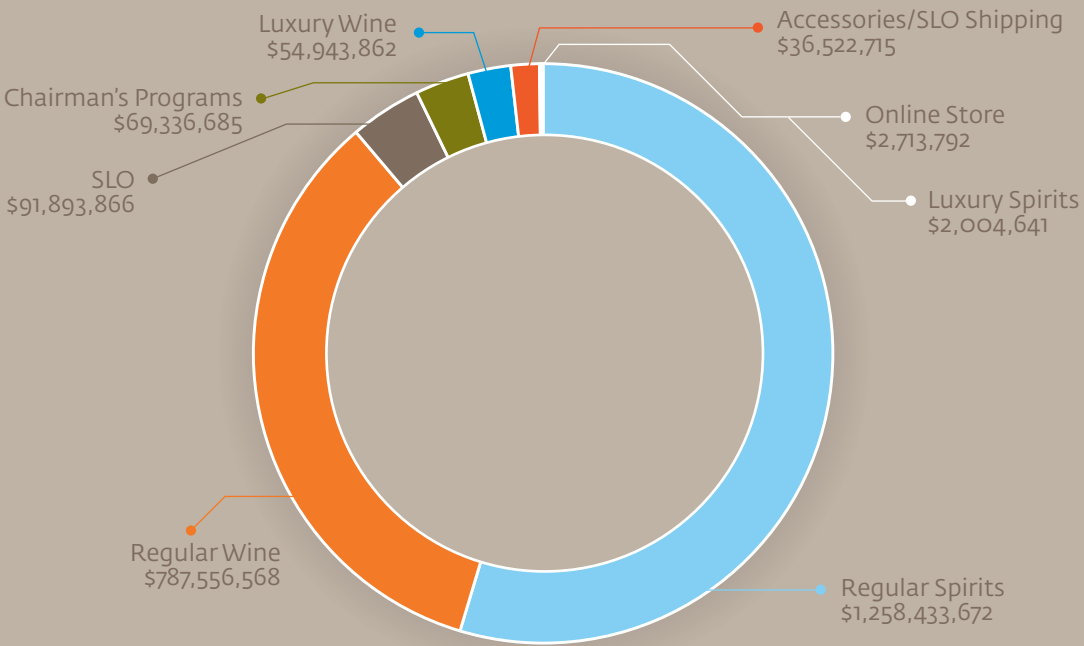
Store sales are based on each unique store number. If a store was closed and a new location was opened as a replacement, the store sales were not combined. The only exceptions would be stores that did not change numbers.

The data in this report are unaudited and may not match financial statements or other industry publications.

RETAIL YEAR SALES AND SHARES

A high-level view of Fine Wine & Good Spirits performance can be assessed through sales and shares. Figure 1 and Table 1 are a summary of sales by department and the online store.¹ Overall dollar sales increased by 3.46% from the past retail year. The compound annual growth rate (CAGR) from RY 2011–12 to RY 2015–16 is 3.62%. Regular spirits are the largest portion—54.63% of sales. Regular wine is next with 34.19%. Luxury wine increased by 12.16% from last retail year, adding an additional \$5,957,166.²

Figure 1 & Table 1: Retail Year Dollar Sales by Department



Department	RY 2011–12	RY 2012–13	RY 2013–14	RY 2014–15	RY 2015–16
Regular Spirits	\$1,118,817,822	\$1,141,355,089	\$1,169,962,530	\$1,217,942,653	\$1,258,433,672
Regular Wine	\$683,873,846	\$722,657,029	\$739,500,119	\$766,222,478	\$787,556,568
SLO	\$76,542,548	\$73,507,070	\$79,672,745	\$86,625,096	\$91,893,866
Chairman's Programs	\$59,391,479	\$59,709,194	\$63,091,661	\$68,999,685	\$69,336,685
Luxury Wine	\$34,105,841	\$37,290,478	\$44,433,112	\$48,986,696	\$54,943,862
Accessories/SLO Shipping	\$22,560,414	\$28,977,817	\$31,942,901	\$34,485,392	\$36,522,715
Online Store	\$2,375,649	\$2,405,298	\$2,187,635	\$2,588,947	\$2,713,792
Luxury Spirits	\$69,269	\$133,276	\$217,575	\$473,980	\$2,004,641
TOTAL	\$1,997,736,867	\$2,066,035,251	\$2,131,008,278	\$2,226,324,928	\$2,303,405,801

¹SLO sales are included in this figure and table. Chairman's programs are the combination of Chairman's Selection® and Chairman's Advantage®. Chairman's programs sold \$227,162 through the online store. The Chairman's sales online are attributed to the online store. The Chairman's program sales are attributed to the brick-and-mortar stores.

²The increase in luxury spirits is due to the implementation of the Premium Collection Spirits program.

Figure 2 illustrates the share of spirits and wine for the combination of regular and luxury items. Regular and luxury spirits make up 58% of dollar sales. In contrast, Figure 3 shows SLO is only 19% of spirit dollar sales and 81% of wine dollar sales.

Figure 2: Percentage Share of Dollars, Regular and Luxury

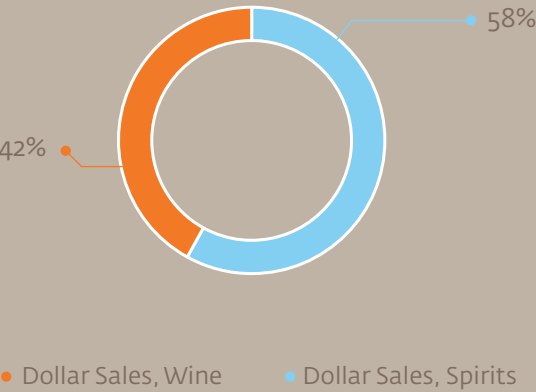
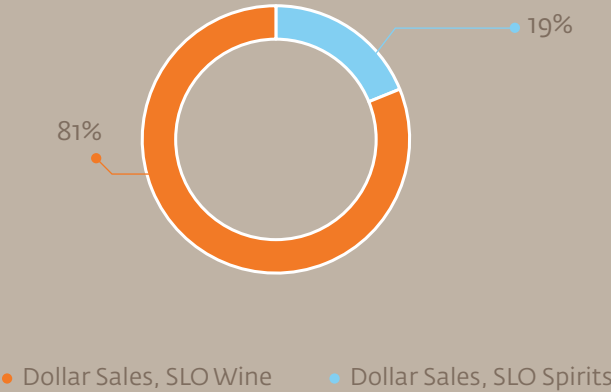


Figure 3: Percentage Share of Dollars, SLO Wine and Spirits



More than 600 stores
\$2.3 BILLION
RY 2015–16 Sales Revenue

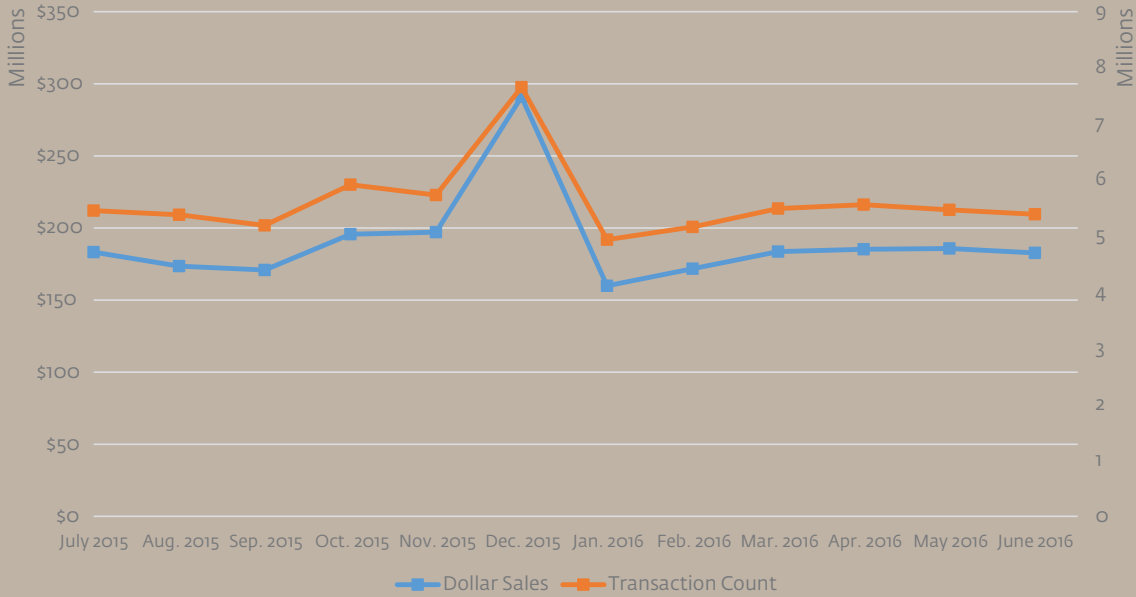
RETAIL YEAR SALES AND SHARES

Table 2 is sales and transaction count by calendar month.³ December had the most sales (\$290,930,166), followed by November (\$197,062,772) and October (\$195,658,418). Transactions had the same top three months, with October (5,913,367) being ahead of November (5,730,773). In Figure 4, the left vertical axis is dollars and the right vertical axis is transactions.

Table 2: Calendar Month Dollar Sales and Transaction Count

Month	Dollar Sales	Transaction Count
July 2015	\$183,143,587	5,449,919
Aug. 2015	\$173,469,749	5,379,317
Sept. 2015	\$170,790,007	5,188,328
Oct. 2015	\$195,658,418	5,913,367
Nov. 2015	\$197,062,772	5,730,773
Dec. 2015	\$290,930,166	7,652,580
Jan. 2016	\$159,874,572	4,934,473
Feb. 2016	\$171,794,269	5,158,352
Mar. 2016	\$183,523,835	5,487,515
Apr. 2016	\$185,282,385	5,559,324
May 2016	\$185,762,630	5,465,842
June 2016	\$182,696,801	5,386,065

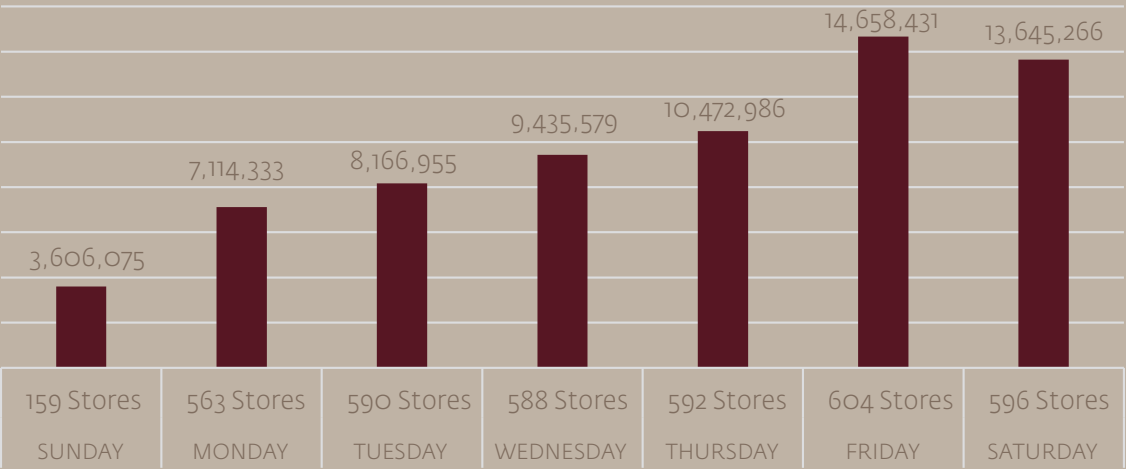
Figure 4: Calendar Month Dollar Sales and Transaction Count



³ Table 2 includes SLO, regular and luxury, wine and spirits.

Figure 5 is the transaction count by day of the week for the past retail year.⁴ Friday (14,658,431) and Saturday (13,645,266) had the most transactions. The average number of transactions per store was highest on Friday (24,269), Saturday (22,895) and Sunday (22,680).

Figure 5: Transaction Count by Day of the Week, RY 2015–16



Day	% Retail Dollars	% Licensee Dollars
MONDAY	85.37%	14.63%
TUESDAY	78.84%	21.16%
WEDNESDAY	74.90%	25.10%
THURSDAY	72.06%	27.94%
FRIDAY	71.99%	28.01%
SATURDAY	90.44%	9.56%
SUNDAY	95.99%	4.01%



Retail sales account for more than **90% of total sales** on Saturday and Sunday.

⁴ Store count is the number of stores operational at the end of the retail year on that day.

RETAIL YEAR SALES AND SHARES

Table 3 ranks the top marketing categories by dollar sales. Vodka (\$269,307,595), Bourbon (\$135,689,394) and Flavored Vodka (\$99,493,308) are the highest by dollar sales. The three highest wine categories are U.S. Chardonnay (\$74,544,824), U.S. Cabernet Sauvignon (\$71,276,028) and Box Wine (5 L) (\$60,571,675). Flavored Brandy (\$18,496,473, +0.34%), U.S. Red Blends (\$26,769,206, +0.29%), U.S. Cabernet Sauvignon (\$71,276,028, +0.24%) and Cognac (\$37,147,311, +0.20%) had the largest increase in share.

Table 3: Dollar Sales and Dollar Share by Marketing Category

Rank	Marketing Category	RY 2014–15 Dollar Sales	RY 2015–16 Dollar Sales	RY 2014–15 % Dollar Share	RY 2015–16 % Dollar Share
1	Vodka	\$261,877,038	\$269,307,595	13.15%	12.74%
2	Bourbon	\$125,965,306	\$135,689,394	6.33%	6.42%
3	Flavored Vodka	\$104,631,182	\$99,493,308	5.25%	4.71%
4	U.S. Chardonnay	\$67,954,019	\$74,544,824	3.41%	3.53%
5	U.S. Cabernet Sauvignon	\$62,330,157	\$71,276,028	3.13%	3.37%
6	Canadian Whisky	\$61,709,116	\$67,229,570	3.10%	3.18%
7	Spiced Rum	\$68,256,053	\$66,285,142	3.43%	3.14%
8	Box Wine (5 L)	\$60,006,285	\$60,571,675	3.01%	2.87%
9	Flavored Whiskey	\$56,515,837	\$60,346,538	2.84%	2.86%
10	Shooters, Schnapps/Liqueurs	\$59,848,667	\$55,952,989	3.01%	2.65%
11	Unflavored Rum	\$53,588,128	\$52,131,174	2.69%	2.47%
12	Gin	\$48,409,641	\$49,390,588	2.43%	2.34%
13	Alternative Size Box Wine	\$42,177,836	\$47,017,223	2.12%	2.22%
14	Scotch Blends	\$41,623,535	\$41,893,673	2.09%	1.98%
15	Cognac	\$31,056,967	\$37,147,311	1.56%	1.76%

Vodka, Bourbon and
Flavored Vodka are the highest
by dollar sales.



REGION, COUNTY, DISTRICT AND STORE REPORTS

The next level down from sales and shares are the regions, counties, districts and stores. The reports in this section view sales by a specific place. Trends and distinctions between different areas become more pronounced.

Table 4 contains the unit and dollar sales for each region.⁵ Region 1 dollar sales (4.13%) increased the most compared to the other regions. All regions had dollar sales growth outpacing unit sales growth, an indicator of shoppers spending more dollars.

Table 4: Region Unit and Dollar Sales

	RY 2014–15 Unit Sales	RY 2015–16 Unit Sales	RY 2014–15 Dollar Sales	RY 2015–16 Dollar Sales	% Change Units	% Change Dollars
Region 1	60,297,465	62,325,994	\$854,846,028	\$890,145,799	3.36%	4.13%
Region 2	50,254,740	51,705,950	\$719,639,277	\$742,775,887	2.89%	3.22%
Region 3	42,613,735	43,923,220	\$611,298,302	\$633,511,040	3.07%	3.63%

Table 5 represents sales by county and category. Larger counties and larger categories, by their size, lead these lists. Allegheny, Philadelphia and Montgomery counties have the most dollar sales in Vodka, Whiskey, Rum, Red Table Wine and Box Wine. Allegheny, Montgomery and Bucks are the top counties for White Table Wine. The table only includes physical retail stores. No online store and no fulfillment center sales are included.

Figure 6 is the same data, with each category being a percentage of the county’s sales. Forest (34.03%), Greene (33.68%) and Cameron (29.12%) had the highest proportion of their sales in Whiskey. Lawrence (20.56%), Carbon (19.95%) and Beaver (19.27%) are counties in which Vodka makes up the highest proportion of sales. Chester (24.60%), Montgomery (23.44%) and Bucks (22.53%) were the counties with the largest shares of Red Table Wine. These same counties also had the top proportions of White Table Wine.



On Sunday, June 12, 2016, when the Pittsburgh Penguins clinched the National Hockey League championship, **retail sales in Allegheny County were up 17.68% in dollars** compared to the previous year. In contrast, statewide sales without Allegheny were up 8.29% and Philadelphia was up 2.05%.

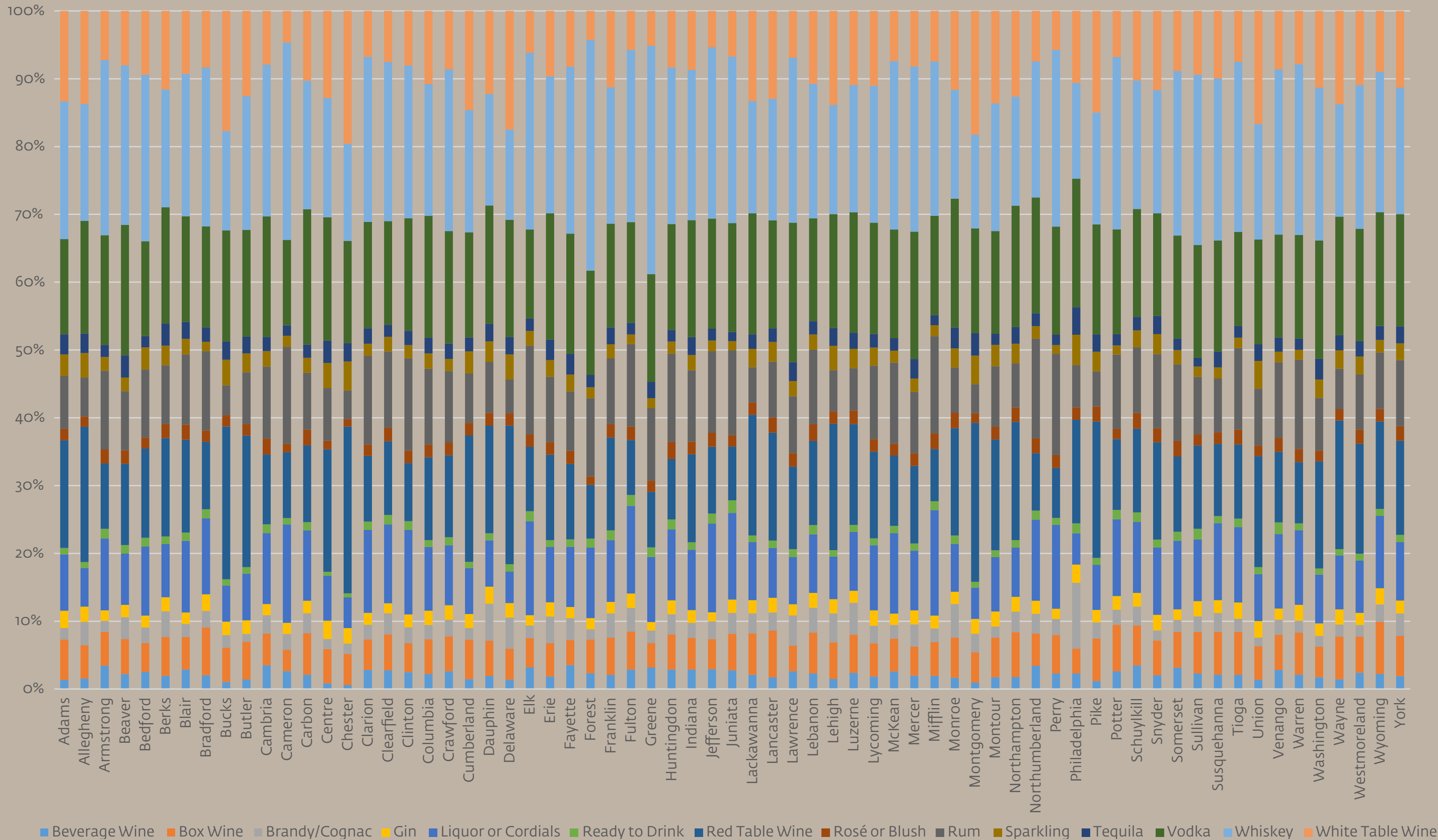
Top Items in Allegheny County on June 12

Product	Size	Unit Sales	Dollar Sales
Tito's Handmade Vodka	1.75 L	117	\$3,743
Hennessy Cognac VS	750 mL	54	\$1,835
Captain Morgan Original Spiced Rum	1.75 L	50	\$1,550
Jack Daniel's Old No. 7 Tennessee Whiskey	1.75 L	35	\$1,501
Jack Daniel's Old No. 7 Tennessee Whiskey	750 mL	55	\$1,374

Table 5: Sales by County and Category in Dollars, RY 2015–16

Category	Beverage Wine	Box Wine	Brandy/Cognac	Gin	Liquor Cordials	Ready to Drink	Red Table Wine	Rosé or Blush	Rum	Sparkling	Tequila	Vodka	Whiskey	White Table Wine	County Total
Adams	\$81,407	\$362,734	\$103,638	\$155,728	\$504,983	\$58,239	\$967,854	\$103,670	\$474,638	\$192,316	\$181,677	\$854,541	\$1,238,863	\$811,654	\$6,091,943
Allegheny	\$4,423,331	\$14,180,473	\$9,822,741	\$6,478,958	\$16,348,127	\$2,523,025	\$57,236,082	\$4,384,456	\$16,467,771	\$10,318,565	\$8,314,489	\$47,685,599	\$49,492,630	\$39,390,323	\$287,066,569
Armstrong	\$153,268	\$221,717	\$73,833	\$68,681	\$473,222	\$63,570	\$429,912	\$92,272	\$519,623	\$89,790	\$79,717	\$722,326	\$1,152,247	\$323,506	\$4,463,682
Beaver	\$455,243	\$1,060,693	\$663,368	\$376,567	\$1,557,111	\$261,411	\$2,460,793	\$417,240	\$1,791,147	\$416,310	\$671,038	\$3,967,334	\$4,840,234	\$1,652,561	\$20,591,054
Bedford	\$85,828	\$146,207	\$77,849	\$60,266	\$347,391	\$44,092	\$450,466	\$55,017	\$342,750	\$111,598	\$57,645	\$477,346	\$838,991	\$321,838	\$3,417,284
Berks	\$1,090,878	\$3,218,122	\$2,102,683	\$1,174,083	\$4,381,584	\$635,831	\$8,116,682	\$1,145,667	\$4,877,933	\$1,615,764	\$1,827,594	\$9,608,433	\$9,748,931	\$6,471,074	\$56,015,260
Blair	\$436,215	\$733,876	\$292,782	\$258,608	\$1,609,849	\$190,277	\$2,085,284	\$339,344	\$1,580,822	\$352,267	\$375,590	\$2,378,023	\$3,204,693	\$1,414,471	\$15,252,102
Bradford	\$101,397	\$355,512	\$122,056	\$122,095	\$563,459	\$67,258	\$498,451	\$84,091	\$68,813	\$107,363	\$748,055	\$1,176,715	\$418,382	\$5,021,766	\$5,021,766
Bucks	\$1,501,438	\$7,192,801	\$2,606,970	\$2,833,434	\$7,617,118	\$1,294,851	\$32,090,914	\$2,363,344	\$6,310,199	\$5,356,597	\$3,892,165	\$23,308,332	\$20,853,784	\$25,241,623	\$142,463,569
Butler	\$493,958	\$1,972,268	\$414,508	\$707,186	\$2,445,071	\$344,194	\$6,871,544	\$596,200	\$2,722,480	\$975,197	\$882,362	\$5,578,884	\$6,995,155	\$4,457,948	\$35,456,955
Cambria	\$518,900	\$693,081	\$398,690	\$243,013	\$1,550,290	\$192,586	\$1,524,221	\$349,636	\$1,572,109	\$336,966	\$309,941	\$2,629,615	\$3,318,715	\$1,168,768	\$14,806,533
Cameron	\$11,743	\$13,986	\$10,335	\$7,260	\$64,493	\$4,211	\$43,014	\$5,848	\$63,340	\$7,342	\$6,792	\$55,999	\$129,431	\$20,625	\$444,420
Carbon	\$104,437	\$304,621	\$145,525	\$90,836	\$515,341	\$60,518	\$562,430	\$116,064	\$414,468	\$110,899	\$96,905	\$990,198	\$940,170	\$510,540	\$4,962,954
Centre	\$253,049	\$1,535,175	\$439,678	\$825,390	\$2,011,263	\$174,532	\$5,469,184	\$388,296	\$2,343,355	\$1,125,092	\$1,003,084	\$5,506,223	\$5,329,475	\$3,886,914	\$30,290,710
Chester	\$749,574	\$5,847,681	\$1,913,912	\$2,907,249	\$5,754,819	\$782,986	\$31,299,324	\$1,401,430	\$5,352,718	\$5,439,057	\$3,485,431	\$19,147,017	\$18,246,543	\$24,903,745	\$127,231,487
Clarion	\$108,647	\$173,457	\$84,455	\$67,367	\$473,578	\$47,394	\$374,536	\$64,936	\$506,915	\$68,125	\$88,342	\$607,429	\$941,650	\$261,314	\$3,868,145
Clearfield	\$208,795	\$402,458	\$235,707	\$111,044	\$881,298	\$107,601	\$825,285	\$149,355	\$853,878	\$164,037	\$134,906	\$1,158,996	\$1,779,330	\$571,779	\$7,584,469
Clinton	\$76,888	\$131,351	\$71,214	\$58,937	\$383,402	\$40,150	\$263,004	\$56,613	\$420,026	\$59,419	\$64,368	\$511,063	\$692,937	\$247,668	\$3,077,040
Columbia	\$187,728	\$427,301	\$177,049	\$176,522	\$790,014	\$85,469	\$1,025,120	\$157,175	\$940,058	\$188,012	\$195,925	\$1,508,983	\$1,629,946	\$906,305	\$8,395,608
Crawford	\$236,317	\$466,326	\$220,937	\$192,826	\$802,126	\$107,020	\$1,090,414	\$173,441	\$950,614	\$161,541	\$205,848	\$1,498,829	\$2,159,638	\$777,124	\$9,043,001
Cumberland	\$680,462	\$2,731,009	\$794,023	\$961,474	\$3,175,992	\$431,999	\$8,734,342	\$853,332	\$3,412,605	\$1,529,327	\$959,610	\$7,259,677	\$8,432,640	\$6,840,598	\$46,797,090
Dauphin	\$935,602	\$2,563,741	\$2,672,121	\$1,224,603	\$3,341,939	\$505,139	\$7,779,559	\$924,645	\$3,696,138	\$1,472,984	\$1,269,795	\$8,543,876	\$8,052,803	\$6,011,074	\$48,994,019
Delaware	\$1,143,955	\$3,799,437	\$3,797,351	\$1,767,915	\$3,869,942	\$879,243	\$16,921,655	\$1,523,859	\$4,116,044	\$3,054,130	\$2,163,956	\$14,310,829	\$11,031,146	\$14,483,806	\$82,863,268
Elk	\$85,510	\$115,852	\$49,008	\$40,951	\$371,739	\$39,378	\$254,219	\$49,386	\$350,861	\$57,896	\$49,407	\$352,028	\$698,022	\$165,585	\$2,679,840
Erie	\$875,426	\$2,351,465	\$1,854,959	\$1,015,080	\$3,888,066	\$475,124	\$5,995,604	\$895,688	\$4,593,725	\$1,167,710	\$1,438,853	\$8,875,701	\$9,625,851	\$4,586,282	\$47,639,532
Fayette	\$415,547	\$433,454	\$375,966	\$194,087	\$1,042,416	\$129,078	\$1,304,691	\$226,548	\$1,029,152	\$291,131	\$358,396	\$2,081,335	\$2,890,344	\$963,804	\$11,735,948
Forest	\$19,483	\$41,435	\$12,571	\$13,690	\$86,983	\$11,123	\$66,023	\$10,563	\$96,182	\$13,397	\$15,247	\$128,416	\$284,116	\$35,683	\$834,911
Franklin	\$271,089	\$705,414	\$463,051	\$220,928	\$1,175,302	\$185,873	\$1,771,618	\$250,441	\$1,256,333	\$267,834	\$321,509	\$1,978,759	\$2,598,297	\$1,454,227	\$12,920,674
Fulton	\$17,574	\$34,487	\$21,491	\$12,949	\$79,471	\$10,016	\$49,696	\$12,288	\$74,754	\$8,799	\$10,533	\$91,267	\$156,210	\$35,332	\$614,869
Greene	\$77,049	\$86,863	\$44,889	\$30,233	\$232,471	\$33,929	\$197,821	\$39,946	\$258,896	\$35,873	\$57,360	\$385,222	\$815,060	\$124,123	\$2,419,733
Huntingdon	\$90,626	\$164,662	\$93,737	\$64,861	\$330,936	\$64,798	\$282,248	\$79,464	\$412,372	\$55,749	\$54,926	\$493,795	\$732,027	\$262,793	\$3,164,994
Indiana	\$262,133	\$424,773	\$201,917	\$171,858	\$810,563	\$99,344	\$1,182,346	\$169,580	\$957,429	\$207,042	\$241,435	\$1,568,146	\$2,021,044	\$789,969	\$9,107,579
Jefferson	\$84,753	\$126,693	\$76,708	\$38,074	\$377,614	\$42,280	\$285,088	\$58,512	\$347,165	\$45,598	\$50,606	\$468,271	\$728,424	\$154,955	\$2,884,740
Juniata	\$31,924	\$62,181	\$35,800	\$22,657	\$147,725	\$21,825	\$91,628	\$19,344	\$145,022	\$15,644	\$15,795	\$185,667	\$284,270	\$77,878	\$1,157,361
Lackawanna	\$840,187	\$2,439,990	\$1,191,212	\$780,746	\$3,427,777	\$382,433	\$7,128,235	\$725,730	\$2,093,181	\$1,086,239	\$854,257	\$7,142,211	\$6,630,181	\$5,321,858	\$40,044,236
Lancaster	\$1,112,262	\$4,458,182	\$1,737,561	\$1,399,518	\$4,756,939	\$718,217	\$10,289,215	\$1,464,621	\$5,312,916	\$1,888,656	\$1,309,527	\$10,288,493	\$11,623,988	\$8,374,706	\$64,734,801
Lawrence	\$230,763	\$335,069	\$396,780	\$146,213	\$618,161	\$103,669	\$1,080,158	\$176,334	\$746,003	\$197,685	\$249,233	\$1,824,886	\$2,159,614	\$612,093	\$8,876,661
Lebanon	\$296,093	\$783,742	\$475,951	\$286,237	\$1,124,524	\$174,942	\$1,616,247	\$319,130	\$1,426,659	\$293,167	\$253,049	\$1,971,349	\$2,583,690	\$1,394,721	\$12,999,499
Lehigh	\$1,115,799	\$4,087,374	\$3,218,318	\$1,588,919	\$4,760,505	\$701,924	\$14,110,476	\$1,354,422	\$4,601,600	\$2,715,359	\$1,970,062	\$12,708,671	\$12,170,482	\$10,469,329	\$75,573,239
Luzerne	\$1,163,059	\$2,754,394	\$2,314,250	\$1,419,871	\$5,297,166	\$3,051,009	\$11,57,871	\$971,425	\$3,051,009	\$1,419,871	\$1,157,843	\$8,715,554	\$9,199,335	\$5,362,083	\$49,051,247
Lycoming	\$314,590	\$841,001	\$444,652	\$390,019	\$1,650,043	\$169,005	\$2,199,574	\$315,722	\$1,856,081	\$456,039	\$347,677	\$2,816,532	\$3,462,421	\$1,894,773	\$17,158,127
McKean	\$111,968	\$210,496	\$87,751	\$73,219	\$515,740	\$45,971	\$451,104	\$76,607	\$519,650	\$75,486	\$80,003	\$697,563	\$1,080,144	\$320,692	\$4,346,394
Mercer	\$272,719	\$593,225	\$451,789	\$287,285	\$1,217,787	\$150,239	\$1,584,104	\$254,089	\$1,254,258	\$276,423	\$398,416	\$2,596,001	\$3,372,436	\$1,136,099	\$13,844,870
Mifflin	\$65,473	\$168,753	\$68,547	\$64,221	\$527,946	\$43,349	\$260,792	\$78,267	\$485,632	\$56,383	\$49,711	\$496,323	\$771,602	\$252,783	\$3,389,782
Monroe	\$560,694	\$2,025,715	\$1,684,182	\$618,165	\$2,408,311	\$425,253	\$5,392,701	\$770,345	\$2,272,827	\$963,870	\$1,053,558	\$6,477,665	\$5,466,118	\$3,966,679	\$34,086,084
Montgomery	\$2,057,142	\$9,357,358	\$5,759,875	\$4,628,488	\$9,761,086	\$1,819,200	\$49,483,998	\$3,050,483	\$8,996,763	\$8,854,499	\$6,997,657	\$32,602,147	\$29,220,212	\$38,481,436	\$211,070,343
Montour	\$56,701	\$190,022	\$51,678	\$72,831	\$259,757	\$32,315	\$530,975	\$60,847	\$289,508	\$102,346	\$53,155	\$490,943	\$611,917	\$441,635	\$3,244,629
Northampton	\$781,557	\$2,915,822	\$1,339,604	\$964,610	\$3,210,334	\$488,675	\$7,705,386	\$945,849	\$2,864,499	\$1,283,995	\$1,090,474	\$7,903,721	\$7,109,946	\$5,585,150	\$44,189,623
Northumberland	\$217,880	\$303,286	\$187,207	\$122,552	\$763,549	\$84,569	\$542,425	\$139,775	\$937,527	\$117,629	\$121,494	\$1,090,387	\$1,280,474	\$475,657	\$6,384,411
Perry	\$37,275	\$92,438	\$38,672	\$24,540	\$202,014	\$16,818	\$119,882	\$31,619	\$242,975	\$21,177	\$25,013	\$259,768	\$425,029	\$93,889	\$1,631,110
Philadelphia	\$5,291,4														

