

FINE WINE & GOOD SPIRITS

[Retail Year in Review
2016-17]







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MESSAGE FROM THE BOARD



Tim Holden, Chairman



Mike Negra, Board Member



Michael Newsome, Board Member

Welcome to the 2016-17 Retail Year in Review, a detailed market analysis of wine and spirits sales in Pennsylvania for the retail year ending July 2, 2017. The data herein give a glimpse into consumer tastes and purchase habits in Pennsylvania and across our network of more than 600 Fine Wine & Good Spirits stores.

The 2016-17 year again set records for the Pennsylvania Liquor Control Board and Fine Wine & Good Spirits, with sales growing to \$2.44 billion (including liquor tax and excluding sales tax), a 6.1 percent increase over the prior year and previous record. Over the past five consecutive retail years, the compound annual growth rate is 4.3 percent.

Thirty-three Fine Wine & Good Spirits stores achieved more than \$10 million in sales during retail year 2016-17. Another 329 stores, or 52.8 percent of our brick-and-mortar network, achieved annual sales between \$2 million and \$5.9 million. The average store's sales for the year was \$3.85 million.

In retail year 2016-17, the top-selling spirits, by dollar sales, were Jack Daniel's Tennessee Whiskey Old Number 7 (750 mL), Tito's Vodka (1.75 L) and Hennessy Cognac VS (750 mL), while the top-selling wines were Kendall Jackson VR Chardonnay (750 mL), Cavit Pinot Grigio (1.5 L) and Woodbridge Chardonnay (1.5 L).

Act 39 of 2016 authorized hundreds of private retailers to sell wine to go for the first time in Pennsylvania, and Fine Wine & Good Spirits sales to holders of wine expanded permits in retail year 2016-17 accounted for 27 percent of all wine units and wine dollars purchased by licensees. Such detail regarding sales to private wine retailers is new in this year's report, as are maps pictorially detailing sales in new ways.

The information in this report helps the PLCB understand changing consumer interests and preferences, as well as effectively forecast sales trends to stock and carry the items our customers seek. We hope this report is informative and interesting, and we thank you for the opportunity to share these sales highlights and detail our retail operations.

A handwritten signature in black ink that reads "Tim Holden".

Tim Holden, Chairman

A handwritten signature in black ink that reads "Mike Negra".

Mike Negra, Board Member

A handwritten signature in black ink that reads "Michael Newsome".

Michael Newsome, Board Member

RESEARCH NOTES

The retail year (RY) ended on Sunday, July 2, 2017. The main data sets for this year's publication were extracted on Friday, July 7. Follow-up data or revised tables were pulled on July 26 and July 27. Research findings from throughout the retail year relevant to this report are incorporated as infographics. All data was current at the time of extraction.

Few modifications were done to the data once it was extracted from the system. Total, percentage change, percentage share and compound annual growth rate (CAGR) were the only calculations applied to the data. Total is the sum of a column or row. Percentage change is used to calculate the increase or decrease in a measure for the current year. Percentage share is the amount a component is of the whole. CAGR is used to measure an increase or decrease over time. One additional data modification made to this report was assignment of stores to the appropriate region in which they are located.

There are multiple presentations of the data in the Retail Year in Review. Some – including state, region, county, district and stores – are based on a physical location. Others are related to product. Brand, marketing category, class and item are ways products are presented. Class is the broadest grouping. When combined with a subclass, the grouping can be narrowed. For example, Red Table Wine is a class, and subclasses of Red Table Wine include California Cabernet Sauvignon and French Bordeaux. Marketing categories are a variation of the combined class and subclass.

New to this year's report are sales to licensees holding Wine Expanded Permits. Such permits were created by Act 39 of 2016 to authorize the sale of up to 3 liters of wine to go, per transaction, by hotel and restaurant licensees holding the permits. The PLCB does not track retail wine sales from Wine Expanded Permit holders to consumers, so the licensee sales herein reflect the PLCB's sales to licensees including holders of Wine Expanded Permits.

Most of the report considers only regular listed items sold during RY 2016-17, which are the most popular wines and spirits appearing statewide in all or most Fine Wine & Good Spirits stores. Exceptions are noted in each figure's or table's title or in a footnote. All sales figures include liquor tax but not state or local sales tax.