Figure 6: Percent of Sales by County, Based on Dollar Sales, RY 2015–16



Allegheny (13.68%), Philadelphia (11.10%) and Montgomery (10.09%) counties had the highest percentage share of sales for the retail year (Table 6). Snyder (22.71%), Franklin (13.04%) and Forest (11.21%) counties had the largest percentage change. These areas are smaller and more impacted by store changes. Of the higher-volume counties, York (7.26%), Lancaster (5.43%), Westmoreland (4.97%), Delaware (4.07%), Montgomery (4.05%) and Lehigh (3.89%) counties all had an increase greater than the statewide increase of 3.46%.

Table 6: County Shares and Percentage Change Based on Dollar Sales

Rank	County	RY 2014–15 Dollar Sales	RY 2015–16 Dollar Sales	RY 2015–16 County Share	% Change
1	Allegheny	\$282,608,387	\$291,618,313	13.68%	3.19%
2	Philadelphia	\$233,687,976	\$236,655,688	11.10%	1.27%
3	Montgomery	\$206,726,632	\$215,095,096	10.09%	4.05%
4	Bucks	\$139,888,077	\$144,577,761	6.78%	3.35%
5	Chester	\$125,969,207	\$128,975,844	6.05%	2.39%
6	Delaware	\$81,041,181	\$84,338,634	3.96%	4.07%
7	Lehigh	\$73,833,435	\$76,707,802	3.60%	3.89%
8	Lancaster	\$62,222,891	\$65,601,841	3.08%	5.43%
9	Westmoreland	\$57,858,175	\$60,731,354	2.85%	4.97%
10	York	\$56,272,531	\$60,355,319	2.83%	7.26%
11	Berks	\$54,590,395	\$56,863,015	2.67%	4.16%
12	Luzerne	\$48,504,683	\$49,982,625	2.35%	3.05%
13	Dauphin	\$48,211,058	\$49,720,449	2.33%	3.13%
14	Erie	\$46,560,485	\$48,131,298	2.26%	3.37%
15	Cumberland	\$46,750,079	\$47,415,050	2.22%	1.42%
16	Northampton	\$43,392,695	\$44,787,921	2.10%	3.22%
17	Lackawanna	\$40,458,110	\$40,843,723	1.92%	0.95%
18	Butler	\$34,829,288	\$35,907,845	1.68%	3.10%
19	Monroe	\$33,491,208	\$34,611,999	1.62%	3.35%
20	Washington	\$30,968,088	\$32,378,677	1.52%	4.55%
21	Centre	\$29,761,408	\$30,699,867	1.44%	3.15%
22	Beaver	\$20,247,201	\$20,807,995	0.98%	2.77%
23	Lycoming	\$17,244,063	\$17,357,867	0.81%	0.66%
24	Cambria	\$14,606,458	\$15,063,579	0.71%	3.13%
25	Blair	\$14,916,536	\$15,478,380	0.73%	3.77%
26	Mercer	\$13,842,582	\$14,002,236	0.66%	1.15%
27	Schuylkill	\$12,364,928	\$12,794,329	0.60%	3.47%
28	Franklin	\$11,599,860	\$13,112,828	0.62%	13.04%
29	Lebanon	\$12,278,345	\$13,170,291	0.62%	7.26%
30	Wayne	\$11,802,886	\$12,307,254	0.58%	4.27%
31	Fayette	\$11,515,939	\$11,890,650	0.56%	3.25%
32	Crawford	\$8,970,232	\$9,152,810	0.43%	2.04%
33	Indiana	\$8,949,875	\$9,236,996	0.43%	3.21%
34	Lawrence	\$8,637,027	\$8,982,887	0.42%	4.00%
35	Columbia	\$8,053,610	\$8,505,235	0.40%	5.61%
36	Clearfield	\$7,578,036	\$7,718,454	0.36%	1.85%

REGION, COUNTY, DISTRICT AND STORE REPORTS

Table 6: County Shares and Percentage Change Based on Dollar Sales (continued)

Rank	County	Ry 2014–15 Dollar Sales	Ry 2015–16 Dollar Sales	Ry 2015–16 County Share	% Change
37	Pike	\$7,150,787	\$7,339,124	0.34%	2.63%
38	Northumberland	\$6,662,342	\$6,499,413	0.30%	-2.45%
39	Adams	\$6,158,054	\$6,176,767	0.29%	0.30%
40	Bradford	\$5,261,499	\$5,080,253	0.24%	-3.44%
41	Union	\$4,957,776	\$5,343,568	0.25%	7.78%
42	Carbon	\$4,806,725	\$5,042,876	0.24%	4.91%
43	Somerset	\$4,820,598	\$4,902,560	0.23%	1.70%
44	Venango	\$4,483,294	\$4,677,363	0.22%	4.33%
45	McKean	\$4,360,007	\$4,391,819	0.21%	0.73%
46	Armstrong	\$4,309,666	\$4,533,505	0.21%	5.19%
47	Warren	\$3,922,715	\$4,019,745	0.19%	2.47%
48	Tioga	\$3,719,456	\$3,724,533	0.17%	0.14%
49	Clarion	\$3,797,332	\$3,918,867	0.18%	3.20%
50	Bedford	\$3,365,779	\$3,472,624	0.16%	3.17%
51	Mifflin	\$3,321,550	\$3,425,677	0.16%	3.13%
52	Montour	\$3,320,190	\$3,286,925	0.15%	-1.00%
53	Clinton	\$3,028,649	\$3,110,640	0.15%	2.71%
54	Huntingdon	\$3,029,172	\$3,204,278	0.15%	5.78%
55	Jefferson	\$2,908,610	\$2,942,333	0.14%	1.16%
56	Susquehanna	\$2,703,926	\$2,622,522	0.12%	-3.01%
57	Snyder	\$2,798,237	\$3,433,768	0.16%	22.71%
58	Elk	\$2,606,577	\$2,725,559	0.13%	4.56%
59	Wyoming	\$2,578,589	\$2,586,527	0.12%	0.31%
60	Greene	\$2,479,614	\$2,445,011	0.11%	-1.40%
61	Perry	\$1,597,356	\$1,646,947	0.08%	3.10%
62	Potter	\$1,306,218	\$1,320,976	0.06%	1.13%
63	Juniata	\$1,160,073	\$1,173,210	0.06%	1.13%
64	Sullivan	\$747,395	\$740,375	0.03%	-0.94%
65	Forest	\$759,352	\$844,439	0.04%	11.21%
66	Fulton	\$630,607	\$623,000	0.03%	-1.21%
67	Cameron	\$447,155	\$452,077	0.02%	1.10%

Districts are a division of stores based on number and location. These districts can cross counties. A map of their locations can be found in Appendix 1. District 1-1 (\$119,514,807), District 3-2 (\$116,653,124) and District 2-1 (\$113,015,421) have the highest dollar volume. District 2-2 (11.14%) and District 2-3 (10.09%) had the highest change in dollar sales during the past retail year.⁶ Table 7 is a full list of sales by district.

Table 7: District Sales

District Detail	Ry 2014–15 Units Sales	Ry 2015–16 Units Sales	Ry 2014–15 Dollar Sales	Ry 2015–16 Dollar Sales	% Change Units	% Change Dollars
District 1-1	8,224,411	8,210,066	\$118,081,122	\$119,514,807	-0.17%	1.21%
District 3-2	7,620,217	8,041,051	\$109,673,248	\$116,653,124	5.52%	6.36%
District 2-1	8,295,020	7,910,448	\$117,270,037	\$113,015,421	-4.64%	-3.63%
District 1-7	7,505,496	7,887,063	\$105,386,281	\$111,487,036	5.08%	5.79%
District 1-6	7,233,876	7,474,891	\$105,465,127	\$109,592,088	3.33%	3.91%
District 1-4	7,394,461	7,283,194	\$107,719,264	\$106,860,649	-1.50%	-0.80%
District 3-1	6,951,506	7,188,926	\$99,182,233	\$103,602,268	3.42%	4.46%
District 1-5	6,799,003	7,111,538	\$94,818,913	\$99,727,714	4.60%	5.18%
District 3-3	6,809,348	6,754,089	\$98,832,302	\$98,603,988	-0.81%	-0.23%
District 2-8	6,429,983	6,673,286	\$93,163,216	\$96,824,420	3.78%	3.93%
District 1-9	6,102,030	6,622,331	\$87,781,754	\$95,911,073	8.53%	9.26%
District 2-9	6,016,297	6,524,475	\$85,315,742	\$92,561,121	8.45%	8.49%
District 2-7	5,751,525	5,964,705	\$83,276,872	\$86,684,738	3.71%	4.09%
District 2-2	5,328,362	5,896,765	\$74,824,393	\$83,157,949	10.67%	11.14%
District 1-8	5,631,643	5,787,272	\$79,929,883	\$82,747,431	2.76%	3.53%
District 3-6	5,519,692	5,664,254	\$77,856,854	\$80,269,231	2.62%	3.10%
District 1-3	6,007,064	5,969,400	\$79,693,659	\$79,568,425	-0.63%	-0.16%
District 1-2	5,399,481	5,453,827	\$75,970,026	\$77,152,676	1.01%	1.56%
District 2-6	5,031,380	5,156,643	\$71,826,872	\$74,051,484	2.49%	3.10%
District 2-3	4,573,322	5,061,206	\$66,833,408	\$73,575,565	10.67%	10.09%
District 3-7	4,621,401	4,832,916	\$65,935,693	\$69,106,538	4.58%	4.81%
District 3-5	4,520,325	4,676,027	\$65,111,271	\$67,522,333	3.44%	3.70%
District 2-5	4,440,085	4,564,927	\$64,261,232	\$66,308,396	2.81%	3.19%
District 3-4	4,338,728	4,473,268	\$62,568,413	\$64,741,925	3.10%	3.47%
District 2-4	4,388,766	4,479,902	\$62,867,505	\$64,180,655	2.08%	2.09%
District 3-8	2,232,518	2,292,689	\$32,138,287	\$33,011,633	2.70%	2.72%

Table 8 in Appendix 2 is a complete list of stores ranked by total dollar sales.

⁶Store closings, new stores and changes in a store’s district can impact the results of a district from year to year.

BRAND AND ITEM PERFORMANCE

Brands and items are yet another component of sales. This section highlights the trends of shoppers in Pennsylvania. The top 100 brands by unit sales statewide is presented in Table 9. Barefoot (4,834,464), Sutter Home (3,451,492) and Jacquin's (3,384,873) are the top three. Tito's Handmade Vodka (68.27%), Dark Horse (64.74%) and Fireball (50.15%) had the largest percentage increases from the previous year.⁷

A total of 42 brands in the list had a positive change. Of this group, 34 had between 1.01% and 20% increases. Another 12 can be considered flat with a +/- 1% change. The remaining 46 experienced a negative change.



⁷ Brand sales can be impacted by discontinued items, innovation, one-time buys or an item moving from SLO to regular list. After moving from SLO to a regular listed product, Dark Horse Sauvignon Blanc added 31,720 units sold from the previous retail year. SLO items added 44,438 units to the brand's total. Tito's new sizes, 50 mL and 200 mL, added 43,160 items to this year's total. Fireball's greatest unit gains were from the additional sales of the 50 mL and 375 mL. Combined, they added 680,303 more units compared to last year. The 1 L size contributed another 8,099 unit sales.

Table 9: Top 100 Brands⁸

Rank	Brand	RY 2014–15 Unit Sales	RY 2015–16 Unit Sales	% Change
1	Barefoot	4,265,788	4,834,464	13.33%
2	Sutter Home	3,496,129	3,451,492	-1.28%
3	Jacquin's	3,498,458	3,384,873	-3.25%
4	Captain Morgan	2,865,832	2,828,577	-1.30%
5	Bacardi	2,796,015	2,740,236	-1.99%
6	Smirnoff	2,683,987	2,641,242	-1.59%
7	Jack Daniel's	2,422,650	2,444,620	0.91%
8	Yellow Tail	2,482,226	2,284,132	-7.98%
9	Woodbridge	2,194,318	2,272,031	3.54%
10	Nikolai	2,350,268	2,252,558	-4.16%
11	Franzia	2,210,437	2,172,308	-1.72%
12	Absolut	2,211,289	2,134,247	-3.48%
13	Fireball	1,301,450	1,954,146	50.15%
14	E&J	1,261,970	1,890,767	49.83%
15	New Amsterdam	1,770,926	1,805,198	1.94%
16	Cavit	1,658,151	1,705,050	2.83%
17	Pinnacle	1,477,565	1,660,975	12.41%
18	Jim Beam	1,577,407	1,565,583	-0.75%
19	Seagram's	1,522,777	1,484,633	-2.50%
20	Crown Royal	1,100,870	1,350,636	22.69%
21	Banker's Club	1,410,276	1,350,243	-4.26%
22	Jose Cuervo	1,210,189	1,305,177	7.85%
23	Beringer	1,209,779	1,211,990	0.18%
24	Arbor Mist	1,251,976	1,128,528	-9.86%
25	DeKuyper	1,159,323	1,103,532	-4.81%
26	Cupcake	1,073,969	1,093,158	1.79%
27	Kendall-Jackson	1,021,839	1,061,053	3.84%
28	Calico Jack	1,059,864	1,051,573	-0.78%
29	Tito's	624,514	1,050,897	68.27%
30	Gallo	963,772	1,042,779	8.20%
31	Hennessy	746,525	1,034,066	38.52%
32	Carlo Rossi	1,069,826	1,021,580	-4.51%
33	Jameson	898,892	1,012,390	12.63%
34	Grey Goose	1,029,387	990,092	-3.82%
35	Vladimir	1,008,689	928,383	-7.96%
36	Svedka	898,372	912,661	1.59%
37	Jägermeister	997,376	906,394	-9.12%
38	Concha y Toro	916,665	901,526	-1.65%
39	Stolichnaya	805,878	882,495	9.51%
40	Black Velvet	901,860	880,919	-2.32%
41	Taylor	897,437	860,051	-4.17%
42	Fish Eye	680,415	812,630	19.43%
43	Crown Russe	808,014	789,667	-2.27%
44	Chateau Ste. Michelle	701,243	763,302	8.85%
45	Black Box	796,547	752,896	-5.48%
46	Southern Comfort	845,992	749,465	-11.41%
47	Burnett's	797,961	744,900	-6.65%
48	Apothic	532,817	743,277	39.50%
49	Martini & Rossi	705,363	736,413	4.40%
50	Peter Vella	804,338	727,799	-9.52%

⁸ SLO items are included in the brand totals.

BRAND AND ITEM PERFORMANCE

Table 9: Top 100 Brands⁸ (continued)

Rank	Brand	RY 2014–15 Unit Sales	RY 2015–16 Unit Sales	% Change
51	Francis Coppola	629,759	703,962	11.78%
52	Ketel One	664,993	694,413	4.42%
53	Riunite	736,387	691,377	-6.11%
54	Robert Mondavi	629,991	628,658	-0.21%
55	Three Olives	716,425	622,210	-13.15%
56	Platinum	615,208	620,271	0.82%
57	Rumple Minze	587,310	617,883	5.21%
58	Malibu	582,133	613,726	5.43%
59	Rex Goliath	703,880	583,267	-17.14%
60	Christian Brothers	553,542	572,940	3.50%
61	Evan Williams	518,083	567,057	9.45%
62	Windsor	581,435	555,131	-4.52%
63	Bota	400,116	549,526	37.34%
64	Almaden	540,929	539,551	-0.25%
65	Baileys	535,083	538,433	0.63%
66	Admiral Nelson	543,876	537,976	-1.08%
67	Ménage à Trois	535,884	533,381	-0.47%
68	Elmo Pío	539,719	525,393	-2.65%
69	Daily's	526,072	514,497	-2.20%
70	Círoc	514,593	509,231	-1.04%
71	Wild Turkey	533,235	507,861	-4.76%
72	Korbel	455,641	499,712	9.67%
73	Tanqueray	493,441	497,605	0.84%
74	Manischewitz	458,950	457,809	-0.25%
75	Corbett Canyon	471,642	453,344	-3.88%
76	Skyy	478,777	444,267	-7.21%
77	Patrón	419,866	442,923	5.49%
78	Bolla	541,925	431,370	-20.40%
79	Yukon Jack	429,619	427,488	-0.50%
80	Ruffino	404,652	419,173	3.59%
81	Hazlitt	426,269	418,970	-1.71%
82	Sterling	419,420	413,145	-1.50%
83	Turning Leaf	424,163	408,872	-3.60%
84	Maker's Mark	381,895	408,830	7.05%
85	Clos du Bois	392,977	406,422	3.42%
86	Dewar's	399,224	405,684	1.62%
87	Bogle	409,757	405,511	-1.04%
88	Tortilla	379,937	404,955	6.58%
89	Paul Masson	348,442	391,867	12.46%
90	Johnnie Walker	376,693	382,630	1.58%
91	Kahlúa	408,840	379,933	-7.07%
92	Gordon's	411,079	376,291	-8.46%
93	Montezuma	341,870	356,118	4.17%
94	J. Roget	311,046	351,942	13.15%
95	Columbia Crest	335,795	350,415	4.35%
96	Ecco Domani	338,312	350,087	3.48%
97	Jacob's Creek	381,160	346,438	-9.11%
98	Cruzan	360,487	345,884	-4.05%
99	Dark Horse	209,477	345,098	64.74%
100	André	388,695	343,482	-11.63%

Tables 10, 11 and 12 show the top 10 brands by region. Five brands—Bacardi, Barefoot, Jacquin’s, Smirnoff and Sutter Home—made all three region lists. Barefoot was at number one in all three regions. Captain Morgan, Franzia, Jack Daniel’s, Woodbridge and Yellow Tail made two of the lists. E&J in Region 1 (58.10%), Barefoot in Region 2 (14.82%) and Crown Royal in Region 3 (23.17%) had the highest increases.

Table 10: Top 10 Brands, Region 1

Rank	Brand	RY 2014–15 Unit Sales	RY 2015–16 Unit Sales	% Change
1	Barefoot	1,599,720	1,753,704	9.63%
2	Sutter Home	1,353,507	1,347,097	-0.47%
3	Jacquin's	1,268,729	1,220,432	-3.81%
4	E&J	710,369	1,123,118	58.10%
5	Bacardi	1,117,078	1,095,339	-1.95%
6	Smirnoff	1,078,420	1,043,029	-3.28%
7	Yellow Tail	991,845	904,993	-8.76%
8	Woodbridge	864,236	885,039	2.41%
9	New Amsterdam	930,337	870,023	-6.48%
10	Absolut	920,100	868,398	-5.62%

Table 11: Top 10 Brands, Region 2

Rank	Brand	RY 2014–15 Unit Sales	RY 2015–16 Unit Sales	% Change
1	Barefoot	1,538,710	1,766,799	14.82%
2	Sutter Home	1,182,281	1,153,561	-2.43%
3	Captain Morgan	1,134,184	1,121,488	-1.12%
4	Jacquin's	1,135,739	1,096,249	-3.48%
5	Bacardi	949,259	933,502	-1.66%
6	Jack Daniel's	897,110	899,565	0.27%
7	Smirnoff	908,688	894,389	-1.57%
8	Franzia	885,621	869,681	-1.80%
9	Yellow Tail	855,938	789,039	-7.82%
10	Woodbridge	738,751	760,271	2.91%

Table 12: Top 10 Brands, Region 3

Rank	Brand	RY 2014–15 Unit Sales	RY 2015–16 Unit Sales	% Change
1	Barefoot	1,127,358	1,313,961	16.55%
2	Jacquin's	1,093,990	1,068,192	-2.36%
3	Captain Morgan	1,081,922	1,058,119	-2.20%
4	Sutter Home	960,341	950,834	-0.99%
5	Nikolai	930,016	902,580	-2.95%
6	Jack Daniel's	743,212	736,896	-0.85%
7	Bacardi	729,678	711,395	-2.51%
8	Smirnoff	696,879	703,823	1.00%
9	Crown Royal	540,275	665,451	23.17%
10	Franzia	661,011	653,204	-1.18%

BRAND AND ITEM PERFORMANCE

The top 3 items by unit sales during RY 2015–16 included Fireball Cinnamon Whisky (750 mL), Jack Daniel's Old No. 7 Tennessee Whiskey (750 mL) and Captain Morgan Original Spiced Rum (750 mL).

In terms of growth from the previous full year,⁹ Tito’s Handmade Vodka (750 mL) had the largest increase at 69.02%. Barefoot Pink Moscato (1.5 L) had the second-largest increase at 60.62%. Licensee sales of both of these products increased more than 90% during RY 2015–16. The second-highest spirit in unit sales increase was Smirnoff Vodka (PET) (1.75 L) at 48.27% and the second-highest wine was Cavit Roscato Rosso Dolce (750 mL) at 29.69%.

Table 13: Top 100 Items By Units

Rank	Product	Size	RY 2015–16 Avg. Price	RY 2014–15 Unit Sales	RY 2015–16 Unit Sales	% Change
1	Fireball Cinnamon Whisky	750 mL	\$16.92	1,025,148	984,835	-3.93%
2	Jack Daniel's Old No. 7 Tennessee Whiskey	750 mL	\$22.46	909,852	896,119	-1.51%
3	Captain Morgan Original Spiced Rum	750 mL	\$15.98	778,548	862,676	10.81%
4	Nikolai Vodka	375 mL	\$4.29	835,165	826,383	-1.05%
5	Jacquin's Vodka	375 mL	\$4.29	792,855	809,588	2.11%
6	Vladimir Vodka	1.75 mL	\$11.94	705,080	648,731	-7.99%
7	Kendall-Jackson VR Chardonnay	750 mL	\$13.10	602,988	618,773	2.62%
8	Absolut Vodka	750 mL	\$18.07	615,431	610,921	-0.73%
9	Tito's Handmade Vodka	750 mL	\$18.52	352,754	596,233	69.02%
10	Captain Morgan Original Spiced Rum	1.75 mL	\$28.31	588,259	579,186	-1.54%
11	Fireball Cinnamon Whisky	50 mL	\$1.99	54,723	574,927	950.61%
12	Crown Russe Vodka (PET)	1.75 mL	\$11.40	525,520	522,128	-0.65%
13	Bacardi Superior Rum	750 mL	\$13.18	531,216	518,554	-2.38%
14	Jameson Irish Whiskey	750 mL	\$26.27	468,975	502,192	7.08%
15	Jägermeister Liqueur	750 mL	\$18.88	540,767	496,038	-8.27%
16	Cavit Pinot Grigio	1.5 L	\$13.22	477,572	468,168	-1.97%
17	Grey Goose Vodka	750 mL	\$29.49	466,049	445,937	-4.32%
18	Barefoot Moscato	1.5 L	\$12.15	370,133	438,834	18.56%
19	Woodbridge Chardonnay	1.5 L	\$12.73	424,057	437,775	3.23%
20	Barefoot Pinot Grigio	1.5 L	\$11.97	351,154	427,997	21.88%
21	Apothic Red	750 mL	\$10.72	389,481	425,364	9.21%
22	Crown Royal Canadian Whisky	750 mL	\$25.30	438,781	425,208	-3.09%
23	Rumple Minze Peppermint Schnapps	50 mL	\$2.29	378,304	412,436	9.02%
24	Nikolai Vodka	1 L	\$7.90	429,376	411,595	-4.14%
25	Jose Cuervo Gold Tequila	750 mL	\$18.43	401,590	399,726	-0.46%
26	Jacquin's Vodka	1 L	\$8.65	422,677	398,024	-5.83%

⁹Not all item increases are comparable. This is due to when items became active and how much sales they generated in the current retail year. Crown Royal Regal Apple (750 mL) and Barefoot Pink Moscato (750 mL) began selling in the last nine months of RY 2014–15. E&J Peach Brandy (750 mL) began selling in the last three months of RY 2014–15. Fireball Cinnamon Whisky (50 mL) began selling in the last two months of RY 2014–15. For these items, the percentage change is comparing partial retail year sales to a full retail year.

Table 13: Top 100 Items By Units (continued)

Rank	Product	Size	RY 2015–16 Avg. Price	RY 2014–15 Unit Sales	RY 2015–16 Unit Sales	% Change
27	Crown Royal Regal Apple	750 mL	\$25.43	181,416	388,418	114.10%
28	Hennessy Cognac VS	750 mL	\$32.61	303,112	387,770	27.93%
29	Tito's Handmade Vodka	1.75 mL	\$33.05	260,789	383,556	47.08%
30	Banker's Club Vodka	1 L	\$7.23	404,993	380,861	-5.96%
31	E&J Peach Brandy	750 mL	\$11.73	21,757	373,727	1617.73%
32	Jim Beam Bourbon	750 mL	\$17.17	388,690	372,782	-4.09%
33	Sutter Home White Zinfandel	1.5 L	\$10.73	418,079	371,600	-11.12%
34	Burnett's Vodka (PET)	1.75 mL	\$14.87	374,082	368,356	-1.53%
35	Jacquin's Vodka	1.75 mL	\$14.60	368,308	351,698	-4.51%
36	Nikolai Vodka	1.75 mL	\$13.84	371,744	350,297	-5.77%
37	Calico Jack Spiced Rum	750 mL	\$7.71	320,214	347,866	8.64%
38	Smirnoff Vodka	375 mL	\$7.29	342,130	337,587	-1.33%
39	Jack Daniel's Old No. 7 Tennessee Whiskey	1.75 mL	\$43.37	318,629	324,408	1.81%
40	Nikolai Vodka	200 mL	\$2.99	317,993	320,901	0.91%
41	Smirnoff Vodka	750 mL	\$13.00	396,282	312,012	-21.27%
42	Absolut Vodka	1.75 mL	\$31.39	284,727	305,812	7.41%
43	Maker's Mark Bourbon	750 mL	\$27.65	291,546	305,063	4.64%
44	Smirnoff Vodka (PET)	1.75 mL	\$19.94	203,233	301,340	48.27%
45	Castillo Silver Rum	1 L	\$8.48	311,917	301,187	-3.44%
46	E&J VS Brandy	750 mL	\$11.45	302,110	299,361	-0.91%
47	Smirnoff Vodka	50 mL	\$2.09	288,102	294,897	2.36%
48	Chateau Ste. Michelle Riesling	750 mL	\$10.23	264,081	286,193	8.37%
49	Wild Turkey American Honey Liqueur	750 mL	\$18.40	300,300	285,642	-4.88%
50	Ecco Domani Pinot Grigio	750 mL	\$10.78	244,735	285,136	16.51%
51	Franzia Sunset Blush	5 L	\$15.57	301,606	283,864	-5.88%
52	Bacardi Superior Rum (PET)	1.75 mL	\$19.75	270,260	280,967	3.96%
53	Vladimir Vodka	1 L	\$7.62	303,609	279,652	-7.89%
54	Ketel One Vodka	750 mL	\$24.83	281,456	278,150	-1.17%
55	Banker's Club Vodka	1.75 mL	\$12.36	296,835	275,459	-7.20%
56	Barefoot Chardonnay	1.5 L	\$12.13	285,785	274,898	-3.81%
57	Southern Comfort	750 mL	\$16.07	312,815	271,957	-13.06%
58	Crown Russe Vodka	1 L	\$7.11	282,494	267,539	-5.29%
59	Malibu Coconut Rum	750 mL	\$14.27	249,062	265,316	6.53%
60	Bacardi Superior Rum	1.75 mL	\$24.18	293,702	262,124	-10.75%
61	E&J Apple Brandy	750 mL	\$11.71	0	257,977	NA
62	Beringer White Zinfandel	1.5 L	\$11.46	248,694	255,547	2.76%
63	Franzia Chardonnay	5 L	\$18.31	239,921	253,744	5.76%
64	Barefoot Moscato	750 mL	\$7.44	246,019	247,910	0.77%
65	Woodbridge Cabernet Sauvignon	1.5 L	\$12.35	232,222	247,652	6.64%
66	Cavit Roscato Rosso Dolce	750 mL	\$9.65	188,743	244,789	29.69%
67	Windsor Canadian Whisky 3 Year Old	1.75 mL	\$17.45	244,675	243,887	-0.32%
68	Martini & Rossi Asti Spumante	750 mL	\$12.91	223,666	243,529	8.88%
69	Stolichnaya Vodka	750 mL	\$17.82	241,855	242,428	0.24%
70	Montezuma Triple Sec	1 L	\$4.61	227,351	241,920	6.41%

BRAND AND ITEM PERFORMANCE

Table 13: Top 100 Items By Units (continued)

Rank	Product	Size	RY 2015–16 Avg. Price	RY 2014–15 Unit Sales	RY 2015–16 Unit Sales	% Change
71	Pinnacle Vodka	750 mL	\$10.38	165,761	241,063	45.43%
72	Platinum 7X Vodka	1.75 mL	\$19.32	263,746	240,680	-8.75%
73	Kamchatka Vodka (PET)	1.75 mL	\$11.16	187,220	239,670	28.02%
74	Nobilo Sauvignon Blanc	750 mL	\$11.68	201,519	228,576	13.43%
75	Korbel Brut	750 mL	\$14.81	207,483	223,637	7.79%
76	New Amsterdam Peach Vodka	750 mL	\$12.04	332,841	223,343	-32.90%
77	Smirnoff Vodka	1.75 mL	\$23.95	260,659	220,279	-15.49%
78	Barefoot Pink Moscato	1.5 L	\$12.09	136,231	218,817	60.62%
79	Sutter Home Chardonnay 4-187 mL	750 mL	\$6.54	211,312	218,162	3.24%
80	Baileys Irish Cream Liqueur	750 mL	\$24.15	220,349	217,488	-1.30%
81	Fireball Cinnamon Whisky	1.75 mL	\$30.82	210,566	215,173	2.19%
82	Woodbridge Pinot Grigio	1.5 L	\$12.44	193,618	214,743	10.91%
83	Tanqueray Dry Gin	750 mL	\$25.01	217,003	214,540	-1.14%
84	Cavit Pinot Grigio	750 mL	\$7.73	232,789	212,397	-8.76%
85	Absolut Vodka	50 mL	\$2.67	219,786	212,173	-3.46%
86	Jim Beam Bourbon	1.75 mL	\$32.03	200,985	210,199	4.58%
87	New Amsterdam Vodka	750 mL	\$11.62	198,123	210,189	6.09%
88	Barefoot Riesling	1.5 L	\$12.18	172,762	209,287	21.14%
89	Yukon Jack Liqueur	50 mL	\$1.99	202,935	207,982	2.49%
90	Barefoot Pink Moscato	750 mL	\$6.36	75,273	205,650	173.21%
91	Black Velvet Canadian Whisky	750 mL	\$9.25	202,189	205,357	1.57%
92	Patrón Silver Tequila	750 mL	\$46.54	191,364	205,187	7.22%
93	Jack Daniel's Old No. 7 Tennessee Whiskey	50 mL	\$2.98	194,764	203,720	4.60%
94	Platinum 7X Vodka	375 mL	\$4.99	190,203	203,686	7.09%
95	Skyy Vodka	1.75 mL	\$26.04	236,754	203,012	-14.25%
96	Svedka Vodka	1.75 mL	\$22.18	250,571	202,892	-19.03%
97	DeKuyper Peachtree Schnapps	750 mL	\$10.98	207,177	202,018	-2.49%
98	Smirnoff Vodka (PET)	200 mL	\$4.99	202,866	201,820	-0.52%
99	Smirnoff Vodka (PET)	750 mL	\$13.44	212,710	200,098	-5.93%
100	Sutter Home White Zinfandel	4-187mL	\$6.54	198,474	196,695	-0.90%

Jack Daniel’s Old No. 7 Tennessee Whiskey (750 mL), Fireball Cinnamon Whisky (750 mL) and Captain Morgan Original Spiced Rum (1.75 L) were the top three items in dollar sales during RY 2015–16. Kendall-Jackson VR Chardonnay (750 mL), Cavit Pinot Grigio (1.5 L) and Woodbridge Chardonnay (1.5 L) were the top three wines by dollar sales in RY 2015–16.



BRAND AND ITEM PERFORMANCE

Tito’s Handmade Vodka (750 mL) (66.26%) and Tito’s Handmade Vodka (1.75 L) (49.07%) had the highest percentage increases.¹⁰ Smirnoff Vodka (PET) (1.75 L) (48.83%) had the third-highest.

Table 14: Top 100 Items by Dollar Sales

Rank	Product	Size	R ^Y 2015–16 Avg. Price	R ^Y 2014–15 Dollar Sales	R ^Y 2015–16 Dollar Sales	% Change
1	Jack Daniel's Old No. 7 Tennessee Whiskey	750 mL	\$22.46	\$20,242,427	\$20,128,362	-0.56%
2	Fireball Cinnamon Whisky	750 mL	\$16.92	\$17,102,382	\$16,666,613	-2.55%
3	Captain Morgan Original Spiced Rum	1.75 L	\$28.31	\$16,612,150	\$16,398,441	-1.29%
4	Jack Daniel's Old No. 7 Tennessee Whiskey	1.75 L	\$43.37	\$13,802,369	\$14,070,278	1.94%
5	Captain Morgan Original Spiced Rum	750 mL	\$15.98	\$12,381,924	\$13,788,766	11.36%
6	Jameson Irish Whiskey	750 mL	\$26.27	\$11,838,702	\$13,194,908	11.46%
7	Grey Goose Vodka	750 mL	\$29.49	\$13,734,473	\$13,150,819	-4.25%
8	Tito's Handmade Vodka	1.75 L	\$33.05	\$8,502,797	\$12,674,762	49.07%
9	Hennessy Cognac VS	750 mL	\$32.61	\$9,587,502	\$12,645,988	31.90%
10	Tito's Handmade Vodka	750 mL	\$18.52	\$6,642,618	\$11,043,920	66.26%
11	Absolut Vodka	750 mL	\$18.07	\$11,040,841	\$11,041,603	0.01%
12	Crown Royal Canadian Whisky	750 mL	\$25.30	\$11,112,180	\$10,756,450	-3.20%
13	Crown Royal Regal Apple	750 mL	\$25.43	\$4,716,382	\$9,876,011	109.40%
14	Absolut Vodka	1.75 L	\$31.39	\$9,307,547	\$9,600,493	3.15%
15	Patrón Silver Tequila	750 mL	\$46.54	\$8,909,757	\$9,548,478	7.17%
16	Jägermeister Liqueur	750 mL	\$18.88	\$10,263,135	\$9,367,336	-8.73%
17	Maker's Mark Bourbon	750 mL	\$27.65	\$7,833,426	\$8,435,468	7.69%
18	Kendall-Jackson VR Chardonnay	750 mL	\$13.10	\$7,936,724	\$8,108,122	2.16%
19	Vladimir Vodka	1.75 L	\$11.94	\$8,418,946	\$7,745,687	-8.00%
20	Gold Tequila	750 mL	\$18.43	\$7,408,657	\$7,365,093	-0.59%
21	Ketel One Vodka	750 mL	\$24.83	\$7,177,083	\$6,906,293	-3.77%
22	Bacardi Superior Rum	750 mL	\$13.18	\$7,056,573	\$6,834,658	-3.14%
23	Jim Beam Bourbon	1.75 L	\$32.03	\$6,360,783	\$6,733,445	5.86%
24	Fireball Cinnamon Whisky	1.75 L	\$30.82	\$6,326,864	\$6,631,522	4.82%
25	Jim Beam Bourbon	750 mL	\$17.17	\$6,421,439	\$6,400,893	-0.32%
26	Bacardi Superior Rum	1.75 L	\$24.18	\$7,164,816	\$6,339,315	-11.52%
27	Grey Goose Vodka	1.75 L	\$53.09	\$6,162,937	\$6,273,178	1.79%
28	Cavit Pinot Grigio	1.5 L	\$13.22	\$6,296,081	\$6,187,156	-1.73%
29	Smirnoff Vodka (PET)	1.75 L	\$19.94	\$4,036,911	\$6,008,020	48.83%
30	Crown Russe Vodka (PET)	1.75 L	\$11.40	\$6,100,436	\$5,954,521	-2.39%
31	Woodbridge Chardonnay	1.5 L	\$12.73	\$5,526,884	\$5,570,868	0.80%
32	Bacardi Superior Rum (PET)	1.75 L	\$19.75	\$5,309,067	\$5,549,478	4.53%
33	Ketel One Vodka	1.75 L	\$41.15	\$5,400,549	\$5,522,275	2.25%
34	Burnett's Vodka (PET)	1.75 L	\$14.87	\$5,476,941	\$5,476,415	-0.01%
35	Tanqueray Dry Gin	750 mL	\$25.01	\$5,295,910	\$5,366,421	1.33%
36	Barefoot Moscato	1.5 L	\$12.15	\$4,663,270	\$5,332,394	14.35%
37	Skyy Vodka	1.75 L	\$26.04	\$6,076,216	\$5,286,568	-13.00%

¹⁰Similar to the unit increases, items without a full sales year can display abnormal increases. E&J Peach Brandy (750 mL) began selling in the last three months of RY 2014–15.Crown Royal Regal Apple (750 mL) began selling in the last nine months of RY 2014–15.

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

Rank	Product	Size	R ^Y 2015–16 Avg. Price	R ^Y 2014–15 Dollar Sales	R ^Y 2015–16 Dollar Sales	% Change
38	Smirnoff Vodka	1.75 L	\$23.95	\$6,185,781	\$5,275,985	-14.71%
39	Crown Royal Canadian Whisky	1.75 L	\$51.37	\$5,335,068	\$5,273,702	-1.15%
40	Wild Turkey American Honey Liqueur	750 mL	\$18.40	\$5,547,884	\$5,255,872	-5.26%
41	Baileys Irish Cream Liqueur	750 mL	\$24.15	\$5,310,923	\$5,251,700	-1.12%
42	Jacquin's Vodka	1.75 L	\$14.60	\$5,377,370	\$5,134,249	-4.52%
43	Barefoot Pinot Grigio	1.5 L	\$11.97	\$4,365,992	\$5,123,407	17.35%
44	Nikolai Vodka	1.75 L	\$13.84	\$5,144,512	\$4,849,153	-5.74%
45	Platinum 7X Vodka	1.75 L	\$19.32	\$4,956,666	\$4,650,271	-6.18%
46	Franzia Chardonnay	5 L	\$18.31	\$4,270,283	\$4,647,313	8.83%
47	Apothic Red	750 mL	\$10.72	\$4,210,478	\$4,560,471	8.31%
48	Jameson Irish Whiskey	1 L	\$27.92	\$3,742,109	\$4,518,678	20.75%
49	Svedka Vodka	1.75 L	\$22.18	\$5,464,200	\$4,499,609	-17.65%
50	Franzia Sunset Blush	5 L	\$15.57	\$4,570,035	\$4,419,370	-3.30%
51	E&J Peach Brandy	750 mL	\$11.73	\$281,905	\$4,382,534	1454.61%
52	Southern Comfort	750 mL	\$16.07	\$5,078,248	\$4,370,013	-13.95%
53	Grey Goose Vodka	1 L	\$31.53	\$4,485,376	\$4,359,892	-2.80%
54	Stolichnaya Vodka	750 mL	\$17.82	\$4,360,572	\$4,318,933	-0.95%
55	Jameson Irish Whiskey	1.75 L	\$51.80	\$3,782,223	\$4,275,093	13.03%
56	Stolichnaya Vodka	1.75 L	\$32.92	\$4,069,080	\$4,265,365	4.82%
57	Windsor Canadian Whisky 3 Year Old	1.75 L	\$17.45	\$4,534,526	\$4,255,184	-6.16%
58	Dewar's White Label Scotch	1.75 L	\$39.02	\$4,445,071	\$4,239,452	-4.63%
59	Jack Daniel's Old No. 7 Tennessee Whiskey	1 L	\$24.42	\$4,091,280	\$4,222,334	3.20%
60	Johnnie Walker Black Label Scotch 12 Year Old	750 mL	\$35.53	\$4,130,193	\$4,217,303	2.11%
61	Pinnacle Vodka	1.75 L	\$21.26	\$4,148,509	\$4,180,548	0.77%
62	Smirnoff Vodka	750 mL	\$13.00	\$5,030,830	\$4,055,797	-19.38%
63	Sutter Home White Zinfandel	1.5 L	\$10.73	\$4,478,446	\$3,986,066	-10.99%
64	Jack Daniel's Tennessee Honey	750 mL	\$22.73	\$3,893,483	\$3,964,691	1.83%
65	Santa Margherita Pinot Grigio	750 mL	\$22.21	\$3,796,125	\$3,854,768	1.54%
66	Jägermeister Liqueur	1.75 L	\$39.88	\$4,180,645	\$3,848,206	-7.95%
67	Malibu Coconut Rum	750 mL	\$14.27	\$3,531,952	\$3,785,144	7.17%
68	Seagram's 7 Crown Blended Whiskey	1.75 L	\$19.74	\$4,154,482	\$3,771,100	-9.23%
69	Kahlúa Coffee Liqueur	750 mL	\$20.81	\$3,821,409	\$3,657,452	-4.29%
70	New Amsterdam Vodka	1.75 L	\$20.78	\$2,757,852	\$3,654,099	32.50%
71	Hennessy Cognac VS	1.75 L	\$73.13	\$3,312,374	\$3,645,042	10.04%
72	Evan Williams Black Label Bourbon 4 Year Old	1.75 L	\$24.30	\$3,377,236	\$3,640,097	7.78%
73	Jose Cuervo Gold Tequila	1.75 L	\$36.57	\$3,670,025	\$3,587,456	-2.25%
74	Ketel One Vodka	1 L	\$27.98	\$3,505,343	\$3,581,114	2.16%
75	Tanqueray Dry Gin	1.75 L	\$43.31	\$3,496,645	\$3,563,135	1.90%
76	Dewar's White Label Scotch	750 mL	\$22.83	\$3,549,262	\$3,556,450	0.20%
77	Nikolai Vodka	375 mL	\$4.29	\$3,582,849	\$3,545,167	-1.05%
78	Jacquin's Vodka	375 mL	\$4.29	\$3,401,330	\$3,473,104	2.11%
79	Jacquin's Vodka	1 L	\$8.65	\$3,660,133	\$3,444,846	-5.88%
80	Black Velvet Canadian Whisky (PET)	1.75 L	\$18.22	\$3,512,060	\$3,430,903	-2.31%
81	E&J VS Brandy	750 mL	\$11.45	\$3,461,284	\$3,428,690	-0.94%

BRAND AND ITEM PERFORMANCE

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

Rank	Product	Size	RY 2015–16 Avg. Price	RY 2014–15 Dollar Sales	RY 2015–16 Dollar Sales	% Change
82	Banker's Club Vodka	1.75 L	\$12.36	\$3,664,253	\$3,404,975	-7.08%
83	Hennessy Cognac VS Flask	375 mL	\$19.20	\$2,821,609	\$3,400,315	20.51%
84	RumChata Cream Liqueur	750 mL	\$23.05	\$3,580,984	\$3,373,820	-5.79%
85	Barefoot Chardonnay	1.5 L	\$12.13	\$3,429,097	\$3,335,200	-2.74%
86	Korbel Brut	750 mL	\$14.81	\$3,080,590	\$3,312,397	7.52%
87	Rumple Minze Peppermint Schnapps	750 mL	\$20.46	\$3,337,306	\$3,285,092	-1.56%
88	Black Box Cabernet Sauvignon	3 L	\$22.32	\$3,268,363	\$3,283,829	0.47%
89	Franzia White Zinfandel	5 L	\$17.74	\$3,354,943	\$3,264,930	-2.68%
90	Nikolai Vodka	1 L	\$7.90	\$3,390,847	\$3,249,630	-4.16%
91	Woodford Reserve Bourbon	750 mL	\$33.06	\$2,639,515	\$3,199,136	21.20%
92	Bulleit Bourbon	750 mL	\$28.20	\$2,808,616	\$3,183,021	13.33%
93	Martini & Rossi Asti Spumante	750 mL	\$12.91	\$2,924,038	\$3,144,089	7.53%
94	Almaden Chardonnay	5 L	\$19.56	\$2,945,254	\$3,115,328	5.77%
95	Admiral Nelson's Spiced Rum	1.75 L	\$17.06	\$3,039,674	\$3,104,438	2.13%
96	Seagram's VO Canadian Whisky 6 Year Old (PET)	1.75 L	\$26.77	\$3,047,642	\$3,090,955	1.42%
97	Captain Morgan Original Spiced Rum	1 L	\$18.91	\$3,107,265	\$3,079,645	-0.89%
98	Ecco Domani Pinot Grigio	750 mL	\$10.78	\$2,736,391	\$3,073,185	12.31%
99	Veuve Clicquot Yellow Label Champagne	750 mL	\$48.33	\$2,904,548	\$3,063,035	5.46%
100	Taylor Port	3 L	\$16.66	\$3,136,851	\$3,059,099	-2.48%

The top 10 items sold in each region are presented in Tables 15, 16 and 17. Four items–Absolut Vodka (750 mL), Fireball Cinnamon Whisky (750 mL), Jack Daniel’s Old No. 7 Tennessee Whiskey (750 mL) and Nikolai Vodka (375 mL)–made the top 10 list in all three regions.¹¹

Table 15: Top 10 Units in Region 1

Rank	Product	Size	RY 2014–15 Unit Sales	RY 2015–16 Unit Sales	% Change
1	Jacquin's Vodka	375 mL	372,160	374,792	0.71%
2	Fireball Cinnamon Whisky	750 mL	376,630	314,312	-16.55%
3	Tito's Handmade Vodka	750 mL	169,716	269,879	59.02%
4	Kendall-Jackson VR Chardonnay	750 mL	265,827	268,910	1.16%
5	E & J Peach Brandy	750 mL	12,194	263,986	2064.88%
6	Cavit Pinot Grigio	1.5 L	252,134	244,942	-2.85%
7	Nikolai Vodka	375 mL	254,187	242,062	-4.77%
8	Jack Daniel's Old No. 7 Tennessee Whiskey	750 mL	241,049	239,202	-0.77%
9	Absolut Vodka	750 mL	220,821	212,470	-3.78%
10	Fireball Cinnamon Whisky	50 mL	17,040	195,951	1049.95%

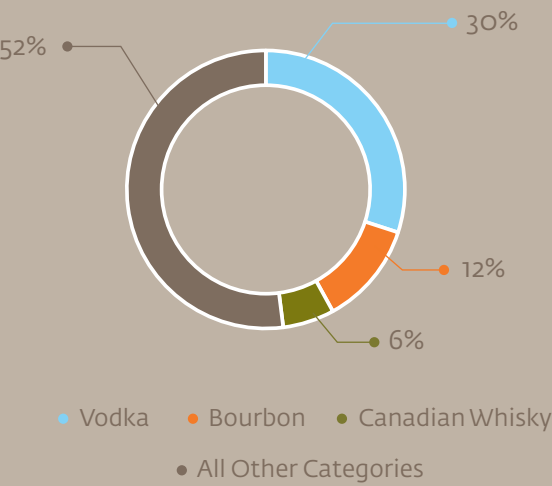
¹¹As noted for Tables 13 and 14, Crown Royal Regal Apple (750 mL) began selling in the last 9 months of RY 2014–15. E & J Peach Brandy (750 mL) began selling in the last 3 months of RY 2014–15. Fireball Cinnamon Whisky (50 mL) began selling in the last 2 months of RY 2014–15.

Table 16: Top 10 Units in Region 2

Rank	Product	Size	RY 2014–15 Unit Sales	RY 2015–16 Unit Sales	% Change
1	Captain Morgan Original Spiced Rum	750 mL	297,453	357,654	20.24%
2	Jack Daniel's Old No. 7 Tennessee Whiskey	750 mL	347,959	341,831	-1.76%
3	Fireball Cinnamon Whisky	750 mL	332,446	335,053	0.78%
4	Vladimir Vodka	1.75 L	312,417	287,388	-8.01%
5	Nikolai Vodka	375 mL	256,632	260,434	1.48%
6	Captain Morgan Original Spiced Rum	1.75 L	249,945	246,545	-1.36%
7	Crown Russe Vodka (PET)	1.75 L	241,069	241,429	0.15%
8	Jägermeister Liqueur	750 mL	244,067	226,720	-7.11%
9	Fireball Cinnamon Whisky	50 mL	20,263	208,610	929.51%
10	Absolut Vodka	750 mL	198,420	199,154	0.37%

Table 17: Top 10 Units in Region 3

Rank	Product	Size	RY 2014–15 Unit Sales	RY 2015–16 Unit Sales	% Change
1	Fireball Cinnamon Whisky	750 mL	316,072	335,470	6.14%
2	Captain Morgan Original Spiced Rum	750 mL	307,394	329,672	7.25%
3	Nikolai Vodka	375 mL	324,346	323,887	-0.14%
4	Jack Daniel's Old No. 7 Tennessee Whiskey	750 mL	320,844	315,086	-1.79%
5	Jacquin's Vodka	375 mL	232,704	239,499	2.92%
6	Captain Morgan Original Spiced Rum	1.75 L	243,676	239,331	-1.78%
7	Crown Royal Regal Apple	750 mL	99,886	207,965	108.20%
8	Crown Royal Canadian Whisky	750 mL	216,750	206,365	-4.79%
9	Absolut Vodka	750 mL	196,190	199,297	1.58%
10	Vladimir Vodka	1.75 L	213,747	198,081	-7.33%



In the top 100 list of items by dollars, a total of 31 marketing categories were represented. Sixteen of those marketing categories included two or more items. Vodka was, by far, the largest marketing category represented (30 items), followed by Bourbon (9 items) and Canadian Whisky (6 items).