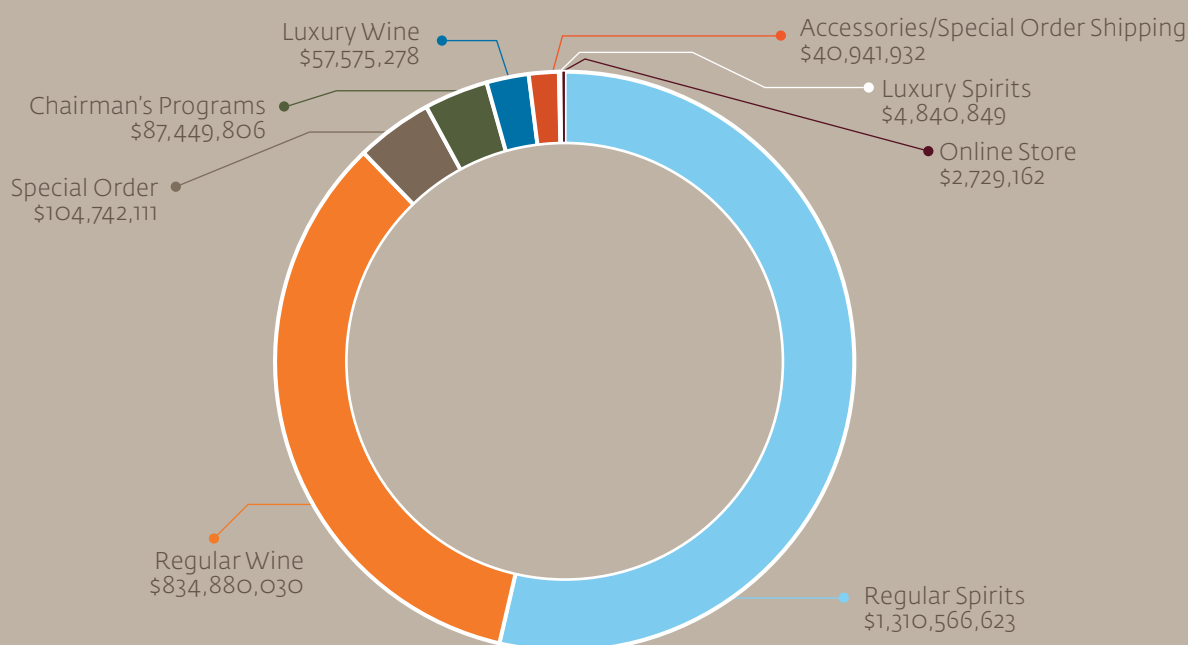
Store sales are based on each unique store number. If a store was closed and a new location with a new store number replaced it, those store sales were not combined. The only exceptions would be store relocations where the store number did not change when the old location closed and the new location opened.

Data appearing in this report is unaudited and may not match financial statements or other industry publications.

RETAIL YEAR SALES AND SHARES

Sales and shares represent statewide performance. Dollar sales totaled \$2,443,725,791 for the retail year¹. This represents a 6.10% increase over the previous year. Over the past five retail years, the compound annual growth rate is 4.29%. Regular items comprised 87.89% of dollar sales. Chairman's Programs increased this year due to the addition of Chairman's Spirits® and expansion of Chairman's Advantage® stores. Luxury spirits continued increasing due to the expansion of the Premium Collection Spirits Program.

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

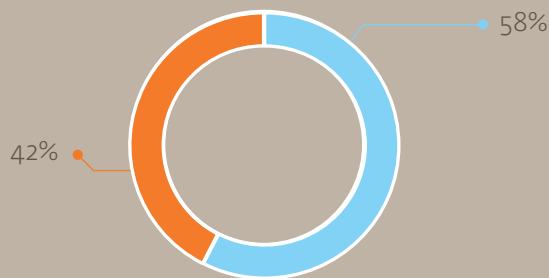


Department	RY 2012-13	RY 2013-14	RY 2014-15	RY 2015-16	RY 2016-17
Regular Spirits	\$1,141,355,089	\$1,169,962,530	\$1,215,241,016	\$1,258,433,818	\$1,310,566,623
Regular Wine	\$722,657,029	\$739,500,119	\$763,929,059	\$787,556,713	\$834,880,030
Special Order	\$73,507,070	\$79,672,745	\$86,582,094	\$91,893,866	\$104,742,111
Chairman's Programs	\$59,712,688	\$63,093,062	\$68,645,135	\$69,410,534	\$87,449,806
Luxury Wine	\$37,286,984	\$44,431,711	\$48,757,456	\$54,870,013	\$57,575,278
Accessories/Special Order Shipping	\$28,977,817	\$31,942,901	\$34,460,280	\$36,522,718	\$40,941,932
Luxury Spirits	\$133,276	\$217,575	\$473,461	\$2,004,641	\$4,840,849
Online Store	\$2,179,802	\$1,984,456	\$2,361,921	\$2,486,630	\$2,729,162
TOTAL	\$2,065,809,755	\$2,130,805,099	\$2,220,450,423	\$2,303,178,932	\$2,443,725,791

¹Special Order sales include Special Order wines and spirits. Chairman's Programs are the total sales for Chairman's Selection®, Chairman's Advantage® and Chairman's Spirits®. Any product from a Chairman's Program sold through the e-commerce store is attributed to Online Store. The total amount of Chairman's sales through e-commerce was \$231,653.