When combined, these three marketing categories alone made up 48% of dollars in the top 100.

SPIRITS DETAILS

This section details the types of purchases, price segments and items in the top spirits categories. Figures 7 and 8 are a visual representation of spirits sales by type.¹² Spirits off-premises sales are 78% in units and 75% in dollars of total sales.

Figure 7: On-Premises and Off-Premises Unit Sales, Spirits, RY 2015–16

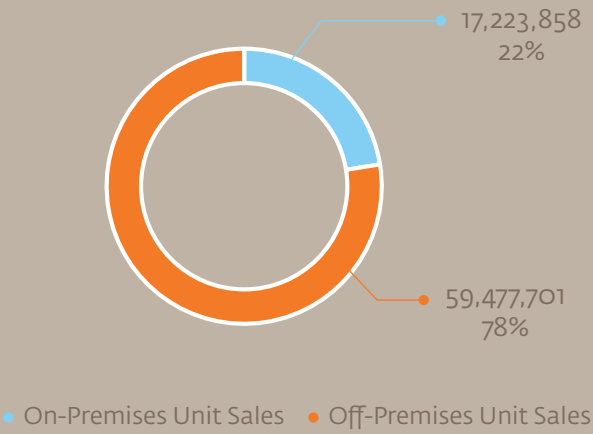
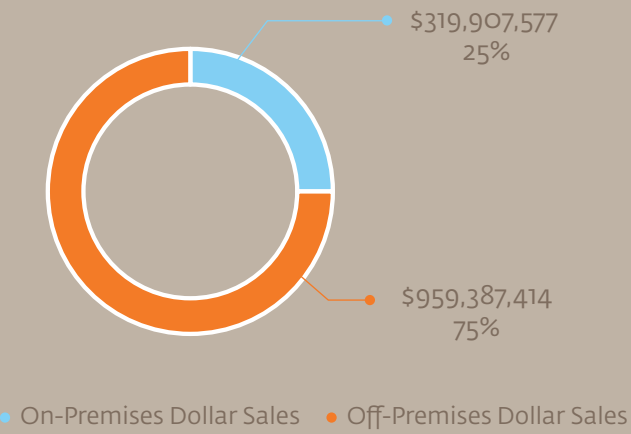


Figure 8: On-Premises and Off-Premises Dollar Sales, Spirits, RY 2015–16



Figures 9 and 10 illustrate spirits sales by price segment.¹³ The standard price segment sold the most units. Premium had the most dollar sales (\$431,958,879).

Figure 9: Spirits Unit Sales by Price Segment, RY 2015–16

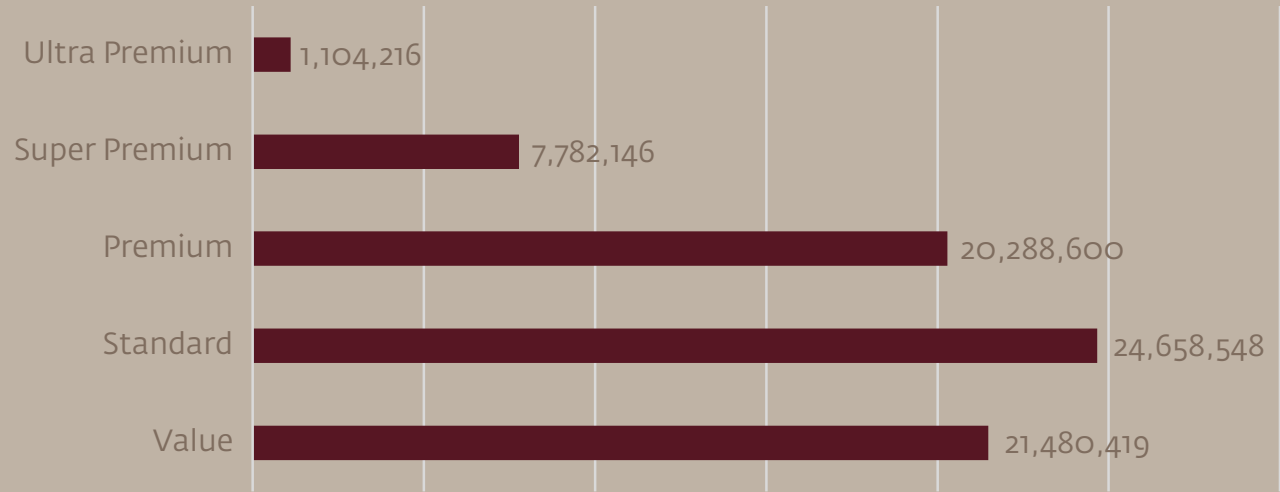
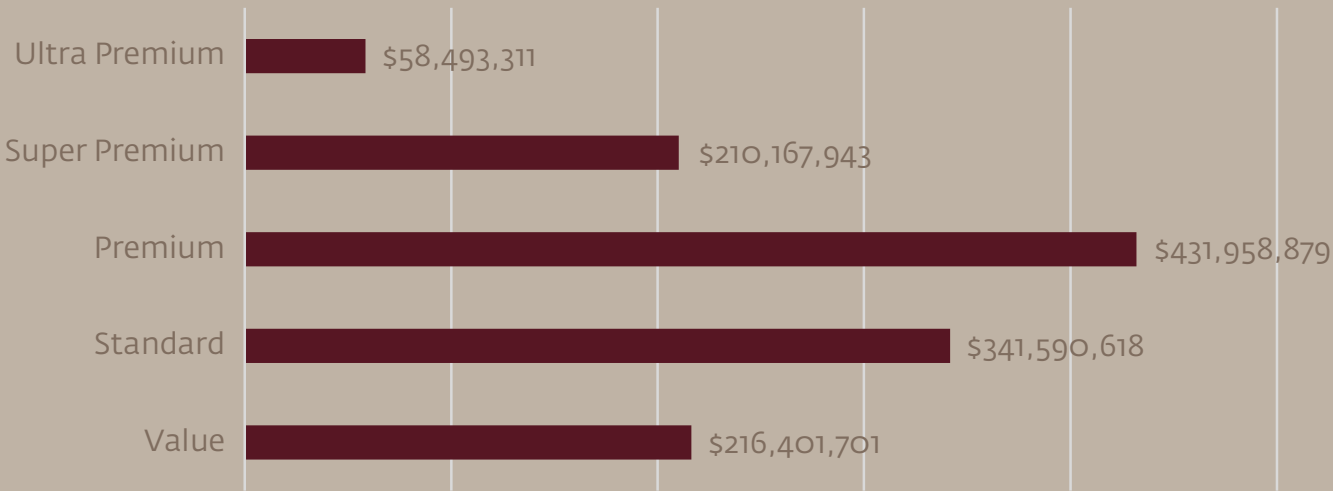


Figure 10: Spirits Dollar Sales by Price Segment, RY 2015–16



Number of laps around a 2.5 mile racetrack if RY 2015-16 top-selling spirits bottles were laid end to end.

Top 5 Spirits Products	Laps
Fireball Cinnamon Whisky (750 mL)	64.04
Jack Daniel's Old No. 7 Tennessee Whiskey (750 mL)	55.72
Captain Morgan Original Spiced Rum (750 mL)	63.99
Nikolai Vodka (375 mL)	44.19
Jacquin's Vodka (375 mL)	44.98

¹² SLO sales are included in these figures.

¹³ Price segments vary by product category and item size. For example, a premium Vodka (750 mL) ranges between \$18.00 and \$25.99 while a premium Single Malt Scotch (750 mL) ranges between \$30.00 and \$39.99. The following ranges are the minimum and maximum item averages across regular list spirits: Value \$5.55 to \$14.99, Standard \$4.99 to \$34.57, Premium \$9.99 to \$59.99, Super Premium \$19.87 to \$234.99 and Ultra Premium \$27.99 to \$2,999.99.

SPIRITS DETAILS

Tables 18 through 20 are the top spirits marketing categories by share. Vodka had three items with both the 750 mL and 1.75 L in the top 10. These were Grey Goose, Tito’s Handmade Vodka and Absolut. Grey Goose (750 mL) had the highest price per ounce at \$1.16 and Crown Russe Vodka (1.75 L) (PET) had the lowest at \$0.19.

Table 18: Top Marketing Category, Vodka

Rank	Product	Size	RY 2015–16 Unit Sales	RY 2015–16 Dollar Sales
1	Grey Goose Vodka	750 mL	445,937	\$13,150,819
2	Tito's Handmade Vodka	1.75 L	383,556	\$12,674,762
3	Tito's Handmade Vodka	750 mL	596,233	\$11,043,920
4	Absolut Vodka	750 mL	610,921	\$11,041,603
5	Absolut Vodka	1.75 L	305,812	\$9,600,493
6	Vladimir Vodka	1.75 L	648,731	\$7,745,687
7	Ketel One Vodka	750 mL	278,150	\$6,906,293
8	Grey Goose Vodka	1.75 L	118,165	\$6,273,178
9	Smirnoff Vodka (PET)	1.75 L	301,340	\$6,008,020
10	Crown Russe Vodka (PET)	1.75 L	522,128	\$5,954,521

Jack Daniel’s had three items, in different sizes, on the top 10 Bourbon list (Table 19). The highest price per ounce item at \$1.31 was Knob Creek Bourbon 9 Year Old. The lowest was Evan Williams (1.75 L) at \$0.41 per ounce.

Table 19: Top Marketing Category, Bourbon

Rank	Product	Size	RY 2015–16 Unit Sales	RY 2015–16 Dollar Sales
1	Jack Daniel's Old No. 7 Tennessee Whiskey	750 mL	896,119	\$20,128,362
2	Jack Daniel's Old No. 7 Tennessee Whiskey	1.75 L	324,408	\$14,070,278
3	Maker's Mark Bourbon	750 mL	305,063	\$8,435,468
4	Jim Beam Bourbon	1.75 L	210,199	\$6,733,445
5	Jim Beam Bourbon	750 mL	372,782	\$6,400,893
6	Jack Daniel's Old No. 7 Tennessee Whiskey	1 L	172,905	\$4,222,334
7	Evan Williams Black Label Bourbon 4 Year Old	1.75 L	149,785	\$3,640,097
8	Woodford Reserve Bourbon	750 mL	96,776	\$3,199,136
9	Bulleit Bourbon	750 mL	112,887	\$3,183,021
10	Knob Creek Bourbon 9 Year Old	750 mL	75,091	\$2,494,273

Number of National Hockey League championship trophies (2.15 gallons) needed to hold the volume of our top spirits sellers in RY 2015–16.

Top 5 Spirits Products	Hockey Trophies
Fireball Cinnamon Whisky (750 mL)	90,897
Jack Daniel's Old No. 7 Tennessee Whiskey (750 mL)	82,709
Captain Morgan Original Spiced Rum (750 mL)	79,622
Nikolai Vodka (375 mL)	38,136
Jacquin's Vodka (375 mL)	37,361

Table 20 is the list of top Flavored Vodkas. New Amsterdam, Cîroc and Pinnacle had multiple items in the top 10.

Table 20: Top Marketing Category, Flavored Vodka

Rank	Product	Size	RY 2015–16 Unit Sales	RY 2015–16 Dollar Sales
1	New Amsterdam Peach Vodka	750 mL	223,343	\$2,688,960
2	New Amsterdam Peach Vodka	1.75 L	126,354	\$2,685,223
3	Cîroc Peach Vodka	750 mL	84,152	\$2,603,023
4	Cîroc Apple Vodka 70 Proof	750 mL	75,515	\$2,516,416
5	Pinnacle Whipped Vodka	750 mL	181,765	\$2,295,562
6	Absolut Citron Vodka	750 mL	117,925	\$2,130,756
7	Cîroc Pineapple Vodka	750 mL	64,672	\$2,010,128
8	Pinnacle Whipped Vodka	1.75 L	75,514	\$1,678,531
9	New Amsterdam Pineapple Flavored Vodka	1.75 L	77,073	\$1,634,255
10	New Amsterdam Pineapple Flavored Vodka	750 mL	136,713	\$1,633,024

Table 21 shows Cognac, which had the largest increase in a spirits category over the prior retail year.¹⁴ Hennessy Cognac VS had the highest average price at \$73.13. Hennessy Cognac VSOP was the highest price per ounce at \$2.07. Salignac Cognac VS was the lowest price per ounce at \$0.82.

Table 21: Top Marketing Category, Cognac

Rank	Product	Size	RY 2015–16 Unit Sales	RY 2015–16 Dollar Sales
1	Hennessy Cognac VS	750 mL	387,770	\$12,645,988
2	Hennessy Cognac VS	1.75 L	49,845	\$3,645,042
3	Hennessy Cognac VS Flask	375 mL	177,091	\$3,400,315
4	Remy Martin Cognac VSOP	750 mL	53,187	\$2,103,816
5	Courvoisier Cognac VS	750 mL	68,632	\$1,894,687
6	Hennessy Cognac VS	200 mL	158,001	\$1,891,046
7	Hennessy Cognac VS	1 L	42,327	\$1,491,847
8	Hennessy Cognac VSOP	750 mL	21,031	\$1,103,539
9	Salignac Cognac VS	750 mL	42,709	\$891,975
10	Remy Martin 1738 Cognac	750 mL	17,403	\$873,458

Number of National Hockey League championship trophies (2.15 gallons) needed to hold the volume of our top wine sellers in RY 2015–16.

Top 5 Wine Products	Hockey Trophies
Kendall-Jackson VR Chardonnay (750 mL)	57,111
Cavit Pinot Grigio (1.5 L)	86,250
Barefoot Moscato (1.5 L)	80,846
Woodbridge Chardonnay (1.5 L)	80,651
Barefoot Pinot Grigio (1.5 L)	78,850

¹⁴ The increase was counted only for those categories with more than 1% of share in RY 2014–15.

WINE DETAILS

The sales types, imported and domestic, price segments and top-selling items in each category for wine are examined in this section. Wine sales by type are presented in Figures 11 and 12.¹⁵ Off-Premises sales are 83% of total wine unit sales and 86% of total wine dollar sales.

Number of laps around a 2.5 mile racetrack if RY 2015–16 top-selling wine bottles were laid end to end.

Top 5 Wine Products	Laps
Kendall-Jackson VR Chardonnay (750 mL)	47.27
Cavit Pinot Grigio (1.5 L)	40.23
Barefoot Moscato (1.5 L)	35.77
Woodbridge Chardonnay (1.5 L)	36.79
Barefoot Pinot Grigio (1.5 L)	34.88

Figure 11: On-Premises and Off-Premises Unit Sales, Wine, RY 2015–16

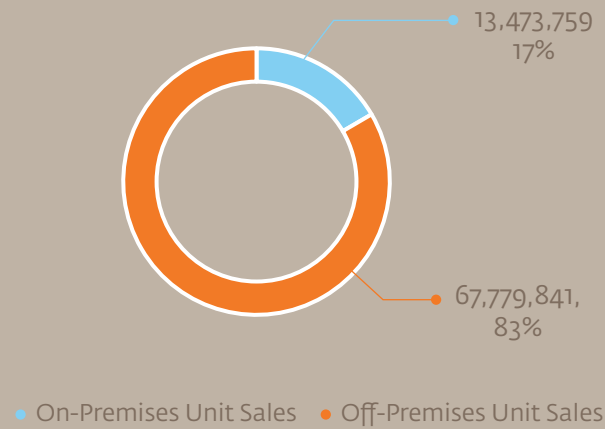
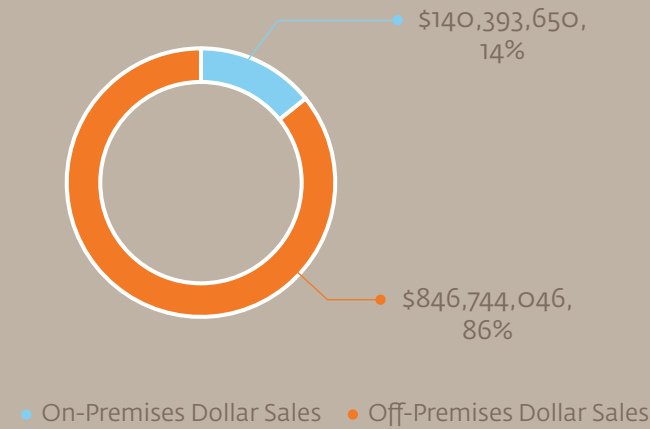


Figure 12: On-Premises and Off-Premises Dollar Sales, Wine, RY 2015–16



¹⁵ SLO sales are included in these figures.



[Barefoot is the number-one brand for a second year.]

WINE DETAILS

Domestic wines had the largest share of wine sales (Figures 13 and 14), with 64% of dollars and 65% of units.

Figure 13: Imported and Domestic Wine, by Dollar Sales, RY 2015–16

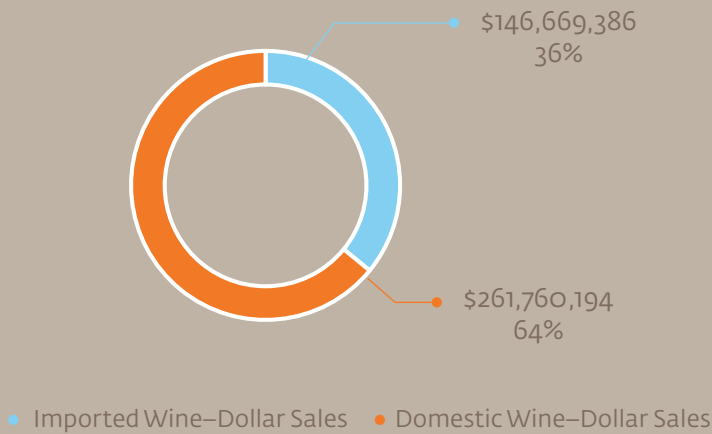
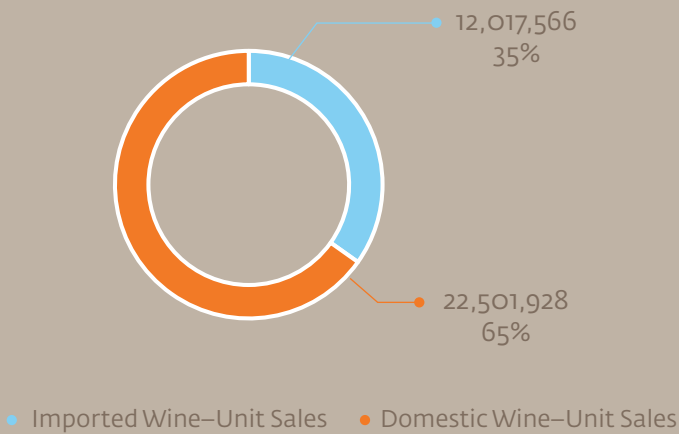


Figure 14: Imported and Domestic Wine, by Unit Sales, RY 2015–16



Number of times PA’s four major professional outdoor stadiums could be filled by placing a bottle of the following spirits and wines sold on every seat.

4.55	— Fireball Cinnamon Whisky (750 mL)	2.86	— Kendall-Jackson VR Chardonnay (750 mL)
4.14	— Jack Daniel’s Old No. 7 Tennessee Whiskey (750 mL)	2.16	— Cavit Pinot Grigio (1.5 L)
3.99	— Captain Morgan Original Spiced Rum (750 mL)	2.03	— Barefoot Moscato (1.5 L)
3.82	— Nikolai Vodka (375 mL)	2.02	— Woodbridge Chardonnay (1.5 L)
3.74	— Jacquin’s Vodka (375 mL)	1.98	— Barefoot Pinot Grigio (1.5 L)



Figures 15 and 16 are wine sales by price segment.¹⁶ Value had the most units and dollars. Standard and Premium followed. Super and Ultra Premium had the lowest amounts.

Figure 15: Wine Unit Sales by Price Segment, RY 2015–16

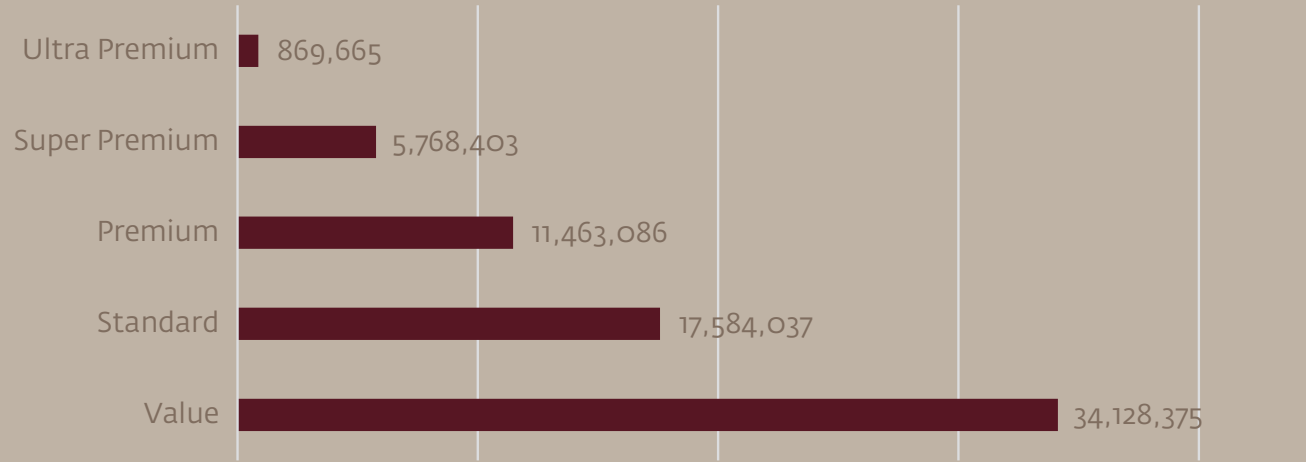
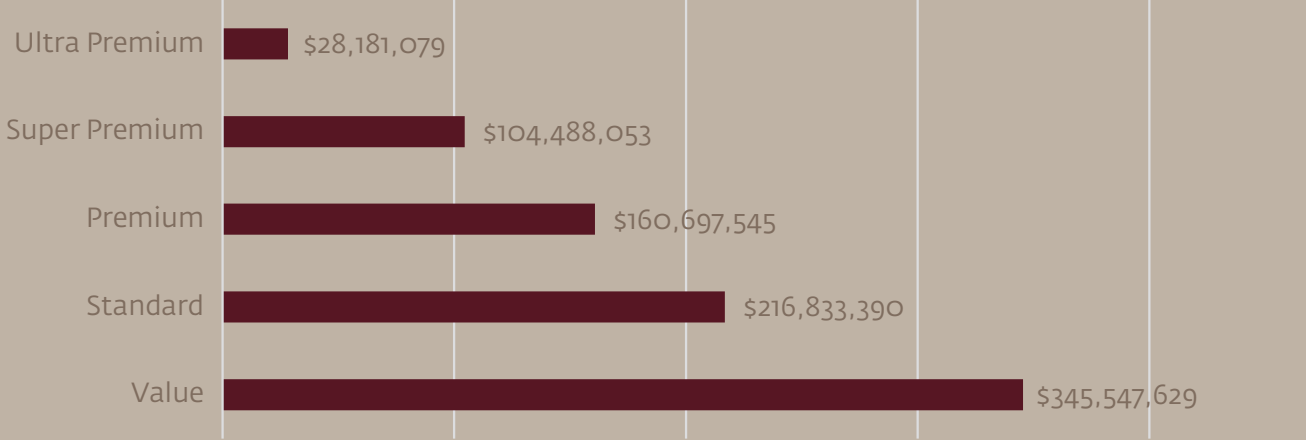


Figure 16: Wine Dollar Sales by Price Segment, RY 2015–16



¹⁶ Price segments vary by product category and item size. For example, premium Sparkling Wine has a price range of \$19.00 to \$31.99 and a premium domestic is between \$12.00 and \$14.99. The following ranges are the minimum and maximum item average across regular list wine: Value \$3.99 to \$12.99, Standard \$7.36 to \$19.99, Premium \$9.81 to \$28.98, Super Premium \$13.99 to \$59.00 and Ultra Premium \$23.87 to \$160.00.

WINE DETAILS

The top 10 wines from the top three marketing categories are presented in Tables 22-24. Kendall-Jackson VR Chardonnay (750 mL) was the top U.S. Chardonnay (Table 22). Clos du Bois-both the 750 mL and 1.5 L-appeared on the list. Sonoma-Cutrer Chardonnay Russian River Valley (\$0.84) and Sutter Home Chardonnay (\$0.21) had the highest and lowest average price per ounce items, respectively.

Table 22: Top Marketing Category, U.S. Chardonnay

Rank	Product	Size	Ry 2015–16 Unit Sales	Ry 2015–16 Dollar Sales
1	Kendall-Jackson VR Chardonnay	750 mL	618,773	\$8,108,122
2	Woodbridge Chardonnay	1.5 L	437,775	\$5,570,868
3	Barefoot Chardonnay	1.5 L	274,898	\$3,335,200
4	Sutter Home Chardonnay	1.5 L	168,896	\$1,773,559
5	La Crema Chardonnay	750 mL	77,695	\$1,493,185
6	Clos du Bois Chardonnay	1.5 L	63,232	\$1,401,798
7	Sonoma-Cutrer Chardonnay Russian River Valley	750 mL	65,145	\$1,385,406
8	J. Lohr Riverstone Chardonnay Arroyo Seco	750 mL	102,799	\$1,331,084
9	Cupcake Vineyards Chardonnay Monterey	750 mL	125,330	\$1,289,778
10	Clos du Bois Chardonnay	750 mL	101,099	\$1,277,466

Woodbridge Cabernet Sauvignon (1.5 L) was the top-selling U.S. Cabernet Sauvignon (Table 23) for the past retail year. Francis Coppola had two wines in the top 10, Francis Coppola Diamond Claret (750 mL) and Francis Coppola Diamond Cabernet Sauvignon (750 mL).

Table 23: Top Marketing Category, U.S. Cabernet Sauvignon

Rank	Product	Size	Ry 2015–16 Unit Sales	Ry 2015–16 Dollar Sales
1	Woodbridge Cabernet Sauvignon	1.5 L	247,652	\$3,057,902
2	J. Lohr Seven Oaks Cabernet Sauvignon Paso Robles	750 mL	111,509	\$1,704,911
3	Barefoot Cabernet Sauvignon	1.5 L	137,295	\$1,622,091
4	Carnivor Cabernet Sauvignon	750 mL	142,480	\$1,486,409
5	Francis Coppola Diamond Claret	750 mL	79,647	\$1,422,191
6	Robert Mondavi Private Selection Cabernet Sauvignon Central Coast	750 mL	119,214	\$1,260,220
7	Francis Coppola Diamond Cabernet Sauvignon	750 mL	79,316	\$1,238,984
8	Sutter Home Cabernet Sauvignon	1.5 L	116,806	\$1,214,225
9	Joel Gott 815 Cabernet Sauvignon	750 mL	72,043	\$1,162,915
10	Stag's Leap Wine Cellars Artemis Cabernet Sauvignon Napa Valley	750 mL	21,294	\$1,104,405

Franzia held eight of 10 spots in the top Box Wine (5 L) category (Table 24). Franzia Chardonnay was the top item. Almaden Chardonnay had the highest average price (\$19.56) and average price per ounce (\$0.12). Peter Vella Delicious Red tied four Franzia products with the lowest average price per ounce (\$0.09).

Table 24: Top Marketing Category, Box Wine (5 L)

Rank	Product	Size	Ry 2015–16 Unit Sales	Ry 2015–16 Dollar Sales
1	Franzia Chardonnay	5 L	253,744	\$4,647,313
2	Franzia Sunset Blush	5 L	283,864	\$4,419,370
3	Franzia White Zinfandel	5 L	184,044	\$3,264,930
4	Almaden Chardonnay	5 L	159,251	\$3,115,328
5	Franzia Fruity Red Sangria	5 L	188,072	\$2,932,009
6	Franzia Chillable Red	5 L	181,998	\$2,831,222
7	Franzia Cabernet Sauvignon	5 L	137,423	\$2,515,437
8	Franzia Merlot	5 L	132,924	\$2,431,962
9	Franzia Crisp White	5 L	154,213	\$2,390,637
10	Peter Vella Delicious Red	5 L	147,165	\$2,269,214

U.S. Pinot Noir (Table 25) was the category with the most growth from the past year.¹⁷ Mark West Pinot Noir (750 mL) was the top item in the category. Meiomi Pinot Noir (750 mL) had the highest average price per ounce (\$0.81), while Barefoot Pinot Noir (1.5 L) had the lowest (\$0.23).

Table 25: Top Marketing Category, U.S. Pinot Noir

Rank	Product	Size	Ry 2015–16 Unit Sales	Ry 2015–16 Dollar Sales
1	Mark West Pinot Noir	750 mL	191,286	\$2,040,279
2	Barefoot Pinot Noir	1.5 L	137,080	\$1,618,104
3	Mirassou Pinot Noir	750 mL	127,376	\$1,368,344
4	Meiomi Pinot Noir	750 mL	65,718	\$1,357,230
5	Woodbridge Pinot Noir	1.5 L	103,480	\$1,269,641
6	La Crema Pinot Noir	750 mL	49,917	\$997,815
7	Francis Coppola Diamond Pinot Noir	750 mL	47,002	\$841,164
8	Cupcake Vineyards Pinot Noir	750 mL	67,844	\$687,812
9	Liberty School Pinot Noir Central Coast 2012	750 mL	59,586	\$653,883
10	Robert Mondavi Private Selection Pinot Noir	750 mL	59,932	\$612,813

¹⁷ Categories with at least 1% share last year were considered.



PENNSYLVANIA PRODUCTS

The sale and promotion of Pennsylvania products is a priority for Fine Wine & Good Spirits stores. Table 26 shows Clover Hill Vineyards and Winery Concord (750 mL) (\$690,591), Wilcox Clarion River Red (1.5 L) (\$609,249) and Clover Hill Vineyards and Winery Pink Catawba (750 mL) (\$292,452) as the top three items.

Table 26: Top Pennsylvania Wines

Rank	Product	Size	Ry 2015–16 Unit Sales	Ry 2015–16 Dollar Sales
1	Clover Hill Vineyards and Winery Concord	750 mL	72,276	\$690,591
2	Wilcox Clarion River Red	1.5 L	40,647	\$609,249
3	Clover Hill Vineyards and Winery Pink Catawba	750 mL	30,595	\$292,452
4	Nissley Fantasy Rose	750 mL	18,850	\$223,552
5	Mazza Vineyards Concord	1.5 L	23,696	\$215,056
6	Mazza Vineyards Niagara	1.5 L	15,151	\$188,661
7	Chaddsford Niagara	750 mL	13,181	\$144,851
8	Nissley Naughty Marietta Red	750 mL	11,137	\$143,517
9	Sand Castle Alpine Spice	750 mL	8,102	\$137,616
10	Clover Hill Vineyards and Winery Niagara	750 mL	14,364	\$137,279

The top 10 PA Preferred® wines from the retail year (Table 27) shows Nissley Grapeful Red (750 mL) (\$116,390), Gettysburg Winery Rebel Red (750 mL) (\$87,454) and Allegro Punk (750 mL) (\$56,322) as the top three items.¹⁸

Table 27: Top PA Preferred® Wines

Rank	Product	Size	Ry 2015–16 Unit Sales	Ry 2015–16 Dollar Sales
1	Nissley Grapeful Red	750 mL	9,791	\$116,390
2	Gettysburg Winery Rebel Red	750 mL	5,942	\$87,454
3	Allegro Punk	750 mL	5,125	\$56,322
4	Gettysburg Winery Tears of Gettysburg	750 mL	3,191	\$46,927
5	Allegro Fusion	750 mL	3,238	\$38,824
6	Antler Ridge Winery Red Vixen	750 mL	2,321	\$30,145
7	Courtyard Wineries Barjo Bons Ruby's Rouge	750 mL	2,130	\$23,386
8	6 Mile Cellars Derby Red	750 mL	1,755	\$23,260
9	Courtyard Wineries Barjo Bons First Kiss	750 mL	2,380	\$21,392
10	Mazza Vineyards Bare Bones White	750 mL	1,977	\$20,559

¹⁸ PA Preferred® wines have been manufactured in and contain produce from Pennsylvania. They are marketed by the Pennsylvania Department of Agriculture. For more information, visit www.papreferred.com.

The top 10 spirits made by Pennsylvania craft distilleries¹⁹ and sold in Fine Wine & Good Spirits stores are listed in Table 28. Bluecoat Gin (750 mL) (\$1,192,328) was the top spirit. Whiskey products accounted for five of the top 10.

Table 28: Top 10 "Craft" Spirits from Pennsylvania

Rank	Product	Size	Ry 2015–16 Unit Sales	Ry 2015–16 Dollar Sales
1	Bluecoat Gin	750 mL	45,996	\$1,192,328
2	Boyd & Blair Vodka	750 mL	14,972	\$406,000
3	Dad's Hat Pennsylvania Rye Whiskey	750 mL	9,851	\$366,451
4	Penn 1681 Vodka	750 mL	13,646	\$247,221
5	Wigle Small Cask Series Rye Whiskey	750 mL	5,102	\$227,078
6	Vieux Carré Absinthe	750 mL	2,882	\$164,612
7	Bluecoat Barrel Finished Gin	750 mL	4,832	\$158,403
8	Dad's Hat Pennsylvania Rye Whiskey Vermouth Finish	750 mL	3,092	\$131,136
9	Kinsey Rye Whiskey	750 mL	3,576	\$100,579
10	Wigle Organic Wheat Whiskey	750 mL	2,152	\$92,055



Recent Pennsylvania Award-Winners

Dad’s Hat Pennsylvania Rye Whiskey
Whisky Advocate’s 2016 Craft Whiskey of the Year

**Pittsburgh Distilling Company
Wigle’s Barrel Rested-Ginever**
2016 American Craft Spirits Awards
Best in Category for Ginever Gin

**Pittsburgh Distilling Company
Wigle Organic Wheat Whiskey**
2016 American Craft Spirits Awards
Best in Category for Wheat Whiskey

¹⁹ "Craft distilleries" are defined as a distillery holding a Pennsylvania Limited Distillery License, which allows them to produce up to 100,000 gallons of product annually.

PENNSYLVANIA PRODUCTS

Store 5103 in Philadelphia had the highest dollar sales (\$312,805) of Pennsylvania wine and spirits items. The purchases were often made by licensees. Six of the top 10 stores ranked by sales of Pennsylvania products are in Philadelphia.

Table 29: Stores Ranked by Pennsylvania Wine and Spirits Products Dollar Sales, RY 2015–16

Rank	Store	Address	City	Transaction Count	Avg. Value of Transaction	Dollar Sales
1	5103	2238 Washington Ave	Philadelphia	5,235	\$59.75	\$312,805
2	5185	180 W Girard Ave	Philadelphia	17,435	\$14.38	\$250,756
3	2801	Wayne Plz 987 Wayne Ave	Chambersburg	14,882	\$16.42	\$244,301
4	0247	5956 Centre Ave, Ste 201	Pittsburgh	12,081	\$19.45	\$234,931
5	5140	2401 E Venango St	Philadelphia	20,075	\$11.66	\$234,079
6	2516	Liberty Plaza Shopping Ctr 3702 Liberty St	Erie	17,035	\$13.06	\$222,428
7	5144	1218 Chestnut St	Philadelphia	21,999	\$10.07	\$221,467
8	5173	Woodland Village Shopping Ctr 6036 Woodland Ave	Philadelphia	25,463	\$8.57	\$218,217
9	5132	4229 N Broad St	Philadelphia	27,476	\$7.93	\$217,862
10	1702	5730 Shaffer Rd	DuBois	13,421	\$15.91	\$213,495

The highest sales of Pennsylvania wines, including PA Preferred®, were in stores in York and Erie. Combined, the two York stores sold \$140,382 and the three Erie stores sold \$180,654.

Table 30: Store Ranked by Pennsylvania Wine Sales, RY 2015–16

Rank	Store	Address	City	Transaction Count	Avg. Value of Transaction	Dollar Sales
1	6717	York Marketplace 2547 E Market St	York	4,322	\$18.72	\$80,896
2	2801	Wayne Plz 987 Wayne Ave	Chambersburg	3,300	\$20.74	\$68,451
3	0621	Berkshire Mall West 1101 Woodland Rd	Wyomissing	3,672	\$17.05	\$62,616
4	2501	Summit Towne Centre 7200 Peach St	Erie	3,732	\$16.22	\$60,523
5	2516	Liberty Plaza Shopping Ctr 3702 Liberty St	Erie	4,289	\$14.05	\$60,265
6	2514	Yorktown Centre 2501 W 12th St	Erie	3,682	\$16.26	\$59,866
7	6712	Commerce Ctr 2148 White St, Ste 3	York	3,409	\$17.45	\$59,486
8	3901	Crest Plaza Shopping Ctr 1516 N Cedar Crest Blvd	Allentown	3,309	\$17.35	\$57,407
9	2101	Carlisle Marketplace 281 S Spring Garden St	Carlisle	3,059	\$18.72	\$57,270
10	2210	Kmart Shopping Ctr 5070 Jonestown Rd	Harrisburg	3,095	\$18.15	\$56,181

SPECIAL LIQUOR ORDER SALES (SLO)

The top 10 special liquor order items purchased by licensees during the retail year (Table 31) shows Tito's Handmade Vodka (1 L) (\$1,769,406), Wycliff Brut (750 mL) (\$706,324) and Kendall-Jackson Chardonnay Special Selection (750 mL) (\$515,892) as the top three items.

Table 31: Top Special Liquor Order Items

Rank	Product	Size	RY 2015–16 Unit Sales	RY 2015–16 Dollar Sales
1	Tito's Handmade Vodka	1 L	110,511	\$1,769,406
2	Wycliff Brut	750 mL	174,770	\$706,324
3	Kendall-Jackson Chardonnay Special Selection	750 mL	64,075	\$515,892
4	William Hill Chardonnay Central Coast	750 mL	77,943	\$494,389
5	Louis M Martini Cabernet Sauvignon California Non-Vintage	750 mL	55,224	\$429,339
6	Bulleit Bourbon	1 L	15,217	\$401,625
7	Canyon Road Chardonnay	1.5 L	56,865	\$347,665
8	Avia Pinot Grigio	1.5 L	55,317	\$338,055
9	Juárez DSS Silver Tequila	1 L	62,368	\$330,617
10	Canyon Road Cabernet Sauvignon	1.5 L	48,971	\$299,363

SLO sales are most often to licensees. Store 5103 (\$16,583,046), 0215 (\$6,280,266) and 2301 (\$4,207,883) had the highest dollar sales for SLO items. Both store 5103 (\$1,253.16) and 0215 (\$1,254.30) had average transaction values over \$1,000.

Table 32: Stores Ranked by Licensee Special Liquor Order Dollar Sales, RY 2015–16

Rank	Store	Address	City	Transaction Count	Avg. Value of Transaction	Dollar Sales
1	5103	2238 Washington Ave	Philadelphia	13,233	\$1,253.16	\$16,583,046
2	0215	1601 Liberty Ave	Pittsburgh	5,007	\$1,254.30	\$6,280,266
3	2301	Lawrence Park Industrial Ctr 629 Park Way	Broomall	4,412	\$953.74	\$4,207,883
4	1516	933 Paoli Pike	West Chester	4,628	\$819.61	\$3,793,161
5	5144	1218 Chestnut St	Philadelphia	3,491	\$964.90	\$3,368,451
6	0940	855B Pennsylvania Blvd	Feasterville	4,404	\$672.70	\$2,962,576
7	3616	1190 Dillerville Rd	Lancaster	3,620	\$575.29	\$2,082,565
8	4620	143 S Gulph Rd	King of Prussia	2,038	\$982.51	\$2,002,345
9	4817	3084 Emrick Blvd	Bethlehem	2,369	\$707.28	\$1,675,552
10	0247	5956 Centre Ave, Ste 201	Pittsburgh	2,308	\$713.55	\$1,646,865

CHAIRMAN'S PROGRAM SALES

During RY 2015–16, Chairman's Selection® products accounted for 95% of total dollar sales within the Chairman's programs (\$66,165,917), while Chairman's Advantage® products accounted for 5% of total sales (\$3,397,931). Table 33 shows Housley's Century Oak Winery Cabernet Sauvignon Judy's Vineyard 2013 (750 mL) (\$694,171), Liberty School Pinot Noir Central Coast 2012 (750 mL) (\$653,883) and Star Lane Cabernet Sauvignon Happy Canyon Santa Barbara County 2011 (750 mL) (\$598,582) as the top three items.

Table 33: Top Chairman's Program Wines, RY 2015–16

Rank	Product	Size	RY 2015–16 Unit Sales	RY 2015–16 Dollar Sales
1	Housley's Century Oak Winery Cabernet Sauvignon Judy's Vineyard 2013	750 mL	46,358	\$694,171
2	Liberty School Pinot Noir Central Coast 2012	750 mL	59,586	\$653,883
3	Star Lane Cabernet Sauvignon Happy Canyon Santa Barbara County 2011	750 mL	27,236	\$598,582
4	Brigantino Rosso Umbria 2014	750 mL	51,244	\$562,786
5	Secoli Amarone della Valpolicella 2012	750 mL	20,158	\$561,405
6	Coli Chianti Classico 2013	750 mL	58,322	\$523,598
7	Shannon Ridge High Elevation Collection Chardonnay 2014	750 mL	47,885	\$477,854
8	Casa Ermalinda Freitas Vinha do Rosario Red 2013	750 mL	47,633	\$475,722
9	Bodegas Borbore Aya Malbec San Juan 2012	750 mL	35,752	\$464,005
10	Parducci True Grit Cabernet Sauvignon Mendocino Reserve 2013	750 mL	29,875	\$447,310

Chairman’s program wines had the most dollar sales in store 9211 (\$1,817,487). Eight stores sold more than \$1M of Chairman’s products.

Table 34: Stores Ranked by Chairman's Program Dollar Sales, RY 2015–16

Rank	Store	Address	City	Transaction Count	Avg. Value of Transaction	Dollar Sales
1	9211	Village Square Mall 5000 Oxford Dr, Ste 100	Bethel Park	44,889	\$40.49	\$1,817,487
2	0247	5956 Centre Ave, Ste 201	Pittsburgh	49,681	\$31.43	\$1,561,288
3	0214	The Waterworks 974 Freeport Rd	Pittsburgh	37,409	\$38.64	\$1,445,439
4	4646	Ardmore Plaza Shopping Ctr 62 Greenfield Ave	Ardmore	33,927	\$37.69	\$1,278,756
5	2102	West Shore Plaza Shopping Ctr 1200 Market St	Lemoyne	31,083	\$33.91	\$1,054,119
6	3901	Crest Plaza Shopping Ctr 1516 N Cedar Crest Blvd	Allentown	26,871	\$38.75	\$1,041,196
7	4613	935 Old York Rd	Jenkintown	34,145	\$30.34	\$1,035,815
8	9208	125 Towne Centre Dr, Ste 500	Wexford	29,983	\$34.02	\$1,019,917
9	4623	1440 Bethlehem Pike	Flourtown	28,832	\$32.07	\$924,705
10	3516	222 Northern Blvd, Ste C	Clarks Summit	25,079	\$36.25	\$909,177

LUXURY WINE SALES

The top 10 luxury wines from the retail year (Table 35) shows DFJ Vinhos Portada Winemaker's Selection Tinto 2011 (750 mL) (\$448,448), The Prisoner Red Napa Valley 2014 (750 mL) (\$393,214) and Chateau D'Esclans Whispering Angel 2015 (750 mL) (\$382,396) as the top three items.

Table 35: Top Luxury Wine, RY 2015–16

Rank	Product	Size	RY 2015–16 Unit Sales	RY 2015–16 Dollar Sales
1	DFJ Vinhos Portada Winemaker's Selection Tinto 2011	750 mL	44,948	\$448,448
2	The Prisoner Red Napa Valley 2014	750 mL	8,899	\$393,214
3	Chateau D'Esclans Whispering Angel 2015	750 mL	18,296	\$382,396
4	Rombauer Vineyards Chardonnay Carneros 2014	750 mL	10,171	\$374,357
5	Caymus Vineyards Cabernet Sauvignon Napa Valley 2013	750 mL	3,891	\$306,110
6	Educated Guess Cabernet Sauvignon Napa Valley 2013	750 mL	15,210	\$303,290
7	Charles and Charles Cabernet Blend Columbia Valley 2014	750 mL	23,908	\$284,277
8	Silver Oak Cabernet Sauvignon Napa Valley 2010	750 mL	2,514	\$269,355
9	Bogle Phantom Blended Red Napa Valley 2012	750 mL	11,792	\$234,867
10	Silver Oak Cabernet Sauvignon Alexander Valley 2010	750 mL	3,406	\$230,646

Two Pittsburgh stores (0247, 0214) and two Philadelphia stores (9101, 5144) were in the top 10 for luxury wine sales.

Table 36: Stores Ranked by Luxury Wine Dollar Sales, RY 2015–16

Rank	Store	Address	City	Transaction Count	Avg. Value of Transaction	Dollar Sales
1	0247	5956 Centre Ave, Ste 201	Pittsburgh	74,769	\$39.13	\$2,925,733
2	4646	Ardmore Plaza Shopping Ctr 62 Greenfield Ave	Ardmore	39,874	\$58.01	\$2,312,911
3	0214	The Waterworks 974 Freeport Rd	Pittsburgh	29,844	\$56.18	\$1,676,769
4	2102	West Shore Plaza Shopping Ctr 1200 Market St	Lemoyne	31,384	\$46.50	\$1,459,470
5	1527	821 W Lancaster Ave, Ste 310	Wayne	27,860	\$51.64	\$1,438,798
6	9101	2040 Market St	Philadelphia	39,192	\$36.54	\$1,432,244
7	0266	521 Beaver St	Sewickley	14,376	\$99.02	\$1,423,555
8	5144	1218 Chestnut St	Philadelphia	33,530	\$39.64	\$1,328,969
9	9211	Village Square Mall 5000 Oxford Dr, Ste 100	Bethel Park	23,933	\$54.61	\$1,307,034
10	0926	132 Veterans Ln	Doylestown	29,969	\$40.93	\$1,226,700

E-COMMERCE SALES

The top 10 e-commerce items are listed in Table 37. Johnnie Walker Blue Label Scotch (750 mL) (\$11,418), Dom Pérignon Champagne (750 mL) (\$10,649) and Blanton's Bourbon (750 mL) (\$10,241) were the top three items.

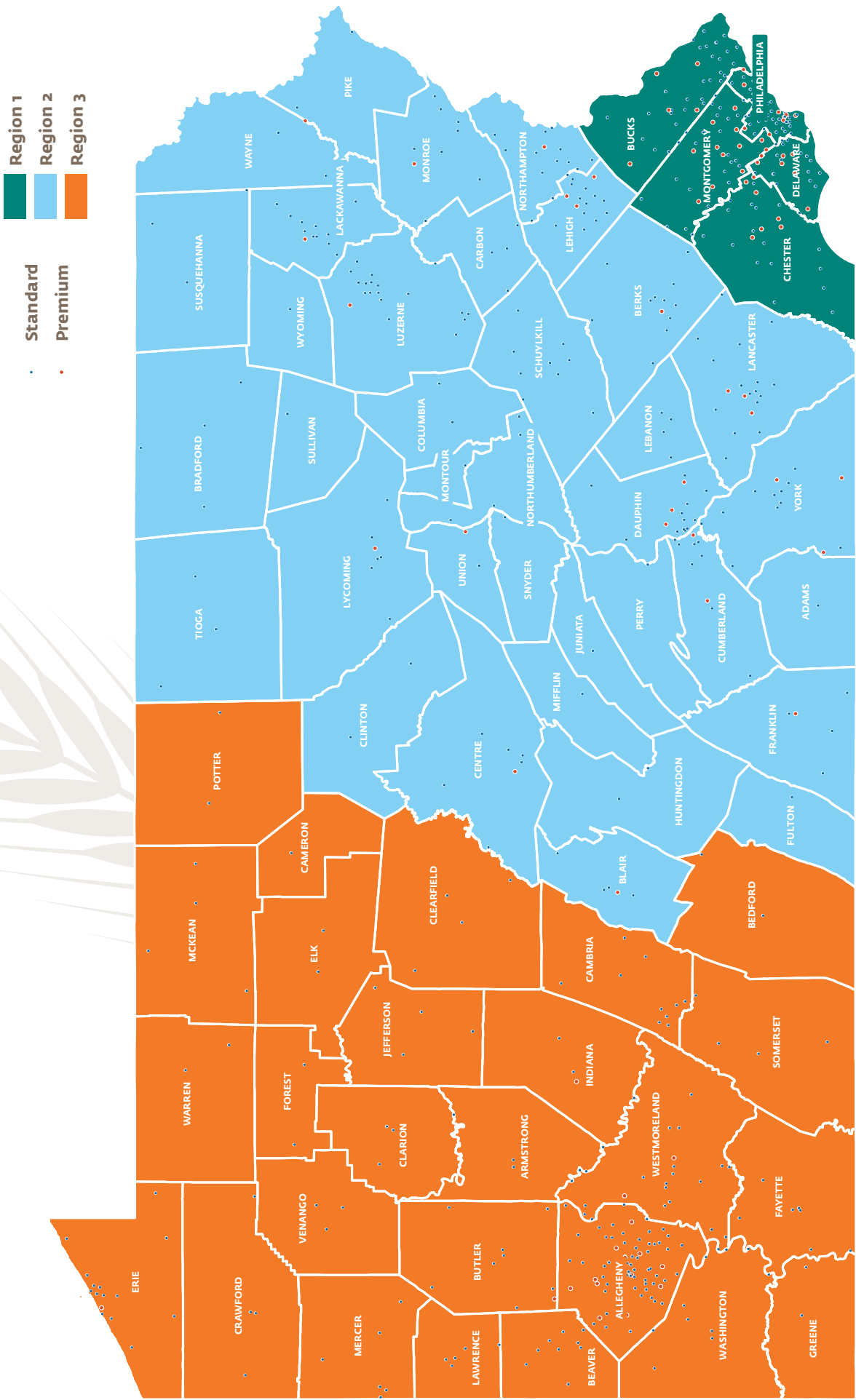
Table 37: Top E-Commerce Items

Rank	Product	Size	RY 2015–16 Unit Sales	RY 2015–16 Dollar Sales
1	Johnnie Walker Blue Label Scotch	750 mL	51	\$11,418
2	Dom Pérignon Champagne	750 mL	67	\$10,649
3	Blanton's Bourbon	750 mL	188	\$10,241
4	Gordon's Vodka	1.75 L	497	\$7,947
5	E. H. Taylor Jr. Bourbon Small Batch 100 Proof	750 mL	126	\$4,474
6	The Glenlivet Nàdurra Scotch 16 Year Old	750 mL	51	\$3,360
7	Woodford Reserve Bourbon	750 mL	84	\$2,981
8	Jameson Irish Whiskey 18 Year Old	750 mL	24	\$2,920
9	Eagle Rare Bourbon 10 Year Old	750 mL	99	\$2,858
10	Grey Goose Vodka	750 mL	89	\$2,755

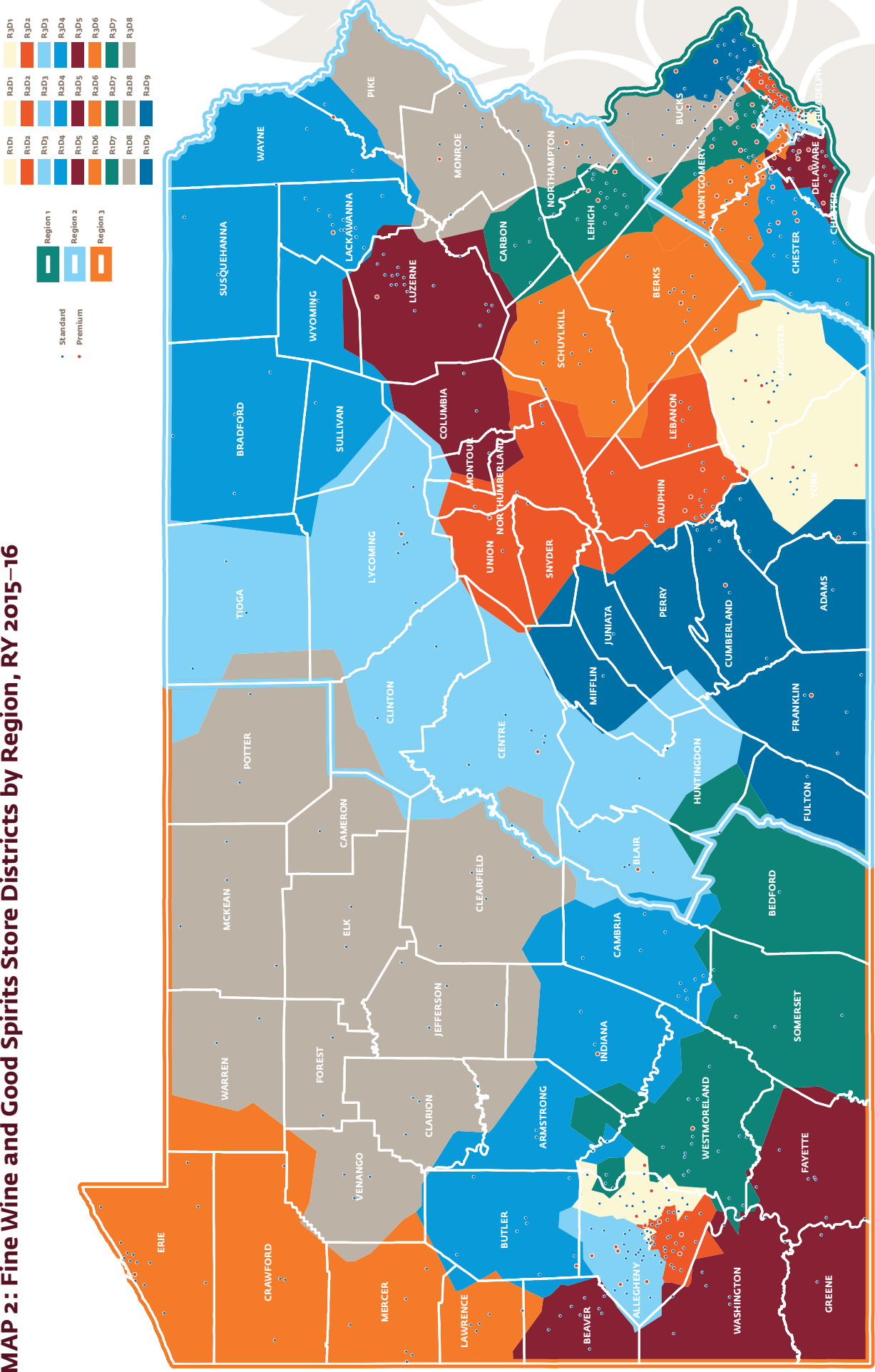
One bottle of Glenfiddich 50 Year Old Scotch was sold on Friday, Nov. 20, 2015, at store 0404, in East Rochester, Pennsylvania. The bottle, at a price of \$30,185.82, accounted for 68.05% of the store's total sales for the day.