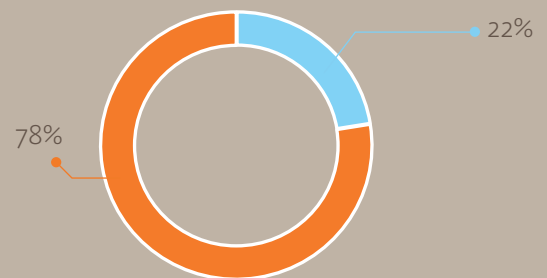
When considering regular and luxury products, spirits accounted for 58% of sales and wine accounted for 42% (Figure 2). In contrast, Figure 3 shows Special Order wine accounted for 78% of Special Order dollar sales and Special Order spirits accounted for 22% of Special Order dollar sales.

Figure 2: Percentage Share of Dollars, Regular and Luxury



● Dollar Sales, Wine ● Dollar Sales, Spirits

Figure 3: Percentage Share of Dollars, Special Order Wine and Spirits



● Dollar Sales, Special Order Wine ● Dollar Sales, Special Order Spirits



More than 600 stores
\$2.4 BILLION
RY 2016-17 total sales

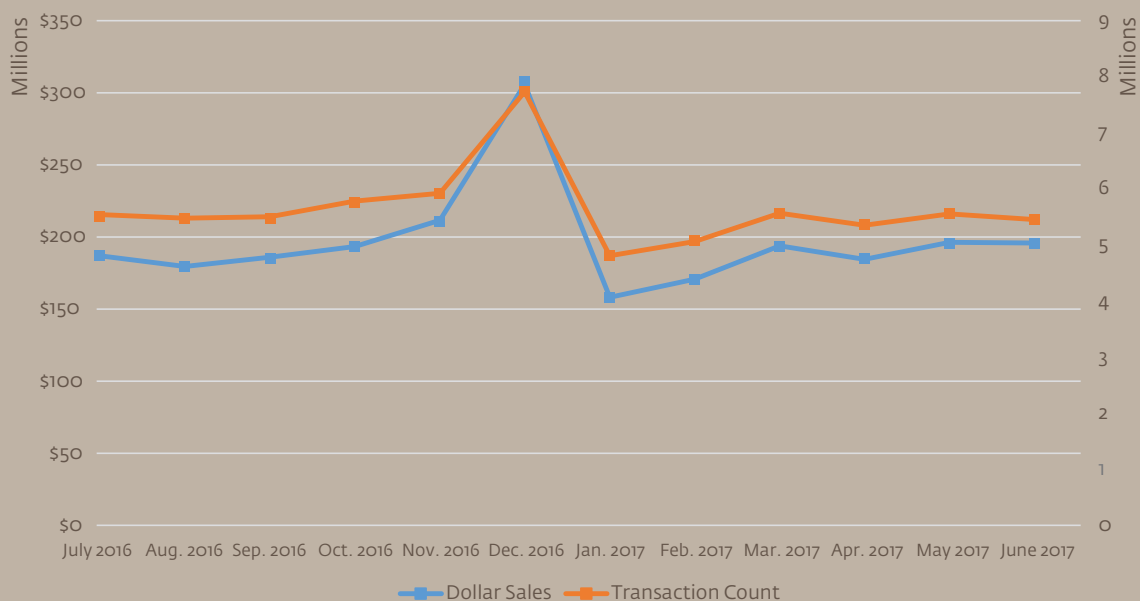
RETAIL YEAR SALES AND SHARES

Table 2 shows dollars sales and transactions by month². December had the highest number of transactions (7,755,490) and dollar sales (\$306,840,330) in the year. November followed with 5,933,337 transactions and \$212,024,856 in dollar sales. 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 2016	\$187,251,191	5,558,115
Aug. 2016	\$179,881,184	5,488,824
Sept. 2016	\$186,179,076	5,520,866
Oct. 2016	\$193,562,635	5,796,287
Nov. 2016	\$212,024,856	5,933,337
Dec. 2016	\$306,840,330	7,755,490
Jan. 2017	\$158,279,723	4,815,429
Feb. 2017	\$170,878,669	5,072,034
Mar. 2017	\$194,376,330	5,579,464
Apr. 2017	\$184,951,597	5,361,281
May 2017	\$196,632,203	5,570,094
June 2017	\$196,328,328	5,470,069

Figure 4: Calendar Month Dollar Sales and Transaction Count



² The data for Table 2 and Figure 4 are based on the calendar months. These results also include Special Orders.

Transactions by day of the week are identified in Figure 5³. The average number of transactions per store was highest on Friday (25,676), Saturday (24,469) and Thursday (16,332).

Figure 5: Transaction Count by Day of the Week, RY 2016–17



³ Store count is the number of stores open on the last day of the retail year.

RETAIL YEAR SALES AND SHARES

Table 3 ranks the top marketing categories by dollar sales. Vodka (\$281,089,408) was the top marketing category by dollar sales. Bourbon (\$100,540,272) and Flavored Vodka (\$95,167,551) follow. Four of the top 15 marketing categories were wine categories: U.S. Cabernet (\$82,453,963), U.S. Chardonnay (\$80,841,767), Box Wine (\$61,259,339) and Alternative Size Box Wine (\$56,532,623).