MAP 1: Fine Wine and Good Spirits Store Regions, RY 2015–16



MAP 2: Fine Wine and Good Spirits Store Districts by Region, RY 2015–16



APPENDIX 2: TABLE 8

Table 8: Stores Ranked by Total Dollar Sales, RY 2015–16²⁰

Rank	Store	Address	City	Zip	Transaction Count	Avg. Value of Transaction	Dollar Sales
1	5103 *	2238 Washington Ave	Philadelphia	19146	19,426	\$2,228.20	\$43,284,975.41
2	1516 †	933 Paoli Pike	West Chester	19380	308,677	\$83.47	\$25,763,796.83
3	0215 *	1601 Liberty Ave	Pittsburgh	15222	18,861	\$1,153.91	\$21,763,866.08
4	0247 *** †	5956 Centre Ave, Ste 201	Pittsburgh	15206	413,428	\$51.23	\$21,181,433.96
5	940 *	855B Pennsylvania Blvd	Feasterville	19053	11,435	\$1,642.38	\$18,780,571.55
6	2301 *	Lawrence Park Industrial Ctr 629 Park Way	Broomall	19008	8,593	\$1,935.74	\$16,633,828.59
7	5144 †	1218 Chestnut St	Philadelphia	19107	371,738	\$40.97	\$15,228,587.95
8	9211 †	Village Square Mall 5000 Oxford Dr, Ste 100	Bethel Park	15102	309,812	\$48.78	\$15,112,533.16
9	0214 †	The Waterworks 974 Freeport Rd	Pittsburgh	15238	279,488	\$52.99	\$14,809,446.92
10	0621 †	Berkshire Mall West 1101 Woodland Rd	Wyomissing	19610	315,770	\$46.73	\$14,756,451.48
11	4646 *** †	Ardmore Plaza Shopping Ctr 62 Greenfield Ave	Ardmore	19003	239,602	\$61.11	\$14,642,364.16
12	5185 *** †	180 W Girard Ave	Philadelphia	19123	347,309	\$38.48	\$13,363,208.42
13	9101 *** †	2040 Market St	Philadelphia	19103	349,034	\$37.21	\$12,987,620.56
14	4628 †	Whitemarsh Shopping Ctr 44 Ridge Pike	Conshohocken	19428	315,053	\$40.11	\$12,637,879.27
15	1007 †	Cranberry Mall, Rm 302A 20111 Rte 19	Cranberry Twp	16066	249,060	\$50.74	\$12,637,788.74
16	0926 †	132 Veterans Ln	Doylestown	18901	276,386	\$45.40	\$12,546,801.18
17	2102 *** †	West Shore Plaza Shopping Ctr 1200 Market St	Lemoyne	17043	280,570	\$44.39	\$12,455,513.44
18	4620 †	143 S Gulph Rd	King of Prussia	19406	208,817	\$58.63	\$12,242,734.70
19	4623 *** †	1440 Bethlehem Pike	Flourtown	19031	238,207	\$51.01	\$12,151,153.91
20	1405 †	1682 N Atherton St	State College	16803	279,439	\$43.08	\$12,037,765.44
21	6316	Washington Mall 301 Oak Spring Rd	Washington	15301	203,244	\$59.20	\$12,032,722.16
22	0909 †	10 W Centre Ave	Newtown	18940	254,972	\$45.77	\$11,670,219.97
23	4814 †	Northampton Crossings 3718 Easton-Nazareth Hwy	Easton	18045	282,959	\$40.20	\$11,373,903.99
24	0231 †	Robinson Town Centre 1850 Park Manor Blvd	Pittsburgh	15205	251,677	\$44.91	\$11,302,731.75
25	5104 *** †	Columbus Commons North Shopping Ctr 1940 S Christopher Columbus Blvd	Philadelphia	19148	255,901	\$43.00	\$11,004,793.24
26	2210 †	Kmart Shopping Ctr 5070 Jonestown Rd	Harrisburg	17112	281,694	\$39.04	\$10,996,704.12
27	4631 †	Swede Square Shopping Ctr 2927 Swede Rd	Norristown	19401	268,124	\$40.85	\$10,953,838.18
28	9208 *** †	125 Towne Centre Dr, Ste 500	Wexford	15090	212,766	\$51.32	\$10,918,195.92
29	3901 †	Crest Plaza Shopping Ctr 1516 N Cedar Crest Blvd	Allentown	18104	228,554	\$45.71	\$10,447,508.02
30	0227 *** †	3845 Northern Pike	Monroeville	15146	267,908	\$38.68	\$10,361,441.66

²⁰ * Licensee service center ** Rebranded store ^ Online store † Premium Collection

APPENDIX 2: TABLE 8

Table 8: Stores Ranked by Total Dollar Sales, RY 2015–16²⁰ (continued)

Rank	Store	Address	City	Zip	Transaction Count	Avg. Value of Transaction	Dollar Sales
31	6717 *** †	York Marketplace 2547 E Market St	York	17402	268,466	\$38.39	\$10,305,739.06
32	3516 †	222 Northern Blvd, Ste C	Clarks Summit	18411	216,600	\$47.47	\$10,281,432.42
33	4613 *** †	935 Old York Rd	Jenkintown	19046	249,740	\$41.08	\$10,260,364.91
34	4633 †	Allen Forge Shopping Ctr 850 S Valley Forge Rd	Lansdale	19446	273,927	\$37.22	\$10,195,541.13
35	3616 *	1190 Dillerville Rd	Lancaster	17601	8,487	\$1,192.17	\$10,117,977.27
36	0260	1955 Wharton St	Pittsburgh	15203	276,823	\$34.01	\$9,415,775.92
37	4606 †	Maple Glen Shopping Ctr 1973 Norristown Rd	Maple Glen	19002	186,957	\$49.74	\$9,300,076.71
38	3913 †	2503 Mickley Ave	Whitehall	18052	279,509	\$33.10	\$9,250,563.53
39	0920 †	Quakertown Shopping Ctr 1465 W Broad St, Ste 19	Quakertown	18951	281,477	\$32.73	\$9,213,525.04
40	2211 †	Hershey Square Shopping Ctr 1158 Mae St	Hummelstown	17036	148,875	\$61.79	\$9,199,135.35
41	2310 †	149 Baltimore Pike	Springfield	19064	316,934	\$28.88	\$9,151,974.77
42	1404	Hamilton Square Shopping Ctr 230 W Hamilton Ave	State College	16801	153,972	\$58.34	\$8,983,024.52
43	3918 †	Promenade Shops At Saucon Valley 3060 Center Valley Pkwy, Ste 835	Center Valley	18034	158,881	\$55.65	\$8,842,370.22
44	4817 *	3084 Emrick Blvd	Bethlehem	18020	8,828	\$997.98	\$8,810,122.89
45	6315	Donaldsons Crossroads Shopping Ctr 3929 Washington Rd	McMurray	15317	215,150	\$40.83	\$8,784,641.57
46	3614 †	Hawthorne Centre Shopping Ctr 2076 Fruitville Pike	Lancaster	17601	242,547	\$35.73	\$8,666,732.82
47	1501 †	275 Main St	Exton	19341	192,012	\$44.55	\$8,554,932.57
48	0932 †	1115 Main St	Warrington	18976	209,513	\$40.71	\$8,530,076.85
49	0277 †	8090 Mcintyre Square Dr	Pittsburgh	15237	228,672	\$37.04	\$8,470,262.90
50	2305 †	315 W Baltimore Ave	Media	19063	232,767	\$36.10	\$8,402,002.73
51	2514 †	Yorktown Centre 2501 W 12th St	Erie	16505	184,143	\$45.29	\$8,339,879.31
52	4610 †	Market Place Shopping Ctr 201 2nd Ave, Ste 107	Collegeville	19426	204,083	\$40.64	\$8,294,470.69
53	2101 *** †	Carlisle Marketplace 281 S Spring Garden St	Carlisle	17013	241,605	\$33.17	\$8,013,448.79
54	4645 †	Limerick Vlg 200 West Ridge Pike	Limerick	19468	195,390	\$40.97	\$8,004,951.32
55	1528 *** †	Paoli Shopping Ctr 17-19 Leopard Rd, Ste D1, D2, D3	Paoli	19301	176,874	\$45.02	\$7,962,742.85
56	0912 *** †	Logan Square Shopping Ctr 6542-J Lower York Rd	New Hope	18938	129,347	\$60.24	\$7,791,987.21
57	5112 *** †	2550 Grant Ave, Ste 130	Philadelphia	19114	247,764	\$31.41	\$7,783,155.81
58	9205	1602 Cochran Rd	Pittsburgh	15220	210,274	\$36.57	\$7,689,859.46
59	0604 ***	4721 Perkiomen Ave	Reading	19606	228,056	\$33.71	\$7,688,530.05
60	6517 †	Westmoreland Mall 5280 Rte 30, Ste 4	Greensburg	15601	176,616	\$43.41	\$7,667,430.02

²⁰ * Licensee service center ** Rebranded store ^ Online store † Premium Collection

APPENDIX 2: TABLE 8

Table 8: Stores Ranked by Total Dollar Sales, RY 2015–16²⁰ (continued)

Rank	Store	Address	City	Zip	Transaction Count	Avg. Value of Transaction	Dollar Sales
61	4614 †	119 West City Ave	Bala Cynwyd	19004	239,016	\$31.70	\$7,575,896.44
62	1527 ** †	821 W Lancaster Ave, Ste 310	Wayne	19087	138,019	\$53.97	\$7,449,043.38
63	6711 †	Hanover Crossing Shopping Ctr 431 Eisenhower Dr	Hanover	17331	203,531	\$36.51	\$7,431,899.33
64	0284 †	Bill Green Shopping Ctr 10 Old Clairton Rd	Pittsburgh	15236	207,699	\$35.58	\$7,390,931.87
65	1514 †	161 E Swedesford Rd	Wayne	19087	192,778	\$37.63	\$7,253,417.59
66	3622 ** †	1036 Lititz Pike	Lititz	17543	199,526	\$36.28	\$7,239,441.51
67	2516	Liberty Plaza Shopping Ctr 3702 Liberty St	Erie	16508	243,357	\$29.64	\$7,212,348.50
68	5191 **	2401 Vare Ave	Philadelphia	19145	289,681	\$24.43	\$7,075,652.63
69	2801 †	Wayne Plz 987 Wayne Ave	Chambersburg	17201	202,997	\$34.75	\$7,054,908.74
70	6712	Commerce Ctr 2148 White St, Ste 3	York	17404	237,616	\$29.57	\$7,026,063.39
71	1530 ** †	Bradford Plaza Shopping Ctr 692 Downingtown Pike	West Chester	19380	211,389	\$32.95	\$6,966,007.01
72	0911	510 S Oxford Valley Rd, Bldg 8	Fairless Hills	19030	252,189	\$27.30	\$6,883,500.83
73	0222 *	United Industrial Park, Bldg D 98 Vanadium Rd	Bridgeville	15017	5,138	\$1,330.15	\$6,834,314.64
74	4502 †	Pocono Village Mall 3430 Rte 940, Ste 101	Mount Pocono	18344	234,792	\$29.09	\$6,829,101.77
75	1525 †	Lionville Shopping Ctr 162 Eagleview Blvd	Exton	19341	193,297	\$35.16	\$6,796,755.03
76	0619 **	Penn Plz, Ste 2 3045 N 5th Street Hwy, Unit 3	Reading	19605	226,652	\$29.94	\$6,786,352.92
77	4632	Gwynedd Crossing Shopping Ctr 1200 Bethlehem Pike, Ste 7	North Wales	19454	172,089	\$39.33	\$6,768,053.26
78	5174 **	Baker'S Centre, Ste 6A 3413 Fox St	Philadelphia	19129	254,858	\$26.24	\$6,686,665.72
79	4804	Stefko Shopping Ctr 1844A Stefko Blvd	Bethlehem	18017	231,914	\$28.78	\$6,674,613.08
80	1506	Ashbridge Shopping Ctr 861 E Lancaster Ave	Downingtown	19335	184,208	\$35.81	\$6,596,632.05
81	4003 †	2161 Memorial Hwy, Ste 101	Dallas	18612	163,549	\$40.20	\$6,574,010.95
82	6518 ** †	Excels Sq 8865 Norwin Ave	North Huntingdon	15642	200,919	\$32.68	\$6,566,294.76
83	0709 †	Pleasant Valley Shopping Ctr 3415 Pleasant Valley Blvd, Ste 82	Altoona	16602	188,375	\$34.78	\$6,551,438.48
84	4306 **	Hermitage Towne Plz 2321 E State St	Hermitage	16148	176,893	\$36.93	\$6,532,238.92
85	1010	206 Seven Fields Blvd	Seven Fields	16046	174,245	\$37.48	\$6,530,183.54
86	6714 †	Shrewsbury Commons Shopping Ctr 802 Shrewsbury Commons Ave	Shrewsbury	17361	151,742	\$43.02	\$6,527,256.21
87	0286 ** †	# 20 Pines Plz 1130 Perry Hwy	Pittsburgh	15237	143,532	\$45.45	\$6,523,772.66

²⁰ * Licensee service center ** Rebranded store ^ Online store † Premium Collection

APPENDIX 2: TABLE 8

Table 8: Stores Ranked by Total Dollar Sales, RY 2015–16²⁰ (continued)

Rank	Store	Address	City	Zip	Transaction Count	Avg. Value of Transaction	Dollar Sales
88	0910	Hilltown Plaza Shopping Ctr 766 Rte 113, Store 4	Souderton	18964	210,065	\$31.04	\$6,520,256.92
89	3625 ** †	Centerville Sq 558 Centerville Rd, Ste D	Lancaster	17601	202,201	\$32.04	\$6,478,562.76
90	5150 **	4301 Chestnut St	Philadelphia	19104	235,670	\$27.34	\$6,443,292.60
91	9118 **	Ivy Ridge Shopping Ctr 7146 Ridge Ave	Philadelphia	19128	216,038	\$29.65	\$6,405,340.67
92	2320 **	1305 West Chester Pike, Ste 44B	Havertown	19083	208,106	\$30.43	\$6,331,933.68
93	5140	2401 E Venango St	Philadelphia	19134	251,597	\$25.15	\$6,327,973.66
94	0211 **	354 Northtowne Sq 5600 Rte 8	Gibsonia	15044	176,626	\$35.71	\$6,307,253.91
95	0101	1275 York Rd, Lot 11	Gettysburg	17325	156,827	\$40.02	\$6,276,364.33
96	1502	550 Kimberton Rd	Phoenixville	19460	180,556	\$34.50	\$6,228,707.19
97	0266 †	521 Beaver St	Sewickley	15143	109,476	\$56.35	\$6,168,749.40
98	0929	4275 County Line Rd	Chalfont	18914	176,778	\$34.58	\$6,113,856.11
99	2215	The Point Shopping Ctr 4227 Union Deposit Rd	Harrisburg	17111	230,154	\$26.28	\$6,047,305.04
100	4001	2136 Wilkes-Barre Township Market Pl	Wilkes-Barre	18702	191,452	\$31.55	\$6,039,902.58
101	6526 ** †	109 Blue Spruce Way	Murrysville	15668	135,997	\$44.31	\$6,026,621.03
102	2106	6560 Carlisle Pike, Ste 350	Mechanicsburg	17050	178,435	\$33.59	\$5,994,378.23
103	5160	Hendrix Ctr 11685 Bustleton Ave	Philadelphia	19116	232,745	\$25.59	\$5,956,691.54
104	3522	210 Meadow Ave	Scranton	18505	199,304	\$29.88	\$5,955,556.67
105	2324 **	Macdade Shopping Ctr 2143 Macdade Blvd	Holmes	19043	212,123	\$28.07	\$5,955,183.60
106	1507	New Garden Town Square Shopping Ctr 350 Scarlett Rd, Ste 1-3-5	Kennett Square	19348	131,364	\$45.27	\$5,947,200.41
107	4636 †	1 Station Cir	Narberth	19072	147,774	\$40.15	\$5,933,195.35
108	3615	Bridgeport Shopping Ctr 1622 Lincoln Hwy E	Lancaster	17602	216,757	\$27.11	\$5,876,767.28
109	4622 **	404 Huntingdon Pike	Rockledge	19046	183,943	\$31.83	\$5,854,660.67
110	4110 †	Loyal Plaza Shopping Ctr 1903 E 3rd St	Williamsport	17701	165,014	\$35.46	\$5,850,675.88
111	6705	Queensgate Shopping Ctr 2075 Springwood Rd, Unit 30	York	17403	180,635	\$32.32	\$5,838,933.18
112	2306	209 W Lancaster Ave	Wayne	19087	135,157	\$43.04	\$5,816,778.85
113	0915	3920 New Falls Rd	Bristol	19007	226,133	\$25.59	\$5,787,509.42
114	4635	Regency Square Shopping Plz 1029 N Easton Rd	Willow Grove	19090	188,520	\$30.57	\$5,763,396.97
115	3206 ** †	Townfair Plz 475 Ben Franklin S, Ste 5	Indiana	15701	170,965	\$33.66	\$5,754,485.10
116	1510 **	Barley Station Shopping Ctr 2715 E Lincoln Hwy	Coatesville	19320	224,595	\$25.62	\$5,753,912.51

²⁰ * Licensee service center ** Rebranded store ^ Online store † Premium Collection

APPENDIX 2: TABLE 8

Table 8: Stores Ranked by Total Dollar Sales, RY 2015–16²⁰ (continued)

Rank	Store	Address	City	Zip	Transaction Count	Avg. Value of Transaction	Dollar Sales
117	3915	Westgate Mall 2289 Schoenersville Rd	Bethlehem	18017	190,985	\$29.91	\$5,712,518.94
118	4501 **	Pocono Plz 414 Lincoln Ave	East Stroudsburg	18301	213,598	\$26.61	\$5,683,218.72
119	5132	4229 N Broad St	Philadelphia	19140	285,483	\$19.85	\$5,665,791.48
120	5157 **	1237 S 11th St	Philadelphia	19147	194,571	\$28.69	\$5,581,471.00
121	4608 †	922 W Lancaster Ave	Bryn Mawr	19010	125,460	\$43.17	\$5,415,494.69
122	3801	102 N 8th Ave	Lebanon	17046	188,355	\$28.66	\$5,398,766.48
123	5201 **	106 W Harford St	Milford	18337	155,854	\$34.44	\$5,368,102.78
124	5122	8 Penn Center Plz 1628 John F Kennedy Blvd	Philadelphia	19103	269,416	\$19.84	\$5,345,129.68
125	4626	2501 West Ridge Pike	Norristown	19403	184,598	\$28.75	\$5,306,416.32
126	2501	Summit Towne Centre 7200 Peach St	Erie	16509	130,237	\$40.38	\$5,258,493.36
127	5135	5101 Lancaster Ave	Philadelphia	19131	267,881	\$19.58	\$5,244,894.48
128	5121 ** †	Top Of The Hill Shopping Ctr 8705 Germantown Ave	Philadelphia	19118	130,009	\$40.16	\$5,220,970.66
129	5169	1935 Fairmount Ave	Philadelphia	19130	184,802	\$28.17	\$5,205,758.61
130	4621 †	Center Square Plz, Ste 100 1301 Skippack Pike	Blue Bell	19422	96,359	\$53.89	\$5,192,959.48
131	3916	Trexler Mall, Unit 2A 6900 Hamilton Blvd PO Box 93	Trexlerstown	18087	171,689	\$30.17	\$5,180,444.29
132	6401 †	74 Welwood Ave, Ste 103	Hawley	18428	114,338	\$45.05	\$5,150,713.47
133	2207 *	1303 N 7th St	Harrisburg	17102	4,106	\$1,250.48	\$5,134,484.07
134	5190 **	7161 Ogontz Ave	Philadelphia	19138	260,640	\$19.65	\$5,122,103.96
135	0299 **	Penn Hills Shopping Ctr 11685 Penn Hills Dr	Pittsburgh	15235	203,151	\$25.21	\$5,121,866.56
136	5119 **	724 South St	Philadelphia	19147	164,166	\$31.00	\$5,088,993.65
137	2220 ** †	Blue Mountain Cmns 2310 Linglestown Rd	Harrisburg	17110	165,753	\$30.70	\$5,088,391.56
138	0919	2223 Galloway Rd	Bensalem	19020	177,795	\$28.50	\$5,068,037.25
139	4511 **	Kinsley Plz 107 Kinsley Dr, Ste 104	Brodheadsville	18322	190,801	\$26.54	\$5,064,756.60
140	5173	Woodland Village Shopping Ctr 6036 Woodland Ave	Philadelphia	19142	270,243	\$18.70	\$5,054,441.38
141	0925	Crossroads Shopping Ctr 800 Bustleton Pike	Richboro	18954	151,976	\$32.48	\$4,936,639.19
142	0928	Shoppes At Flowers Mill 118 N Flowers Mill Rd	Langhorne	19047	147,019	\$33.57	\$4,935,223.19
143	4617	2710 Shelly Rd	Harleysville	19438	142,129	\$34.69	\$4,929,844.90
144	0245 ** †	330 E. Waterfront Drive	Homestead	15120	145,081	\$33.73	\$4,893,973.56
145	5155 ** †	Society Hill Shopping Ctr 326 S 5th St	Philadelphia	19106	146,868	\$33.00	\$4,846,061.64
146	4639	Gilbertsville Shopping Ctr 1050 E Philadelphia Ave	Gilbertsville	19525	144,369	\$33.38	\$4,818,669.39

²⁰ * Licensee service center ** Rebranded store ^ Online store † Premium Collection

APPENDIX 2: TABLE 8

Table 8: Stores Ranked by Total Dollar Sales, RY 2015–16²⁰ (continued)

Rank	Store	Address	City	Zip	Transaction Count	Avg. Value of Transaction	Dollar Sales
147	3903	1918 Allen St	Allentown	18104	174,634	\$27.59	\$4,818,222.03
148	0938 **	Center Point Plaza Shopping Ctr 748 West Street Rd	Warminster	18974	161,789	\$29.43	\$4,760,893.43
149	0226 **	132 Ben Avon Heights Rd	Pittsburgh	15237	160,660	\$29.45	\$4,730,964.33
150	4015 *	112 Stevens Rd	Wilkes-Barre	18702	3,844	\$1,230.49	\$4,729,999.65
151	0267	Moon Plz, Ste 24 5990 University Blvd	Coraopolis	15108	143,287	\$32.95	\$4,720,690.34
152	4508 *	Jay Park Plz, Rte 209 288 Dartmouth Dr PO Box 1378	Marshalls Creek	18335	2,881	\$1,631.31	\$4,699,803.74
153	6709	The Crossroads Shopping Ctr 351 Loucks Rd, Ste F2	York	17404	165,073	\$28.28	\$4,668,742.61
154	0298	Chartiers Valley Shopping Ctr 1025 Washington Pike	Bridgeville	15017	141,620	\$32.96	\$4,668,120.77
155	1003	608 Moraine Pointe Plz	Butler	16001	146,343	\$31.86	\$4,662,439.45
156	6519 **	Crossroads Plz 2501 Leechburg Rd, Ste F	Lower Burrell	15068	148,322	\$31.35	\$4,649,275.55
157	0228	Edgewood Towne Centre 1749 S Braddock Ave	Pittsburgh	15218	185,652	\$24.97	\$4,636,384.20
158	5141 **	4906–4908 Baltimore Ave	Philadelphia	19143	236,330	\$19.61	\$4,633,526.66
159	5111 **	3720 Main St	Philadelphia	19127	148,616	\$30.68	\$4,559,386.89
160	2332 †	Lawrence Park Shopping Ctr 1991 Sproul Rd, Spc 37	Broomall	19008	158,881	\$28.68	\$4,557,381.15
161	2331 †	5035 Township Line Rd	Drexel Hill	19026	153,286	\$29.57	\$4,532,280.50
162	0615	Douglassville Shopping Ctr 180 Old Swede Rd, Ste 6	Douglassville	19518	147,622	\$30.59	\$4,515,240.40
163	2314	Newtown Square Shopping Ctr 42 Alpha Dr	Newtown Square	19073	132,291	\$33.99	\$4,496,688.09
164	0238	Shady Hill Ctr 6320 Shakespeare St	Pittsburgh	15206	227,764	\$19.64	\$4,473,477.98
165	4611	Park Towne Plz 301 N Lewis Rd, Ste 170	Royersford	19468	161,402	\$27.51	\$4,440,222.63
166	5133 ** †	401 Franklin Mills Cir	Philadelphia	19154	143,954	\$30.73	\$4,423,443.86
167	2001 †	Downtown Mall 900 Water St	Meadville	16335	137,848	\$31.84	\$4,388,404.32
168	4627	Hillcrest Shopping Ctr 644 E Main St	Lansdale	19446	162,670	\$26.96	\$4,384,884.13
169	0207 †	1 Oxford Centre 320 Smithfield St	Pittsburgh	15222	138,240	\$31.43	\$4,344,595.00
170	0290 **	Noble Manor Shopping Ctr 2350 Noblestown Rd	Pittsburgh	15205	153,484	\$28.30	\$4,343,149.40
171	4637	Audubon Village Shopping Ctr 2860 Audubon Vill Dr	Audubon	19403	126,950	\$34.18	\$4,338,788.19
172	4509	RR 1 Tannersville Plz Box 406 2838 Rte 611, Ste 107	Tannersville	18372	154,014	\$27.94	\$4,302,590.33

²⁰ * Licensee service center ** Rebranded store ^ Online store † Premium Collection

Table 8: Stores Ranked by Total Dollar Sales, RY 2015–16²⁰ (continued)

Rank	Store	Address	City	Zip	Transaction Count	Avg. Value of Transaction	Dollar Sales
173	2329	Eddystone Shopping Ctr 1562 Chester Pike, Unit D6	Eddystone	19022	184,728	\$23.27	\$4,297,989.82
174	6523 **	1038 Latrobe 30 Plz, Ste 311	Latrobe	15650	129,189	\$33.23	\$4,292,725.88
175	4642 **	Marketplace At Huntingdon 2080 County Line Rd	Huntingdon Valley	19006	136,055	\$31.13	\$4,235,965.62
176	0937	Oxford Oaks Shopping Ctr 1601 Big Oak Rd	Yardley	19067	137,419	\$30.82	\$4,234,668.64
177	0914	Southampton Village Shopping Ctr 162 E Street Rd	Feasterville	19053	135,121	\$31.22	\$4,218,366.96
178	3508	70 Keystone Industrial Park	Dunmore	18512	143,293	\$29.23	\$4,188,818.55
179	1402 **	Hills Plz 2051 S Atherton St	State College	16801	120,373	\$34.75	\$4,182,640.03
180	5165	2118 Cottman Ave	Philadelphia	19149	185,944	\$22.43	\$4,170,388.33
181	6404 **	1199 Texas-Palmyra Hwy, Ste O	Honesdale	18431	125,970	\$33.03	\$4,161,154.62
182	4630	North End Shopping Ctr 1300 N Charlotte St	Pottstown	19464	158,305	\$26.17	\$4,143,117.01
183	0249	519 Towne Square Way	Pittsburgh	15227	153,258	\$26.84	\$4,113,996.27
184	2107	3760 Market St	Camp Hill	17011	122,932	\$33.13	\$4,072,903.46
185	5142	Plaza Americana 2717 N American St	Philadelphia	19133	182,688	\$22.25	\$4,064,408.05
186	4607	132 E Butler Ave	Ambler	19002	111,679	\$36.27	\$4,050,975.05
187	3904 **	3300 Lehigh St	Allentown	18103	128,298	\$31.56	\$4,049,217.95
188	2105	Mechanicsburg Plz 5301 Simpson Ferry Rd	Mechanicsburg	17050	145,023	\$27.65	\$4,009,245.05
189	0906	Pennsbury Plaza Shopping Ctr Unit 2, 229 Plaza Blvd	Morrisville	19067	156,586	\$25.30	\$3,961,670.13
190	5116 **	101 E Olney Ave	Philadelphia	19120	199,818	\$19.81	\$3,958,892.80
191	2319 **	Concordville Towne Ctr 301 Byers Dr, Spc K103	Glen Mills	19342	101,030	\$39.02	\$3,941,691.68
192	2302	128 S 69th St	Upper Darby	19082	212,626	\$18.54	\$3,941,488.27
193	3608 **	Manor Shopping Ctr 1234 Millersville Pike	Lancaster	17603	166,545	\$23.54	\$3,921,158.46
194	1702	5730 Shaffer Rd	DuBois	15801	121,865	\$32.10	\$3,911,349.83
195	4510	Fox Run Plz 232 Fox Run Ln, Ste 101	East Stroudsburg	18302	145,124	\$26.95	\$3,910,967.92
196	2327 †	789 E Lancaster Ave	Villanova	19085	71,903	\$54.17	\$3,894,799.22
197	0292	North Hills Village Mall, Rm 9 4801 Mcknight Rd	Pittsburgh	15237	122,009	\$31.65	\$3,860,984.32
198	0274 **	Lebanon Shops 300 Mount Lebanon Blvd	Pittsburgh	15234	131,275	\$29.33	\$3,850,683.11
199	6201	44 Market Street	Warren	16365	116,407	\$33.04	\$3,846,058.28
200	4506	1060 N 9th St	Stroudsburg	18360	138,362	\$27.71	\$3,833,678.97
201	3617	Wheatland Shopping Ctr 1761A Columbia Ave	Lancaster	17603	126,567	\$30.25	\$3,828,492.41
202	5134 **	32 S 2nd St	Philadelphia	19106	69,314	\$54.80	\$3,798,643.64

²⁰ * Licensee service center ** Rebranded store ^ Online store † Premium Collection

Table 8: Stores Ranked by Total Dollar Sales, RY 2015–16²⁰ (continued)

Rank	Store	Address	City	Zip	Transaction Count	Avg. Value of Transaction	Dollar Sales
203	9111 **	Roosevelt Plz 6577 Roosevelt Blvd	Philadelphia	19149	160,836	\$23.61	\$3,796,777.07
204	2610	Fayette Plaza Shopping Ctr 619 Pittsburgh Rd	Uniontown	15401	97,736	\$38.77	\$3,789,282.91
205	0414	1476 Brodhead Rd	Monaca	15061	116,366	\$32.34	\$3,762,753.05
206	0409	Chippewa Ctr, Rms 5 and 6 2546 Constitution Blvd	Beaver Falls	15010	116,397	\$32.27	\$3,756,464.92
207	3914	Mountainville Shopping Ctr 1620 S 4th St	Allentown	18103	147,290	\$25.39	\$3,740,317.62
208	0605	Village Square Plz 45 Constitution Blvd	Kutztown	19530	114,531	\$32.51	\$3,723,805.61
209	6524	321 Tri-County Ln	Belle Vernon	15012	132,692	\$28.01	\$3,716,540.35
210	3922 **	2154 W. Union Blvd	Bethlehem	18018	117,629	\$31.50	\$3,704,843.87
211	0703	202 Hollidaysburg Plz	Duncansville	16635	107,077	\$34.47	\$3,691,188.75
212	6710	Windsor Commons Shopping Ctr 3159 Cape Horn Rd	Red Lion	17356	144,047	\$25.54	\$3,678,652.91
213	2509	Giant Eagle Plz 4466 Buffalo Rd	Erie	16510	133,028	\$27.63	\$3,675,809.01
214	5143	2429 South St	Philadelphia	19146	121,646	\$30.16	\$3,669,051.57
215	4027 **	Pittston Crossing Shopping Ctr 320 Route 315 Hwy, Ste 130	Pittston	18640	120,006	\$30.48	\$3,657,583.11
216	4629	Fairway Shopping Ctr, Store A 1825 Limekiln Pike, Ste 1	Dresher	19025	124,602	\$29.15	\$3,632,528.59
217	1523 **	Shoppes At Dilworthtown Crossing 1363 Dilworthtown Xing, Ste B	West Chester	19382	84,933	\$42.53	\$3,612,270.46
218	0608	Springtown Shopping Ctr 2671 Shillington Rd	Sinking Spring	19608	125,159	\$28.76	\$3,599,241.48
219	6720 **	406 N US Rte 15	Dillsburg	17019	112,045	\$32.07	\$3,593,177.39
220	4807	Creekside Market Pl 1848 Leithsville Rd	Hellertown	18055	115,976	\$30.88	\$3,581,184.10
221	2333	Barclay Square Shopping Ctr 1500 Garrett Rd	Upper Darby	19082	142,870	\$25.03	\$3,576,246.03
222	4507	Blakeslee Corner Shopping Plz 248 Route 940, Ste 109 PO Box 640	Blakeslee	18610	101,474	\$35.14	\$3,565,406.71
223	4640	8156 Ogontz Ave	Wyncote	19095	167,539	\$21.21	\$3,552,875.81
224	2503	Asbury Sq 2421 Asbury Rd	Erie	16506	120,967	\$29.37	\$3,552,450.16
225	3611	1575 S Market St, Ste 109	Elizabethtown	17022	123,068	\$28.73	\$3,535,784.75
226	0607 **	1772 Tilden Ridge Dr	Hamburg	19526	97,429	\$36.02	\$3,509,079.62
227	1522	Suburbia Shopping Ctr 76 Glocker Way	Pottstown	19465	103,964	\$33.33	\$3,465,324.35
228	5105	5 N 12th St	Philadelphia	19107	176,655	\$19.55	\$3,453,286.65
229	4401 **	129 S Main St, Ste 400	Lewistown	17044	118,688	\$28.99	\$3,441,349.19
230	2103	Shippen Towne Centre 109 S Conestoga Dr	Shippensburg	17257	124,430	\$27.61	\$3,435,003.11

²⁰ * Licensee service center ** Rebranded store ^ Online store † Premium Collection

APPENDIX 2: TABLE 8

Table 8: Stores Ranked by Total Dollar Sales, RY 2015–16²⁰ (continued)

Rank	Store	Address	City	Zip	Transaction Count	Avg. Value of Transaction	Dollar Sales
231	3908	199 W Main St	Macungie	18062	103,909	\$32.98	\$3,427,344.40
232	0272	233 Shiloh St	Pittsburgh	15211	101,603	\$33.63	\$3,416,929.87
233	2502 **	105 W 18th St	Erie	16501	122,732	\$27.54	\$3,380,504.15
234	3923 **	7801 Glenlivet West Dr, Ste E	Fogelsville	18051	95,717	\$35.24	\$3,373,448.75
235	1508	West Sadsbury Commons Shopping Ctr 324 Commons Dr, Ste C-6	Parkesburg	19365	118,937	\$28.22	\$3,356,425.84
236	0410	Aliquippa Shopping Ctr 2719 Brodhead Rd, Ste 13	Aliquippa	15001	113,837	\$29.46	\$3,354,192.24
237	5114	8844 Frankford Ave	Philadelphia	19136	147,147	\$22.67	\$3,335,238.92
238	5602 **	Somerset Cmns, Ste 110 1534 N Center Ave	Somerset	15501	95,376	\$34.83	\$3,322,199.73
239	4701	604 Continental Blvd	Danville	17821	105,336	\$31.46	\$3,313,802.54
240	0907	Edgewood Village Shopping Ctr 635 Heacock Rd	Yardley	19067	112,903	\$29.34	\$3,312,385.31
241	4638 **	123 S Easton Rd	Glenside	19038	108,789	\$30.11	\$3,275,765.81
242	5101	135 W Chelten Ave	Philadelphia	19144	199,930	\$16.37	\$3,271,883.28
243	0501	409 E Pitt St	Bedford	15522	86,159	\$37.57	\$3,237,042.69
244	1902	1231 Columbia Blvd	Bloomsburg	17815	93,204	\$34.71	\$3,235,514.19
245	3604	31 W Main St	Ephrata	17522	117,266	\$27.50	\$3,225,133.40
246	5153	2115 N 22nd St	Philadelphia	19121	163,012	\$19.78	\$3,224,791.52
247	2110 **	Stonehedge Square Shopping Ctr 950 Walnut Bottom Rd	Carlisle	17013	103,319	\$31.20	\$3,223,886.79
248	1509 **	Shoppes At Jenners Vlg 853 W Baltimore Pike	West Grove	19390	111,287	\$28.84	\$3,209,692.04
249	5120	Academy Plz 3246 Red Lion Rd	Philadelphia	19114	134,707	\$23.67	\$3,188,785.67
250	0602	Rockland Plz 1202 Rockland St	Reading	19604	123,610	\$25.76	\$3,184,396.39
251	9114	Adams And Tabor Ctr 730 Adams Ave	Philadelphia	19124	107,464	\$29.59	\$3,179,825.57
252	3920	East Penn Plz 1325 Chestnut St	Emmaus	18049	98,572	\$32.14	\$3,168,293.67
253	1512	Lincoln Court Shopping Ctr 215 Lancaster Ave	Malvern	19355	99,261	\$31.71	\$3,147,990.68
254	1406	Benner Pike Shops 323 Benner Pike	State College	16801	98,747	\$31.86	\$3,146,228.00
255	4615	26 E Fourth St	East Greenville	18041	101,663	\$30.87	\$3,138,236.84
256	6403	Hamlin Shopping Ctr, Rte 590	Hamlin	18427	99,095	\$31.61	\$3,132,142.68
257	1801	137 E Main St	Lock Haven	17745	89,551	\$34.94	\$3,128,849.74
258	4815	Forks Town Ctr 341 Town Center Blvd	Easton	18040	121,109	\$25.79	\$3,122,925.69
259	4006	Luzerne Shopping Ctr 468 Union St	Luzerne	18709	113,092	\$27.60	\$3,120,817.03
260	0201	3239 Washington Pike	Bridgeville	15017	108,722	\$28.68	\$3,118,671.48
261	4031 **	Hazleton Shopping Ctr 534 W Broad St	Hazleton	18201	96,619	\$32.21	\$3,111,739.99

²⁰ * Licensee service center ** Rebranded store ^ Online store † Premium Collection

APPENDIX 2: TABLE 8

Table 8: Stores Ranked by Total Dollar Sales, RY 2015–16²⁰ (continued)

Rank	Store	Address	City	Zip	Transaction Count	Avg. Value of Transaction	Dollar Sales
262	4605	Melrose Shopping Ctr 103 W Cheltenham Ave	Cheltenham	19012	136,271	\$22.82	\$3,110,093.50
263	6525	6041 Rte 30, Ste 55	Greensburg	15601	103,084	\$29.94	\$3,086,350.66
264	3708	2410 Wilmington Rd	New Castle	16105	104,044	\$29.40	\$3,058,591.64
265	3803	Palmyra Shopping Ctr 901 E Main St, Ste 12	Palmyra	17078	105,644	\$28.94	\$3,057,676.41
266	3619 **	2600 Willow Street Pike N, Ste 308	Willow Street	17584	101,603	\$29.99	\$3,047,537.63
267	0927	Plumstead Square Shopping Ctr 5837 Easton Rd	Pipersville	18947	98,310	\$30.98	\$3,045,287.86
268	3907	The Shops At Cedar Point 333 S Cedar Crest Blvd	Allentown	18103	95,279	\$31.92	\$3,041,678.68
269	0404 **	Rochester Plz 730 Ohio River Blvd	East Rochester	15074	95,113	\$31.91	\$3,035,476.14
270	2312	920 Baltimore Ave	Lansdowne	19050	137,706	\$22.01	\$3,031,333.30
271	0224	1824 Murray Ave	Pittsburgh	15217	108,811	\$27.83	\$3,028,203.71
272	0901	Hilltown Crossings Shopping Ctr 1547 Bethlehem Pike	Hatfield	19440	105,563	\$28.67	\$3,026,053.01
273	4035 **	Weis Markets Shopping Ctr 223 S Mountain Blvd, Ste 2	Mountaintop	18707	94,033	\$32.16	\$3,023,962.09
274	0213	217 Atwood St	Pittsburgh	15213	142,577	\$21.20	\$3,022,205.06
275	5195	7702 City Ave	Philadelphia	19151	129,202	\$23.36	\$3,017,820.10
276	6302	43 E Pike St	Canonsburg	15317	97,223	\$30.95	\$3,008,978.89
277	0263	418 E Ohio St	Pittsburgh	15212	153,201	\$19.64	\$3,008,576.23
278	2217	Swatara Sq 6301 Grayson Rd, Ste A118	Harrisburg	17111	110,924	\$26.99	\$2,993,937.36
279	5138	7204 Germantown Ave	Philadelphia	19119	123,413	\$24.12	\$2,976,765.80
280	0288	530A Caste Village Shopping Ctr	Pittsburgh	15236	94,352	\$31.49	\$2,971,536.01
281	6715 **	Newberry Point Shopping Ctr 180 Newberry Pkwy	Etters	17319	102,060	\$29.05	\$2,965,311.95
282	4102	Hepburn Ctr 449 Hepburn St	Williamsport	17701	90,670	\$32.36	\$2,933,630.40
283	4810	Bethlehem Square Shopping Ctr 3926 Nazareth Pike, Ste 11	Bethlehem	18020	108,229	\$27.02	\$2,924,036.39
284	3921	Airport Plaza Shopping Ctr 1247 Airport Rd	Allentown	18109	87,317	\$33.47	\$2,922,236.59
285	5502 **	244 Market Place Blvd	Selinsgrove	17870	82,567	\$35.31	\$2,915,174.95
286	1520	Ludwigs Village Shopping Ctr 2910 Conestoga Rd	Glenmoore	19343	76,525	\$38.02	\$2,909,557.26
287	4201	38 Davis St	Bradford	16701	95,451	\$30.47	\$2,907,973.90
288	2201	Kline Village Shopping Ctr 29 Kline Vlg	Harrisburg	17104	129,920	\$22.36	\$2,904,413.29
289	3802 **	1737 Quentin Rd	Lebanon	17042	83,039	\$34.92	\$2,899,803.37
290	4026	26 Gateway Shopping Ctr, Ste B	Edwardsville	18704	106,766	\$27.16	\$2,899,242.18
291	1119	1735 Lyter Dr	Johnstown	15905	92,313	\$31.36	\$2,895,307.79
292	6507	613 W Main St	Ligonier	15658	63,044	\$45.83	\$2,889,249.31
293	4813	30 E 4th St	Bethlehem	18015	104,395	\$27.64	\$2,885,132.80

²⁰ * Licensee service center ** Rebranded store ^ Online store † Premium Collection

APPENDIX 2: TABLE 8

Table 8: Stores Ranked by Total Dollar Sales, RY 2015–16²⁰ (continued)

Rank	Store	Address	City	Zip	Transaction Count	Avg. Value of Transaction	Dollar Sales
294	0933	Buckingham Green 4950 Old York Rd	Holicong	18928	67,104	\$42.79	\$2,871,505.36
295	1118	Geistown Shopping Ctr 2451 Bedford St	Johnstown	15904	90,414	\$31.67	\$2,863,746.10
296	0917	500 S Second Street Pike	Southampton	18966	87,360	\$32.77	\$2,862,854.97
297	2511	737 E 38th St	Erie	16504	109,120	\$26.20	\$2,858,649.76
298	2518	Washington Towne Ctr 140 Washington Towne Blvd	Edinboro	16412	93,927	\$30.39	\$2,854,018.67
299	1005	110 Bon Aire Plz	Butler	16001	100,192	\$28.44	\$2,849,829.03
300	0280 **	2800 Robinson Blvd	Pittsburgh	15235	134,731	\$21.05	\$2,836,593.23
301	5158	McKeown Shopping Ctr 6824 Rising Sun Ave	Philadelphia	19111	131,408	\$21.54	\$2,831,153.83
302	4805	1910 Center St	Northampton	18067	103,510	\$27.27	\$2,822,343.66
303	0203 **	Braddock Hills Shopping Ctr 230 Yost Blvd	Pittsburgh	15221	105,539	\$26.67	\$2,814,701.53
304	5152	Erie Plz 3772 L St	Philadelphia	19124	116,764	\$24.06	\$2,808,886.29
305	1518	The Marketplace Shopping Ctr 1502 W Chester Pike	West Chester	19382	103,163	\$27.22	\$2,807,670.37
306	2206	Midtown Plz 430 E Main St	Middletown	17057	104,556	\$26.80	\$2,801,966.20
307	0282 **	Oak Park Mall 2001 Lincoln Way	White Oak	15131	97,331	\$28.64	\$2,787,903.05
308	0230	529 Liberty Ave	Pittsburgh	15222	150,185	\$18.50	\$2,778,977.06
309	4032	12 Diana Ln	West Hazleton	18202	85,117	\$32.50	\$2,766,507.64
310	9206	Kenmawr Plz 510 Pine Hollow Rd	McKees Rocks	15136	96,817	\$28.46	\$2,755,570.37
311	3504	529 Main St	Childs	18407	85,170	\$32.33	\$2,753,253.82
312	3510 **	Plaza 1500 1531 Main St	Peckville	18452	88,108	\$31.08	\$2,738,274.47
313	0264	Shaler Plz, Ste 7 880 Butler St	Pittsburgh	15223	88,750	\$30.69	\$2,724,165.71
314	5401	530 Pottsville Park Plz Rte 61 N	Pottsville	17901	96,070	\$28.34	\$2,722,949.99
315	0218 **	2947 W Liberty Ave	Pittsburgh	15216	90,152	\$30.15	\$2,718,111.77
316	5189	2807 S Front St	Philadelphia	19148	88,678	\$30.62	\$2,715,227.81
317	2109	Harrisburg West Shopping Ctr 3441 Simpson Ferry Rd	Camp Hill	17011	92,706	\$29.20	\$2,706,984.86
318	1901	35 Briar Creek Rd	Berwick	18603	87,897	\$30.73	\$2,701,205.41
319	3919	Allentown Towne Ctr 4777 Tilghman St	Allentown	18104	92,281	\$29.19	\$2,693,952.77
320	0308 **	Franklin Village Shopping Ctr 13 Franklin Village Mall	Kittanning	16201	88,249	\$30.49	\$2,690,497.39
321	0209	4104 Butler St	Pittsburgh	15201	85,211	\$31.27	\$2,664,584.28
322	1002	9 Northgate Plz, Unit 5	Harmony	16037	89,792	\$29.67	\$2,663,883.59
323	9213 **	2356 Golden Mile Hwy	Pittsburgh	15239	97,433	\$27.28	\$2,657,818.67

²⁰ * Licensee service center ** Rebranded store ^ Online store † Premium Collection

APPENDIX 2: TABLE 8

Table 8: Stores Ranked by Total Dollar Sales, RY 2015–16²⁰ (continued)

Rank	Store	Address	City	Zip	Transaction Count	Avg. Value of Transaction	Dollar Sales
324	3621 **	The Shoppes At Landis Valley 2347 Oregon Pike, Ste 105	Lancaster	17601	82,404	\$32.25	\$2,657,605.62
325	3609	Mount Joy Sq 921 E Main St	Mount Joy	17552	94,149	\$28.18	\$2,653,513.52
326	0285	Hampton Plz 4706 William Flynn Hwy, Ste 8	Allison Park	15101	81,132	\$32.70	\$2,653,050.95
327	1903 **	1001 Scott Town Center	Bloomsburg	17815	75,496	\$34.91	\$2,635,601.49
328	3101	7657 Lake Raystown Shopping Ctr	Huntingdon	16652	89,005	\$29.57	\$2,631,967.75
329	5145	5235 Frankford Ave	Philadelphia	19124	174,855	\$14.89	\$2,603,624.96
330	9108	Pennypack Circle Shopping Ctr 8204 E Roosevelt Blvd	Philadelphia	19152	105,854	\$24.59	\$2,603,423.37
331	3618	Clock Tower Plz II, Ste 1 2846 Main St	Morgantown	19543	88,294	\$29.45	\$2,600,624.09
332	6601	2 Village Ctr	Tunkhannock	18657	85,016	\$30.55	\$2,597,206.89
333	6708 **	Fairview Ctr 128 Old York Rd	New Cumberland	17070	101,948	\$25.39	\$2,588,805.44
334	1407 **	Weis Market Shopping Ctr 178 Buckaroo Ln	Bellefonte	16823	84,136	\$30.73	\$2,585,545.07
335	4033 **	Church Hill Mall 1089 N Church St	Hazleton	18201	80,241	\$32.10	\$2,575,562.75
336	2325	Village Green Shopping Ctr 3486 Concord Rd, Store 11	Aston	19014	101,246	\$25.41	\$2,573,000.19
337	6703	Grandview Plaza Complex 1446 Baltimore St, Unit G	Hanover	17331	86,366	\$29.69	\$2,564,074.57
338	1521	Brandywine Village Shopping Ctr 1239 Horseshoe Pike Rte 322	Downingtown	19335	84,527	\$30.17	\$2,550,410.83
339	0210	The Bavarian Vlg 2550 Brownsville Rd	South Park	15129	80,565	\$31.36	\$2,526,278.34
340	3902	5041 Rte 873	Schnecksville	18078	90,966	\$27.75	\$2,524,474.58
341	5180	3521 Cottman Ave	Philadelphia	19149	112,490	\$22.40	\$2,520,086.01
342	2601	111 W Fayette St	Uniontown	15401	76,054	\$33.06	\$2,514,668.24
343	0916	Bristol Park 238 Commerce Cir	Bristol	19007	108,081	\$23.23	\$2,510,715.68
344	0250 **	4015 Freeport Road	Natrona Heights	15065	84,609	\$29.63	\$2,506,725.06
345	3503	Price Chopper Shopping Ctr 1520 S Main Ave	Scranton	18504	94,809	\$26.44	\$2,506,678.86
346	4013 **	South Main Plz 379 S Main St	Wilkes-Barre	18701	110,688	\$22.58	\$2,499,439.23
347	2218	731 Cherry Dr	Hershey	17033	91,010	\$27.38	\$2,491,608.50
348	3603	Columbia Shopping Ctr 36 S 18th St	Columbia	17512	99,464	\$25.04	\$2,491,015.11
349	4818 * ^	3030 Emrick Blvd	Bethlehem	18020	22,991	\$108.16	\$2,486,629.98
350	1526	785 Starr St	Phoenixville	19460	95,016	\$26.14	\$2,483,864.73
351	2006	19017 Park Avenue Plz	Meadville	16335	71,468	\$34.68	\$2,478,531.56
352	1515	Marchwood Shopping Ctr 23 Marchwood Rd	Exton	19341	79,729	\$31.06	\$2,476,069.23

²⁰ * Licensee service center ** Rebranded store ^ Online store † Premium Collection

APPENDIX 2: TABLE 8

Table 8: Stores Ranked by Total Dollar Sales, RY 2015–16²⁰ (continued)

Rank	Store	Address	City	Zip	Transaction Count	Avg. Value of Transaction	Dollar Sales
353	5108 **	3250 N Broad St	Philadelphia	19140	140,038	\$17.56	\$2,458,980.13
354	0234	West View Shopping Ctr 1012 West View Park Dr	Pittsburgh	15229	97,791	\$25.10	\$2,454,138.95
355	2606 **	140 Walnut Hill Rd	Uniontown	15401	82,339	\$29.74	\$2,448,543.36
356	1519	The Shops At Great Valley 20 Liberty Blvd	Malvern	19355	72,634	\$33.59	\$2,439,823.71
357	0904	Perkasie Sq 511 Constitution Ave	Perkasie	18944	91,339	\$26.69	\$2,437,502.10
358	0296 **	5249 Library Rd	Bethel Park	15102	85,257	\$28.43	\$2,423,975.02
359	0921	Yardley Shopping Ctr 25 S Main St	Yardley	19067	62,533	\$38.74	\$2,422,520.68
360	3520	Green Ridge Plz 1600 Nay Aug Ave	Scranton	18509	94,111	\$25.73	\$2,421,451.84
361	2208	Uptown Plz 2943 N 7th St	Harrisburg	17110	124,412	\$19.41	\$2,414,377.48
362	0918	Trevoise Shopping Plz 560 Andrews Rd	Trevoise	19053	90,969	\$26.46	\$2,406,981.05
363	9212	Penn Lincoln Ctr 440 Penn Lincoln Dr	Imperial	15126	79,740	\$30.11	\$2,401,207.34
364	2805 **	Lincoln Way Shopping Ctr 1670 Lincoln Way E	Chambersburg	17201	96,850	\$24.64	\$2,386,560.89
365	1006	340 Greater Butler Mart	Butler	16001	76,463	\$30.98	\$2,368,967.78
366	0931 **	341 Dublin Pike	Perkasie	18944	75,270	\$31.30	\$2,355,771.79
367	4308	33 Pine Grove Square Dr	Grove City	16127	81,040	\$28.97	\$2,347,842.63
368	0220 **	624 Allegheny River Blvd	Oakmont	15139	50,122	\$46.83	\$2,347,260.87
369	2603	808 Vanderbilt Rd	Connellsville	15425	73,161	\$32.02	\$2,342,328.09
370	4104	1274 E Penn St	Muncy	17756	74,111	\$31.54	\$2,337,241.06
371	4644	900 Village Mall 200 Blair Mill Rd	Horsham	19044	100,674	\$23.20	\$2,335,258.04
372	3505	305 S Main St	Old Forge	18518	71,616	\$32.58	\$2,332,952.78
373	3601	New Holland Shopping Ctr 681 W Main St	New Holland	17557	82,026	\$28.35	\$2,325,394.56
374	0216	102 E Main St	Carnegie	15106	91,041	\$25.51	\$2,322,510.83
375	1513	552 Lancaster Ave	Berwyn	19312	65,892	\$35.16	\$2,317,011.81
376	2304	Edgemont Square Shopping Ctr 4839 West Chester Pike	Newtown Square	19073	65,467	\$35.30	\$2,310,957.80
377	5126 **	3101 W. Girard Ave, Unit B	Philadelphia	19130	101,045	\$22.86	\$2,309,529.31
378	0935 **	Warwick Square Shopping Ctr 2395 Old York Rd	Jamison	18929	68,553	\$33.64	\$2,306,428.63
379	3502	1512 Scranton-Carbondale Hwy	Dickson City	18508	73,458	\$31.38	\$2,305,008.92
380	0603	Sinking Spring Plz 4880 Penn Ave	Sinking Spring	19608	72,821	\$31.48	\$2,292,183.33
381	3602	252 N Queen St, 1st Fl	Lancaster	17603	116,656	\$19.64	\$2,291,074.67
382	6501	105 Harrison Ave	Greensburg	15601	64,612	\$35.36	\$2,284,428.11

²⁰ * Licensee service center ** Rebranded store ^ Online store † Premium Collection

APPENDIX 2: TABLE 8

Table 8: Stores Ranked by Total Dollar Sales, RY 2015–16²⁰ (continued)