Cognac had the largest increase for a spirits marketing category with 26.68% growth⁴. U.S. Red Blends (+27.58%) was the wine marketing category with the greatest increase over last year.

Table 3: Dollar Sales and Dollar Share by Marketing Category

Rank	Marketing Category	RY 2015-16 Dollar Sales	RY 2016-17 Dollar Sales	RY 2015-16 % Dollar Share	RY 2016-17 % Dollar Share
1	Vodka	\$269,308,839	\$281,089,408	12.39%	12.23%
2	Bourbon	\$91,245,870	\$100,540,272	4.20%	4.38%
3	Flavored Vodka	\$99,495,841	\$95,167,551	4.58%	4.14%
4	U.S. Cabernet	\$76,963,588	\$82,453,963	3.54%	3.59%
5	U.S. Chardonnay	\$77,945,191	\$80,841,767	3.58%	3.52%
6	Canadian Whisky	\$65,228,799	\$67,850,175	3.00%	2.95%
7	Rum - Spiced	\$66,285,142	\$67,533,300	3.05%	2.94%
8	Flavored Whiskey	\$58,404,902	\$64,300,144	2.69%	2.80%
9	Box Wine (5L)	\$60,571,591	\$61,259,339	2.79%	2.67%
10	Alternative Size Box Wine	\$47,017,261	\$56,532,623	2.16%	2.46%
11	Shooters, Schnapps/Liqueurs	\$55,191,780	\$52,522,800	2.54%	2.29%
12	Unflavored Rum	\$52,155,286	\$51,867,229	2.40%	2.26%
13	Gin	\$49,402,884	\$51,098,398	2.27%	2.22%
14	Other American Whiskey	\$47,215,680	\$49,634,985	2.17%	2.16%
15	Cognac	\$37,153,083	\$47,064,987	1.71%	2.05%



Winter Storm Stella was preceded by social media messaging from a prominent beverage alcohol company and Fine Wine & Good Spirits stores. All retail sales were up **23%** comparing the pre-storm (3/5/17 to 3/8/17) and storm period (3/12/17 to 3/15/17). During the storm week, items featured on social media **increased 39%**, a **gain of 16%** over the statewide sales growth.

⁴ Increases are considered only for categories with at least 1% of marketing category sales last year.

Vodka, Bourbon and
Flavored Vodka were the
top marketing categories
by dollar sales



REGION, COUNTY, DISTRICT AND STORE REPORTS

A more specific view of sales can be found by examining region, county, district and store sales. Unit and dollar sales for each region⁵ are displayed in Table 4⁶. Region 2 had the largest percentage increase in units (7.89%) and dollars (7.42%). The growth in this region is due to added volume of unit sales. In contrast, Region 1 and 3 had dollar increases outpacing unit increases, a sign of trade up.

Table 4: Region Unit and Dollar Sales

	RY 2015–16 Unit Sales	RY 2015–16 Dollar Sales	RY 2016–17 Unit Sales	RY 2016–17 Dollar Sales	% Change Units	% Change Dollars
Region 1	61,850,442	\$883,302,638	65,212,936	\$933,877,074	5.44%	5.73%
Region 2	52,181,513	\$749,619,189	56,296,594	\$805,243,960	7.89%	7.42%
Region 3	43,923,235	\$633,511,150	45,878,496	\$663,453,963	4.45%	4.73%

Table 5 shows the dollar sales for each county by category⁷. A total of 55 counties had Whiskey as their top category by dollar sales. Westmoreland (\$14,197,724), Lancaster (\$12,940,915) and York (\$12,547,740) counties had the highest county sales within the Whiskey category. Eight counties had Red Table Wine as their top category. Allegheny (\$56,695,124), Montgomery (\$48,488,856) and Bucks (\$32,293,133) counties were the top counties for Red Table Wine sales. Vodka was the highest category in four counties: Philadelphia (\$42,509,519), Northampton (\$8,352,952), Lackawanna (\$7,578,843) and Monroe (\$6,782,253). Figure 6 is a graph using Table 5 data.



On Sunday, June 11, Pittsburgh won another hockey championship. On that day, **retail sales were up 24.23% in Allegheny County**, giving it the distinction of having the largest increase from the previous Sunday of any county in the state. In contrast, statewide sales without Allegheny County were up 4.94% on the same day and Philadelphia experienced a sales decrease of 2.03%.

Top Items in Allegheny County on June 11

Product	Size	Units Sold	\$ Sales	Hockey Trophies Filled
Dom Perignon Champagne	750 mL	91	\$14,559	8.39
Tito's Handmade Vodka	1.75 L	245	\$7,838	52.68
Bacardi Superior Rum	1.75 L	164	\$3,138	35.26
Hennessy Cognac VS	750 mL	85	\$2,889	7.83
Tito's Vodka	750 mL	143	\$2,859	13.18

⁵A map of regions is included in Appendix 1.

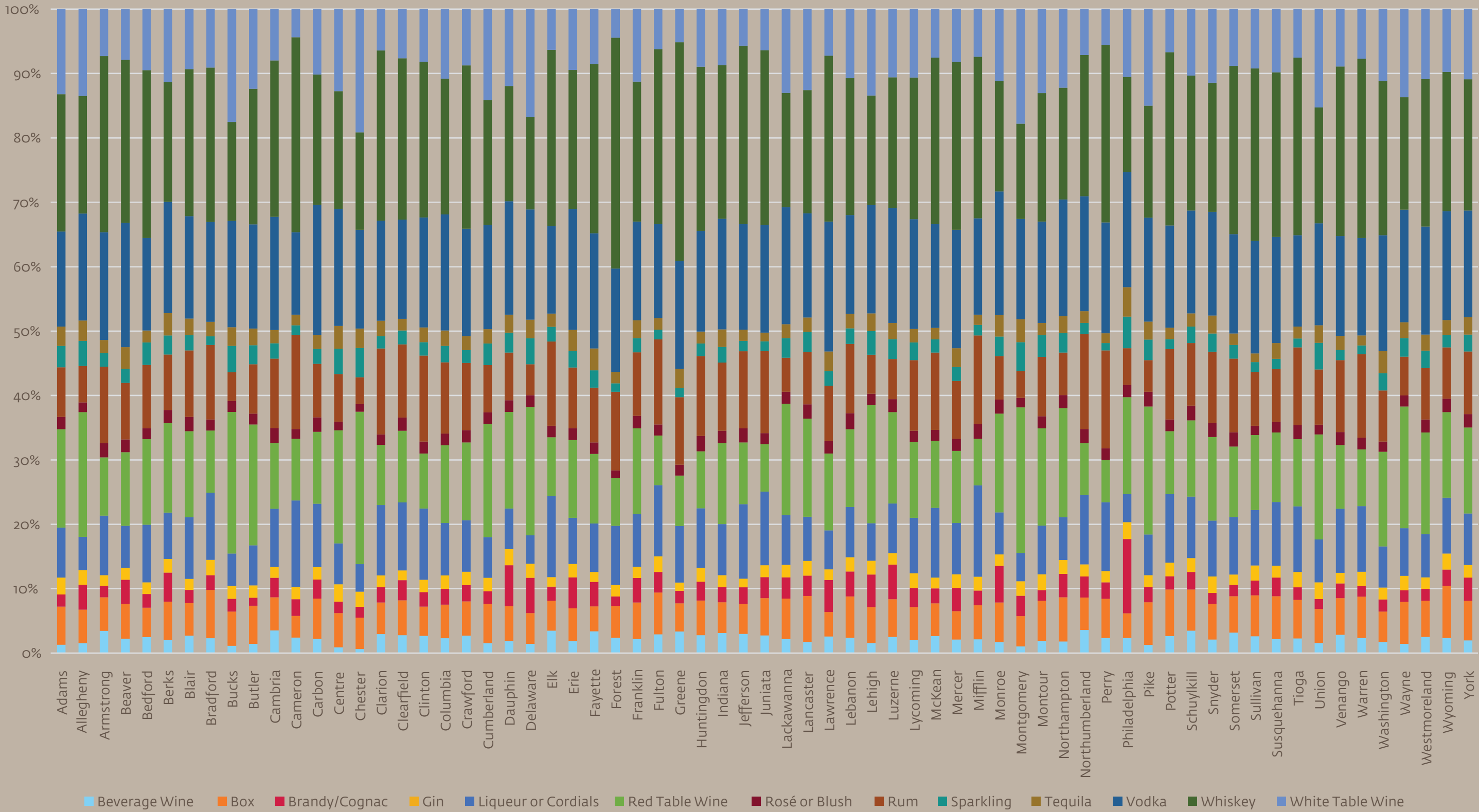
⁶Store openings, closings and movement between regions can change the sales amounts in the data.

⁷Only categories with more than 1% of the total sales are included.