Rank	Store	Address	City	Zip	Transaction Count	Avg. Value of Transaction	Dollar Sales
383	4903	Sunbury Plz 1135 N 4th St	Sunbury	17801	75,621	\$29.93	\$2,263,081.42
384	0801	2323 N Elmira St	Sayre	18840	73,185	\$30.87	\$2,259,300.63
385	6314	980 Jefferson Ave	Washington	15301	100,891	\$22.38	\$2,258,041.41
386	9210	Community Plz 1103 Milltown Rd	Verona	15147	82,554	\$27.30	\$2,253,915.67
387	0610	300 Kenhorst Plz 1970 New Holland Rd	Kenhorst	19607	89,371	\$25.19	\$2,251,692.83
388	0202 **	River Town Shops 90 Allegheny River Blvd	Verona	15147	75,170	\$29.73	\$2,234,891.20
389	4028	850 Sans Souci Pkwy	Wilkes-Barre	18702	76,525	\$29.05	\$2,223,047.70
390	0705	Chestnut Plz 220 E Chestnut Ave	Altoona	16601	90,062	\$24.67	\$2,221,486.60
391	1102	East Hills Plz 1513 Scalp Ave	Johnstown	15904	79,750	\$27.82	\$2,218,735.13
392	0295	Great Valley Mart 355 Lincoln Hwy	North Versailles	15137	109,097	\$20.28	\$2,211,948.28
393	2517	3412 W Lake Rd	Erie	16505	58,303	\$37.49	\$2,185,622.22
394	3521	921 Drinker Tpke, Ste 23	Covington Township	18444	74,560	\$29.26	\$2,181,310.89
395	4034	1008 Wyoming Ave	Wyoming	18644	75,538	\$28.87	\$2,180,602.82
396	2317	12 E Hinckley Ave	Ridley Park	19078	89,780	\$24.20	\$2,173,006.14
397	0294	Olympia Shopping Ctr 4313 Walnut St	McKeesport	15132	70,902	\$30.48	\$2,160,986.08
398	4801	Walnutport Shopping Ctr 200C S Best Ave	Walnutport	18088	74,188	\$29.02	\$2,152,722.34
399	1009	240 Buffalo Plz	Sarver	16055	66,103	\$32.50	\$2,148,283.93
400	0255	Cheswick Plz 1302 Pittsburgh St	Cheswick	15024	71,667	\$29.96	\$2,147,485.64
401	4303	Greenville Plz, Ste 7 100 Hadley Rd	Greenville	16125	64,139	\$33.43	\$2,144,472.68
402	0930	Doylestown Point Plz 1661 Easton Rd	Warrington	18976	68,692	\$31.11	\$2,137,292.49
403	6509	208 Countryside Plz	Mount Pleasant	15666	76,920	\$27.68	\$2,129,516.01
404	1008 **	Slippery Rock Plz, Ste 2 223 Grove City Rd	Slippery Rock	16057	81,588	\$25.83	\$2,107,647.47
405	3518	Keyser Oak Plz, Store 11 1762 Keyser Oak Ave	Scranton	18508	80,164	\$26.15	\$2,096,455.87
406	2402	St Marys Plaza Shopping Ctr 832 S St Marys Rd	St Marys	15857	63,096	\$33.11	\$2,088,907.09
407	4803	1375 Blue Valley Dr	Pen Argyl	18072	79,393	\$26.13	\$2,074,832.68
408	0252	4643 Centre Ave	Pittsburgh	15213	82,412	\$25.15	\$2,073,048.36
409	5408	888 Gordon Nagle Trl	Pottsville	17901	68,309	\$30.26	\$2,067,150.72
410	2806 **	642 E Main Street	Waynesboro	17268	64,706	\$31.80	\$2,057,664.12
411	6003 ** †	310 N 10th St, Ste 200	Lewisburg	17837	57,145	\$35.97	\$2,055,742.91

²⁰ * Licensee service center ** Rebranded store ^ Online store † Premium Collection

Table 8: Stores Ranked by Total Dollar Sales, RY 2015–16²⁰ (continued)

Rank	Store	Address	City	Zip	Transaction Count	Avg. Value of Transaction	Dollar Sales
412	4902	The Plaza At Coal Township 9345 State Rte 61	Coal Township	17866	65,840	\$31.13	\$2,049,778.66
413	3202	575 Philadelphia St	Indiana	15701	68,085	\$29.95	\$2,039,234.08
414	0273	3202 Brighton Rd	Pittsburgh	15212	95,927	\$21.22	\$2,035,392.00
415	4809	Bath Shopping Ctr 362 S Walnut St	Bath	18014	69,551	\$29.23	\$2,033,267.11
416	6001	334 Market St	Lewisburg	17837	57,606	\$35.26	\$2,031,303.30
417	6102	541 Allegheny Blvd	Franklin	16323	65,877	\$30.80	\$2,028,994.83
418	5202	Village Center At Lords Valley HC8 Box 8416, Rte 739	Hawley	18428	72,808	\$27.64	\$2,012,611.13
419	2108	Summerdale Plaza Shopping Ctr 443 N Enola Rd	Enola	17025	70,515	\$28.52	\$2,011,386.75
420	1304	143 South St	Leighton	18235	71,888	\$27.95	\$2,009,302.39
421	2111	East Penn Ctr 736 Wertzville Rd	Enola	17025	69,830	\$28.74	\$2,006,602.50
422	6704 **	East Manchester Village Ctr Glen Dr, Ste 185, 195	Manchester	17345	78,737	\$25.48	\$2,006,537.17
423	0617	Tulpehocken Village Shopping Ctr 430 N 3rd St	Womelsdorf	19567	66,927	\$29.93	\$2,002,825.09
424	6512	Salem 22 Plz 6518 Route 22, Ste 444	Delmont	15626	68,256	\$29.30	\$2,000,231.28
425	0707	Valley View Shopping Ctr 613 Pleasant Valley Blvd	Altoona	16602	67,706	\$29.52	\$1,998,398.47
426	4107	803 N Loyalsock Ave	Montoursville	17754	70,854	\$28.10	\$1,990,807.10
427	3702	729 Lawrence Ave	Ellwood City	16117	65,892	\$30.21	\$1,990,767.46
428	5403	141 N Railroad St	Tamaqua	18252	69,117	\$28.57	\$1,974,454.55
429	0236 **	820 McKeesport Rd	Elizabeth	15037	68,403	\$28.79	\$1,969,537.87
430	0242 **	Haymaker Village Shops 4524 Broadway Blvd	Monroeville	15146	76,750	\$25.65	\$1,968,994.10
431	0261	2629 Brownsville Rd	Pittsburgh	15227	77,763	\$25.14	\$1,954,801.39
432	2520	Imperial Point Plz 9135 Ridge Rd	Girard	16417	67,645	\$28.82	\$1,949,566.23
433	6511	4627 Route 51, Ste 520	Belle Vernon	15012	62,690	\$31.09	\$1,948,847.08
434	0408	816 3rd Ave	New Brighton	15066	76,743	\$25.09	\$1,925,511.39
435	5198	Freedom Square Shopping Ctr 5113 Germantown Ave	Philadelphia	19144	112,959	\$17.02	\$1,922,142.14
436	4007 **	13 Weis Plz	Nanticoke	18634	74,942	\$25.59	\$1,917,950.80
437	3605	Manheim Shopping Ctr 97 Doe Run Rd	Manheim	17545	65,306	\$29.32	\$1,914,658.44
438	0620	2207 Lancaster Pike	Shillington	19607	58,124	\$32.91	\$1,912,886.57
439	4816 **	Wind Gap Shopping Ctr 813 Male Rd	Wind Gap	18091	73,161	\$25.96	\$1,899,400.67
440	4106	2067 Lycoming Creek Rd	Williamsport	17701	68,428	\$27.76	\$1,899,337.55
441	2513	East Erie Plaza Shopping Ctr 828 E 6th St	Erie	16507	76,019	\$24.92	\$1,894,199.55
442	0281 **	1706 Mount Royal Blvd	Glenshaw	15116	72,062	\$26.17	\$1,885,845.63

²⁰ * Licensee service center ** Rebranded store ^ Online store † Premium Collection

Table 8: Stores Ranked by Total Dollar Sales, RY 2015–16²⁰ (continued)

Rank	Store	Address	City	Zip	Transaction Count	Avg. Value of Transaction	Dollar Sales
443	1705	Clearfield Mall 1824 Daisy St	Clearfield	16830	65,709	\$28.58	\$1,878,037.73
444	4025	Valley Plz, Store 3 653 State Rte 93	Conyngham	18219	63,982	\$29.31	\$1,875,059.08
445	0275	826 Hazelwood Ave	Pittsburgh	15217	74,893	\$25.02	\$1,873,490.89
446	2334 ** †	1751 Wilmington Pk	Glen Mills	19342	41,945	\$44.62	\$1,871,682.30
447	3610 **	Muddy Creek Shoppes 2350 N Reading Rd, Store 11	Denver	17517	53,208	\$34.30	\$1,825,218.05
448	4023	801 Wyoming Ave	West Pittston	18643	67,997	\$26.75	\$1,818,919.30
449	4802	111 Northampton St	Easton	18042	75,954	\$23.78	\$1,806,465.43
450	4806	34 S Broad St	Nazareth	18064	67,120	\$26.80	\$1,799,084.54
451	0217	1110 4th Ave	Coraopolis	15108	72,243	\$24.83	\$1,793,493.11
452	0936	Town Center Shopping Ctr 300 Town Ctr	New Britain	18901	69,614	\$25.71	\$1,789,966.31
453	4634	2014 Old Arch Rd, Store 4	Norristown	19401	79,997	\$22.31	\$1,784,852.36
454	6506	656 Main St	Mount Pleasant	15666	31,609	\$56.21	\$1,776,758.00
455	1302	1215 North St	Jim Thorpe	18229	48,804	\$36.31	\$1,771,837.63
456	2504	10720 W Main St	North East	16428	57,797	\$30.28	\$1,750,043.15
457	1108 **	300 Walmart Dr, Ste 130	Ebensburg	15931	54,607	\$31.79	\$1,735,800.06
458	6701	Yorktowne Mall 131 N Duke St, Ste 4	York	17401	73,585	\$23.53	\$1,731,639.41
459	0206	136 McKees Rocks Plz 409 Chartiers Ave	McKees Rocks	15136	84,043	\$20.60	\$1,731,146.68
460	6514	147 Columbia Ave	Vandergrift	15690	56,853	\$30.12	\$1,712,203.21
461	1603	78 Clarion Plz	Clarion	16214	53,576	\$31.96	\$1,712,119.55
462	0279	722 Brookline Blvd	Pittsburgh	15226	75,480	\$22.66	\$1,710,219.88
463	6522	111 Westmore Ave	New Stanton	15672	56,624	\$30.19	\$1,709,751.29
464	5903	16 Crafton St	Wellsboro	16901	54,397	\$31.43	\$1,709,501.98
465	0223 **	126 Grant Ave	Pittsburgh	15209	67,597	\$25.27	\$1,707,910.09
466	0908	US 1 Plz 315 W Lincoln Hwy	Penndel	19047	69,775	\$24.30	\$1,695,754.68
467	0219	Kennywood Shops 1326 Hoffman Blvd	West Mifflin	15122	79,361	\$21.31	\$1,690,922.34
468	5802	Price Chopper Plz 16750 State Rte 706, Ste 6	Montrose	18801	50,218	\$33.44	\$1,679,322.41
469	6510 **	249 Hillcrest Shopping Ctr 3220 Leechburg Rd	Lower Burrell	15068	57,280	\$29.03	\$1,662,803.10
470	5002	53 Main St	Duncannon	17020	53,341	\$31.00	\$1,653,641.72
471	3523	Hillside Plz 771 Scranton Carbondale Hwy	Eynon	18403	53,631	\$30.56	\$1,638,726.52
472	4904	Weis Market Shopping Ctr 551 Mahoning St	Milton	17847	59,907	\$27.34	\$1,637,784.79
473	0802	Colonial Plz 85 Reuter Blvd	Towanda	18848	55,733	\$28.96	\$1,613,756.01
474	2515	Commodore Perry Plz 2208 Broad St	Erie	16503	76,670	\$20.89	\$1,601,391.50

²⁰ * Licensee service center ** Rebranded store ^ Online store † Premium Collection

APPENDIX 2: TABLE 8

Table 8: Stores Ranked by Total Dollar Sales, RY 2015–16²⁰ (continued)

Rank	Store	Address	City	Zip	Transaction Count	Avg. Value of Transaction	Dollar Sales
475	4017	Plains Plz 21 N River St	Plains	18705	56,131	\$28.24	\$1,585,382.86
476	0403	999 Merchant St	Ambridge	15003	60,463	\$26.08	\$1,577,141.08
477	5905	Mansfield Plz 181 N Main St	Mansfield	16933	53,182	\$29.64	\$1,576,567.02
478	4002	7 George Ave	Wilkes-Barre	18705	63,860	\$24.65	\$1,574,413.34
479	3001	Widewaters Cmns 55 Sugar Run Rd, Ste 105	Waynesburg	15370	56,581	\$27.54	\$1,558,483.67
480	5412	515 Dock St	Schuylkill Haven	17972	53,226	\$29.09	\$1,548,587.06
481	2002	126 S Martin St	Titusville	16354	57,370	\$26.86	\$1,540,976.24
482	6304	105 3rd St	Charleroi	15022	48,361	\$31.81	\$1,538,445.24
483	2506	Corry Plz 350 W Columbus Ave	Corry	16407	49,589	\$30.74	\$1,524,595.43
484	0412	Northern Lights Shoppers City 1603 State St W	Baden	15005	61,407	\$24.83	\$1,524,502.22
485	6516	Penn Crossing Shopping Ctr 2012 Penny Ln	Jeannette	15644	53,545	\$28.41	\$1,521,370.24
486	3706	4 Cascade Galleria 100 S Jefferson St	New Castle	16101	70,781	\$21.45	\$1,518,342.46
487	0402	Green Garden Shopping Ctr 3113 Green Garden Rd	Hopewell Township	15001	56,627	\$26.55	\$1,503,196.49
488	5409	Federal Sq 705 W Market St, Ste 3	Orwigsburg	17961	40,281	\$37.31	\$1,503,075.55
489	0297	Village Shopping Ctr 1874 Homeville Rd	West Mifflin	15122	49,709	\$30.09	\$1,495,645.31
490	0205	149 5th Ave	McKeesport	15132	84,691	\$17.62	\$1,492,655.09
491	2204	325 N Front St	Steelton	17113	63,764	\$23.24	\$1,481,748.55
492	1706	4A Peebles Plz 1067 N Front St	Philipsburg	16866	56,517	\$26.20	\$1,480,865.34
493	1601	800 Center 845 Main St	Clarion	16214	43,923	\$33.71	\$1,480,783.28
494	5402	9 Gold Star Plz	Shenandoah	17976	57,057	\$25.92	\$1,478,705.91
495	9203	3 Quaker Village Shopping Ctr	Leetsdale	15056	51,143	\$28.85	\$1,475,390.70
496	4624 ^{**} †	125 W DeKalb PK	King Of Prussia	19406	25,569	\$57.42	\$1,468,263.28
497	3302	567 W Mahoning St	Punxsutawney	15767	49,828	\$29.39	\$1,464,342.71
498	3612	Village At Gap Shopping Ctr 5360 Lincoln Hwy, Store 14	Gap	17527	52,248	\$27.60	\$1,442,142.66
499	6101	Seneca Street Plz 50 Seneca St	Oil City	16301	46,762	\$30.58	\$1,429,985.03
500	6306	245 W Main St	Monongahela	15063	54,353	\$26.27	\$1,427,926.22
501	1524 ^{**}	Oxford Square Shopping Ctr 449 N 3rd St	Oxford	19363	54,729	\$25.38	\$1,388,787.74
502	6311	327 3rd St	California	15419	50,586	\$27.16	\$1,373,711.01
503	6505	328 Central City Plz	New Kensington	15068	64,813	\$21.15	\$1,370,826.83

²⁰ * Licensee service center ^{**} Rebranded store [^] Online store † Premium Collection

APPENDIX 2: TABLE 8

Table 8: Stores Ranked by Total Dollar Sales, RY 2015–16²⁰ (continued)

Rank	Store	Address	City	Zip	Transaction Count	Avg. Value of Transaction	Dollar Sales
504	4301	Sharon Center City Shopping Ctr 120 S Water Ave	Sharon	16146	60,406	\$22.63	\$1,366,870.75
505	2213	3775 Peters Mountain Rd	Halifax	17032	45,389	\$30.09	\$1,365,646.65
506	0923	864 East Street Rd	Warminster	18974	47,985	\$27.93	\$1,339,991.82
507	0601	537 Penn St	Reading	19601	69,678	\$19.12	\$1,332,202.80
508	2803	Greencastle Market Place Shopping Ctr 512 N Antrim Way	Greencastle	17225	49,658	\$26.49	\$1,315,436.44
509	6504	114 S 5th St	Jeannette	15644	46,033	\$28.29	\$1,302,250.72
510	3701	Lawrence Village Plz 2656 Ellwood Rd	New Castle	16101	48,725	\$26.66	\$1,299,130.27
511	6002 ^{**}	30 E Chestnut St	Mifflinburg	17844	43,535	\$29.54	\$1,285,938.23
512	3806 ^{**}	471 W Penn Avenue	Cleona	17042	42,327	\$30.33	\$1,283,661.13
513	2309	4117 Edgmont Ave	Brookhaven	19015	57,545	\$21.99	\$1,265,245.14
514	4103	354 Allegheny St	Jersey Shore	17740	45,470	\$27.77	\$1,262,559.53
515	4604	212 E High St	Pottstown	19464	72,818	\$17.31	\$1,260,146.95
516	4109	510 W Southern Ave	South Williamsport	17701	47,944	\$26.06	\$1,249,406.41
517	3201	215 E Market St	Blairsville	15717	42,919	\$28.96	\$1,243,020.47
518	6103	17 Kimberly Lane, Ste 4 PO Box 418	Cranberry	16319	51,050	\$24.33	\$1,242,088.87
519	0244	739 Monongahela Ave	Glassport	15045	50,300	\$24.53	\$1,233,758.61
520	4503	1152 Rte 390	Cresco	18326	41,663	\$29.46	\$1,227,387.79
521	2316	Newtown Square Shopping Ctr 3590 West Chester Pike	Newtown Square	19073	48,168	\$25.17	\$1,212,445.81
522	4304	535 Greenville Rd	Mercer	16137	40,826	\$29.29	\$1,195,756.36
523	6305 ^{**}	McDonald Shopping Plz 301 W Barr St	McDonald	15057	41,976	\$28.39	\$1,191,502.63
524	3707	Westgate Shopping Ctr 2034 W State St	New Castle	16101	42,352	\$27.89	\$1,181,110.91
525	3401	Weis Shopping Ctr PO Box 350	Mifflintown	17059	43,632	\$26.97	\$1,176,897.68
526	4616	100 Main St	Schwenksville	19473	43,603	\$26.81	\$1,169,200.35
527	0212	959 Liberty Ave	Pittsburgh	15222	58,922	\$19.76	\$1,164,354.22
528	5603	1607 Jefferson Ave	Windber	15963	36,031	\$32.28	\$1,163,167.12
529	0704	1260 Pennsylvania Ave	Tyrone	16686	45,372	\$25.37	\$1,151,272.58
530	0271	3408 Main St	Munhall	15120	49,753	\$22.83	\$1,135,929.17
531	2219 ^{**}	333 Market St	Harrisburg	17101	54,455	\$20.61	\$1,122,392.94
532	0902	19 W Court St	Doylestown	18901	27,929	\$40.05	\$1,118,669.52
533	1101	426 Main St	Johnstown	15901	49,807	\$22.24	\$1,107,868.54
534	4020	White Haven Shopping Ctr 501 Main St	White Haven	18661	38,954	\$28.11	\$1,095,170.44
535	2315	643 Conchester Hwy	Boothwyn	19061	37,053	\$28.91	\$1,071,103.28
536	1104	101 Park Ave	Cresson	16630	40,175	\$25.25	\$1,014,453.07

²⁰ * Licensee service center ^{**} Rebranded store [^] Online store † Premium Collection

APPENDIX 2: TABLE 8

Table 8: Stores Ranked by Total Dollar Sales, RY 2015–16²⁰ (continued)

Rank	Store	Address	City	Zip	Transaction Count	Avg. Value of Transaction	Dollar Sales
537	1103	910 Philadelphia Ave, Ste 1	Northern Cambria	15714	29,994	\$33.26	\$997,746.67
538	0903	8794 Easton Rd, Ste 1	Ottsville	18942	28,561	\$34.76	\$992,721.74
539	3301	160 Main St	Brookville	15825	33,344	\$29.45	\$981,987.27
540	5301	151 Route 6 W	Coudersport	16915	32,450	\$30.18	\$979,328.35
541	5413	16 Tremont Rd	Pine Grove	17963	30,057	\$32.35	\$972,237.04
542	4619	24 E 4th St	Bridgeport	19405	33,345	\$28.36	\$945,739.56
543	5129	1446 Point Breeze Ave	Philadelphia	19146	65,275	\$14.43	\$941,830.44
544	3909	906 Club Ave	Allentown	18109	29,930	\$30.22	\$904,366.48
545	6502	313 Depot St	Latrobe	15650	27,112	\$33.30	\$902,715.32
546	3002	Brodak Cmns 554 South 88 Rd	Carmichaels	15320	33,686	\$26.60	\$896,078.65
547	2202 **	1200 N 3rd St	Harrisburg	17102	41,016	\$21.00	\$861,197.60
548	0270	3643 California Ave	Pittsburgh	15212	34,561	\$23.66	\$817,714.15
549	5102	4346 Frankford Ave	Philadelphia	19124	50,647	\$16.12	\$816,411.13
550	2004	211 E Erie St	Linesville	16424	23,986	\$33.71	\$808,548.23
551	6527 **	5 Hollywood Blvd	Delmont	15626	25,775	\$30.49	\$785,802.68
552	4618	504 W Marshall St	Norristown	19401	39,333	\$19.28	\$758,458.42
553	2318	2709 W 9th St	Chester	19013	36,064	\$20.94	\$755,010.11
554	5701	121 W Main St	Dushore	18614	25,474	\$29.23	\$744,521.13
555	1303	221 Delaware Ave	Palmerton	18071	26,830	\$27.49	\$737,681.61
556	4202	124 Fraley St	Kane	16735	22,809	\$31.93	\$728,350.86
557	0265	Deer Lake Plz 908 Little Deer Creek Valley Rd PO Box 295	Russellton	15076	25,068	\$28.90	\$724,470.08
558	2205	529 S Market St	Lykens	17048	21,630	\$33.15	\$716,994.98
559	0302	137 S Jefferson St	Kittanning	16201	17,615	\$38.33	\$675,173.79
560	6312	524 Front St PO Box 874	Fredericktown	15333	17,455	\$38.02	\$663,630.11
561	3805	Cleona Square Shopping Ctr 471 W Penn Ave	Cleona	17042	23,619	\$27.88	\$658,407.12
562	2401	305 N Broad St	Ridgway	15853	19,214	\$34.23	\$657,675.57
563	6503	925 Donner Ave	Monessen	15062	19,064	\$34.01	\$648,396.73
564	0942 **	179 Levittown Pkwy	Levittown	19055	26,715	\$23.46	\$626,848.16
565	2901	Ayr Town Ctr 362 S 2nd St	McConnellsburg	17233	23,188	\$26.92	\$624,143.58
566	0303	163 3rd St	Leechburg	15656	17,202	\$36.19	\$622,469.15
567	0804	41871 Rte 6	Wyalusing	18853	20,194	\$30.40	\$613,886.85
568	0803	752 Canton St	Troy	16947	18,535	\$32.87	\$609,317.20
569	1111	3670 Portage St, Ste 3	Portage	15946	18,836	\$31.88	\$600,527.01
570	4901	136 S Oak St	Mount Carmel	17851	20,108	\$29.62	\$595,526.15
571	2512	66 N Main St	Union City	16438	19,786	\$30.07	\$595,042.35
572	3102	25 W Water St	Mount Union	17066	23,259	\$25.15	\$584,951.68

²⁰ * Licensee service center ** Rebranded store ^ Online store † Premium Collection

APPENDIX 2: TABLE 8

Table 8: Stores Ranked by Total Dollar Sales, RY 2015–16²⁰ (continued)

Rank	Store	Address	City	Zip	Transaction Count	Avg. Value of Transaction	Dollar Sales
573	0307	206 N Warren Ave	Apollo	15613	20,446	\$28.58	\$584,439.95
574	6307	Kwik Stop Plz 2038 Smith Twp Rd, Ste 2	Burgettstown	15021	19,729	\$29.47	\$581,326.70
575	1301	46 W Ridge St	Lansford	18232	25,036	\$22.83	\$571,469.07
576	4612	225 N York Rd	Hatboro	19040	20,593	\$27.65	\$569,492.85
577	6508	310 Main St	Irwin	15642	16,310	\$34.03	\$555,040.06
578	5501	517 N Market St	Selinsgrove	17870	17,290	\$31.90	\$551,465.27
579	1115	20th Ward Shopping Ctr 358 N Sheridan St	Johnstown	15906	22,622	\$23.92	\$541,215.81
580	5803	The Shops 191 Erie Blvd, Ste A	Susquehanna	18847	16,653	\$32.19	\$536,077.48
581	4302	837 Sharon New Castle Rd	Farrell	16121	23,061	\$22.63	\$521,919.69
582	0405	508 Midland Ave	Midland	15059	18,420	\$27.33	\$503,464.71
583	1004	102 Main St	Petrolia	16050	10,854	\$45.02	\$488,687.53
584	1106	College Plz 881 Hills Plaza Dr, Ste 10	Ebensburg	15931	16,184	\$29.67	\$480,185.62
585	2604	1890 McClellandtown Rd	Masontown	15461	17,606	\$26.83	\$472,390.28
586	5127	2511 W Girard Ave	Philadelphia	19130	25,663	\$18.09	\$464,115.21
587	1201	54 E 4th St	Emporium	15834	13,427	\$33.85	\$454,541.87
588	5904	126 W Main St	Westfield	16950	11,010	\$41.01	\$451,480.60
589	2702 **	644 Elm St	Tionesta	16353	13,855	\$32.18	\$445,834.34
590	1110	607 W High St	Ebensburg	15931	14,957	\$29.47	\$440,797.24
591	5801	605 Main St	Forest City	18421	14,987	\$27.69	\$415,024.32
592	2701	121 Chestnut St	Marienville	16239	11,494	\$34.87	\$400,811.07
593	1602	452 Broad St	New Bethlehem	16242	12,558	\$31.90	\$400,646.62
594	5404	630 Centre St	Ashland	17921	14,438	\$27.34	\$394,699.85
595	4203	433 W Main St	Smethport	16749	12,122	\$32.13	\$389,510.82
596	4504	761 Main St	Stroudsburg	18360	9,651	\$40.35	\$389,434.10
597	4204	66 Mill St	Port Allegany	16743	13,204	\$29.40	\$388,258.57
598	2804	9 S Main St	Mercersburg	17236	8,819	\$43.30	\$381,866.21
599	2608	3532 Pittsburgh Rd, Ste A	Perryopolis	15473	13,785	\$25.94	\$357,629.58
600	1604	506 Main St	Knox	16232	8,169	\$42.91	\$350,562.23
601	5302	15 West St	Galeton	16922	11,383	\$30.36	\$345,644.11
602	3303	445 Main St	Brockway	15824	8,119	\$38.35	\$311,347.84
603	0502	600 Main St	Saxton	16678	9,582	\$31.12	\$298,180.14
604	1703	821 Centennial St	Houtzdale	16651	10,338	\$28.53	\$294,977.21
605	3203	560 Franklin St	Clymer	15728	7,830	\$36.53	\$286,062.20
606	1107	513 Chestnut St	East Conemaugh	15909	7,054	\$39.56	\$279,030.34
607	5606	212 Ohio St	Boswell	15531	7,995	\$32.34	\$258,583.42
608	5406	7 S Main St	Mahanoy City	17948	9,128	\$27.53	\$251,279.35

²⁰ * Licensee service center ** Rebranded store ^ Online store † Premium Collection

APPENDIX 2: TABLE 8

Table 8: Stores Ranked by Total Dollar Sales, RY 2015–16²⁰ (continued)

Rank	Store	Address	City	Zip	Transaction Count	Avg. Value of Transaction	Dollar Sales
609	6513	214 5th St PO Box 38	Avonmore	15618	7,574	\$32.91	\$249,279.99
610	0204	139 E 8th Ave	Homestead	15120	9,712	\$24.66	\$239,529.87
611	3305	410 Main St	Reynoldsville	15851	6,368	\$31.11	\$198,139.21
612	5601	686 Market Sq	Meyersdale	15552	3,949	\$49.30	\$194,678.68
613	1704	449 State St	Curwensville	16833	6,781	\$28.07	\$190,331.87
614	6202	212 S Main St PO Box 372	Sheffield	16347	6,039	\$31.27	\$188,817.82
615	1403	15 W Olive St	Snow Shoe	16874	4,476	\$32.38	\$144,948.22
616	2605	213 Penn St	Point Marion	15474	4,119	\$34.11	\$140,506.18
617	3607	Shoppes At Kissel Vlg 1020 Lititz Pike	Lititz	17543	574	\$29.09	\$16,698.43

²⁰ * Licensee service center ** Rebranded store ^ Online store † Premium Collection



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STAIL FEAT
2015-16

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