Table 5: Sales by County and Category in Dollars, RY 2016–17

Category	Beverage Wine	Box	Brandy/Cognac	Gin	Liqueur or Cordials	Red Table Wine	Rosé or Blush	Rum	Sparkling	Tequila	Vodka	Whiskey	White Table Wine	County Total
Adams	\$81,906	\$371,328	\$117,256	\$163,108	\$486,799	\$957,698	\$119,665	\$481,776	\$209,050	\$186,997	\$925,541	\$1,335,583	\$826,737	\$6,263,446
Allegheny	\$4,462,439	\$15,338,545	\$11,339,207	\$6,574,666	\$15,186,078	\$56,695,124	\$4,448,878	\$16,556,857	\$11,370,398	\$9,285,530	\$48,647,841	\$53,568,519	\$39,444,834	\$292,918,916
Armstrong	\$158,095	\$237,828	\$80,711	\$74,868	\$422,530	\$411,675	\$100,956	\$541,644	\$98,805	\$89,427	\$764,493	\$1,246,848	\$332,243	\$4,560,123
Beaver	\$459,279	\$1,112,747	\$769,938	\$375,466	\$1,337,517	\$2,349,372	\$409,060	\$1,804,040	\$448,599	\$691,571	\$3,960,615	\$5,199,365	\$1,615,175	\$20,532,744
Bedford	\$91,237	\$167,065	\$77,790	\$66,766	\$328,283	\$486,218	\$62,467	\$361,044	\$127,558	\$67,496	\$526,645	\$955,273	\$347,692	\$3,665,533
Berks	\$1,156,539	\$3,411,049	\$2,564,312	\$1,209,505	\$4,096,156	\$7,925,363	\$1,167,499	\$4,913,382	\$1,671,739	\$1,990,525	\$9,839,139	\$10,634,074	\$6,436,928	\$57,016,210
Blair	\$417,846	\$770,435	\$311,270	\$262,555	\$1,469,734	\$2,039,521	\$341,748	\$1,576,683	\$362,485	\$398,148	\$2,433,734	\$3,489,085	\$1,427,063	\$15,300,308
Bradford	\$117,375	\$382,846	\$117,475	\$121,511	\$532,145	\$492,826	\$86,737	\$589,830	\$68,232	\$115,753	\$791,601	\$1,222,841	\$462,936	\$5,102,109
Bucks	\$1,640,586	\$7,838,158	\$2,881,652	\$2,968,004	\$7,358,025	\$32,293,133	\$2,506,271	\$6,530,251	\$6,028,246	\$4,264,750	\$24,241,334	\$22,558,625	\$25,695,258	\$146,804,292
Butler	\$522,328	\$2,162,136	\$446,765	\$699,175	\$2,269,006	\$6,841,883	\$613,185	\$2,795,660	\$1,088,164	\$942,846	\$5,899,010	\$7,672,695	\$4,508,901	\$36,461,752
Cambria	\$535,725	\$777,918	\$456,231	\$253,992	\$1,373,060	\$1,546,304	\$349,806	\$1,632,816	\$357,084	\$312,870	\$2,662,001	\$3,678,612	\$1,205,532	\$15,141,953
Cameron	\$10,715	\$14,851	\$11,467	\$8,486	\$59,354	\$42,490	\$6,748	\$64,770	\$6,462	\$7,376	\$56,705	\$134,109	\$19,285	\$442,820
Carbon	\$113,077	\$320,075	\$150,628	\$98,254	\$504,053	\$571,139	\$113,808	\$426,257	\$117,953	\$112,398	\$1,030,306	\$1,034,693	\$519,901	\$5,112,543
Centre	\$267,632	\$1,583,743	\$524,087	\$799,683	\$1,887,476	\$5,218,381	\$398,162	\$2,208,242	\$1,163,671	\$1,046,021	\$5,410,264	\$5,431,727	\$3,786,324	\$29,725,412
Chester	\$809,546	\$6,356,020	\$2,185,123	\$3,072,772	\$5,585,069	\$30,832,324	\$1,530,133	\$5,461,072	\$5,884,392	\$3,980,434	\$19,965,444	\$19,717,098	\$24,933,912	\$130,313,337
Clarion	\$115,613	\$192,328	\$93,326	\$70,077	\$428,071	\$362,467	\$62,467	\$522,038	\$74,936	\$94,038	\$607,225	\$1,034,137	\$251,192	\$3,911,464
Clearfield	\$217,652	\$420,267	\$242,599	\$117,468	\$822,326	\$864,906	\$159,522	\$885,977	\$166,390	\$142,717	\$1,197,167	\$1,949,040	\$593,611	\$7,779,642
Clinton	\$88,444	\$148,584	\$74,378	\$62,583	\$362,725	\$281,282	\$60,488	\$438,441	\$68,136	\$75,600	\$560,502	\$794,142	\$267,789	\$3,283,093
Columbia	\$203,664	\$453,896	\$216,823	\$180,809	\$711,731	\$1,059,280	\$157,580	\$968,359	\$224,546	\$208,421	\$1,576,698	\$1,845,488	\$945,880	\$8,753,174
Crawford	\$252,856	\$498,633	\$237,334	\$195,441	\$748,115	\$1,131,287	\$178,285	\$978,455	\$183,198	\$204,435	\$1,563,864	\$2,372,594	\$819,644	\$9,364,140
Cumberland	\$722,494	\$2,875,941	\$928,740	\$980,932	\$2,964,943	\$8,283,690	\$832,787	\$3,441,533	\$1,581,670	\$1,043,987	\$7,607,904	\$9,138,063	\$6,640,625	\$47,043,308
Dauphin	\$927,702	\$2,705,715	\$3,180,505	\$1,249,315	\$3,147,109	\$7,501,100	\$907,179	\$3,694,509	\$1,541,493	\$1,393,138	\$8,797,436	\$8,934,005	\$5,963,787	\$49,942,995
Delaware	\$1,223,003	\$4,027,520	\$4,659,139	\$1,832,464	\$3,736,927	\$16,874,938	\$1,532,163	\$4,080,674	\$3,397,677	\$2,464,259	\$14,494,422	\$14,212,370	\$84,638,588	
Elk	\$95,772	\$127,153	\$59,078	\$41,200	\$343,700	\$250,712	\$48,678	\$358,232	\$63,068	\$55,775	\$372,094	\$749,046	\$173,290	\$2,737,799
Erie	\$898,047	\$2,486,827	\$2,330,251	\$1,019,184	\$3,482,183	\$5,874,400	\$898,632	\$4,580,541	\$1,259,960	\$1,583,386	\$9,134,471	\$10,486,527	\$4,601,623	\$48,636,032
Fayette	\$408,056	\$468,589	\$456,577	\$190,080	\$908,135	\$1,302,359	\$217,360	\$1,024,106	\$328,118	\$408,679	\$2,162,088	\$3,174,773	\$1,025,608	\$12,074,528
Forest	\$20,981	\$43,247	\$13,084	\$15,635	\$80,476	\$64,964	\$10,480	\$107,224	\$11,348	\$15,856	\$140,684	\$314,482	\$38,874	\$877,335
Franklin	\$294,793	\$762,294	\$510,238	\$235,864	\$1,103,286	\$1,792,937	\$259,597	\$1,328,361	\$298,061	\$369,353	\$2,065,964	\$2,922,146	\$1,517,384	\$13,460,279
Fulton	\$18,342	\$40,940	\$20,254	\$15,205	\$69,674	\$48,536	\$10,886	\$83,353	\$9,480	\$11,364	\$91,839	\$39,245	\$171,344	\$630,462
Greene	\$81,257	\$106,632	\$47,698	\$31,055	\$213,176	\$190,454	\$40,270	\$255,112	\$35,208	\$72,170	\$406,863	\$825,972	\$124,854	\$2,430,721
Huntingdon	\$94,440	\$182,239	\$100,000	\$72,208	\$314,840	\$299,545	\$80,628	\$421,790	\$65,578	\$63,458	\$530,327	\$865,510	\$303,157	\$3,393,719
Indiana	\$274,757	\$417,572	\$208,598	\$162,024	\$697,472	\$1,105,456	\$168,578	\$931,415	\$211,062	\$240,633	\$1,509,234	\$2,096,235	\$764,941	\$8,787,977
Jefferson	\$86,688	\$136,125	\$75,159	\$39,804	\$336,997	\$280,310	\$63,546	\$349,350	\$47,172	\$50,665	\$477,847	\$809,202	\$165,815	\$2,918,681
Juniata	\$33,562	\$70,093	\$39,674	\$22,368	\$138,948	\$89,110	\$21,000	\$154,943	\$18,074	\$16,384	\$203,504	\$329,097	\$77,508	\$1,214,265
Lackawanna	\$909,482	\$2,617,902	\$1,378,673	\$818,196	\$3,231,588	\$7,207,917	\$777,328	\$2,196,953	\$1,272,122	\$908,076	\$7,578,843	\$7,405,098	\$5,432,085	\$41,734,264
Lancaster	\$1,167,062	\$4,822,771	\$2,148,961	\$1,531,042	\$4,656,786	\$10,282,757	\$1,502,311	\$5,513,373	\$2,101,878	\$1,513,010	\$10,932,990	\$12,940,915	\$8,502,209	\$67,616,065
Lawrence	\$236,911	\$348,856	\$456,469	\$150,040	\$553,681	\$1,095,761	\$179,770	\$785,843	\$208,731	\$276,266	\$1,851,749	\$2,359,968	\$662,909	\$9,166,957
Lebanon	\$323,099	\$877,652	\$531,477	\$300,813	\$1,068,953	\$1,647,025	\$338,855	\$1,472,077	\$329,512	\$308,553	\$2,094,486	\$2,905,653	\$1,464,073	\$13,662,228
Lehigh	\$1,231,152	\$4,365,946	\$3,953,907	\$1,694,176	\$4,560,160	\$14,372,665	\$1,389,603	\$4,744,976	\$2,872,835	\$2,177,691	\$13,164,495	\$13,352,087	\$10,516,597	\$78,396,291
Luzerne	\$1,264,724	\$2,946,186	\$2,709,271	\$894,194	\$3,883,635	\$7,146,307	\$1,006,241	\$3,136,372	\$1,563,708	\$1,271,603	\$8,992,391	\$10,210,066	\$5,326,876	\$50,351,573
Lycoming	\$339,944	\$882,093	\$501,497	\$389,784	\$882,361	\$2,014,026	\$292,497	\$1,866,491	\$469,857	\$358,682	\$2,904,229	\$3,749,902	\$1,809,881	\$17,047,245
McKean	\$116,120	\$222,600	\$102,507	\$73,189	\$476,277	\$456,929	\$74,162	\$527,545	\$89,055	\$79,103	\$706,739	\$1,134,924	\$331,122	\$4,390,271
Mercer	\$299,398	\$628,851	\$514,620	\$304,697	\$1,136,597	\$1,598,481	\$265,876	\$1,284,170	\$303,955	\$419,917	\$2,623,595	\$3,720,490	\$1,169,015	\$14,269,662
Mifflin	\$74,778	\$183,036	\$78,771	\$75,023	\$492,221	\$251,154	\$78,046	\$478,669	\$57,300	\$54,854	\$519,278	\$869,705	\$256,940	\$3,469,775
Monroe	\$601,369	\$2,178,071	\$1,999,834	\$639,256	\$2,302,558	\$5,416,639	\$775,724	\$2,380,415	\$1,072,060	\$1,179,200	\$6,782,253	\$6,043,195	\$3,961,421	\$35,331,994
Montgomery	\$2,207,134	\$10,162,493	\$6,773,719	\$4,842,392	\$9,481,615	\$48,488,856	\$3,199,845	\$9,074,267	\$9,513,927	\$7,660,839	\$33,464,104	\$31,761,353	\$38,235,437	\$214,865,981
Montour	\$62,249	\$202,098	\$53,937	\$79,889	\$246,350	\$492,148	\$61,646	\$300,293	\$490,848	\$62,109	\$512,123	\$649,794	\$424,639	\$3,257,120
Northampton	\$835,703	\$3,162,081	\$1,665,499	\$992,888	\$3,077,533	\$7,782,714	\$959,088	\$3,023,687	\$1,394,603	\$1,211,068	\$8,352,952	\$7,997,807	\$5,626,346	\$46,081,968
Northumberland	\$228,709	\$318,439	\$208,277	\$118,718	\$683,570	\$512,354	\$137,964	\$934,540	\$112,113	\$115,663	\$1,133,088	\$1,390,483	\$453,148	\$6,347,066
Perry	\$39,603	\$102,402	\$42,814	\$29,656	\$180,011	\$110,701	\$29,885	\$255,928	\$19,230	\$25,237	\$290,081	\$463,482	\$93,655	\$1,682,684
Philadelphia	\$5,587,998	\$9,136,328	\$27,440,958	\$6,234,524	\$10,285,247	\$35,855,472	\$4,551,195	\$13,548,724	\$11,618,075	\$10,876,678	\$42,509,519	\$35,178,861	\$25,055,507	\$237,879,087
Pike	\$98,356	\$515,097	\$184,614	\$142,569	\$489,944	\$1,543,302	\$179,896	\$379,300	\$248,128	\$218,527	\$1,253,426	\$1,350,250	\$1,165,519	\$7,768,928
Potter	\$35,227	\$95,362	\$27,413	\$27,851	\$140,676	\$144,857	\$23,865	\$144,857	\$20,532	\$23,420	\$210,122	\$356,083	\$88,730	\$1,323,746
Schuylkill	\$444,939	\$817,115	\$349,682	\$273,495	\$1,222,156	\$1,512,039	\$294,795	\$1,241,121	\$329,310	\$261,617	\$2,042,773	\$2,676,673	\$1,319,941	\$12,785,657
Snyder	\$81,213	\$211,186	\$65,693	\$97,219	\$332,403	\$496,742	\$84,537	\$422,953	\$108,637	\$107,172	\$615,749	\$767,807	\$438,096	\$3,829,407
Somerset	\$159,611	\$282,308	\$88,304	\$80,944	\$446,858	\$547,443	\$110,035	\$573,691	\$105,650	\$88,288	\$772,688	\$1,308,180	\$440,820	\$5,004,819
Sullivan	\$18,972	\$46,101	\$16,756	\$17,030	\$62,582	\$84,677	\$10,454	\$60,889	\$10,927	\$9,640	\$127,173	\$194,500	\$66,969	\$726,672
Susquehanna	\$58,865	\$179,625	\$78,222	\$50,729	\$266,652	\$291,995	\$44,830	\$221,883	\$42,428	\$66,837	\$445,452	\$691,233	\$265,338	\$2,704,088
Tioga	\$88,123	\$231,950	\$75,314	\$92,651	\$394,630	\$403,517	\$85,989	\$465,505	\$53,467	\$71,507	\$549,232	\$1,068,076	\$3,870,966	
Union	\$89,873	\$304,876	\$88,871	\$149,141	\$385,509	\$939,799	\$87,574	\$494,713	\$239,056	\$155,431	\$914,742	\$1,037,189	\$880,053	\$5,766,826
Venango	\$135,222	\$270,650	\$108,098	\$78,979	\$473,123	\$470,318	\$96,467	\$530,923	\$77,800	\$102,119	\$737,508	\$1,252,048	\$424,138	\$4,757,392
Warren	\$93,118	\$257,095	\$64,338	\$90,739	\$406,763	\$352,201	\$72,244	\$517,956	\$53,782	\$62,010	\$605,485	\$1,112,112	\$307,310	\$3,995,154
Washington	\$555,217	\$1,519,203	\$611,530	\$596,585	\$2,055,264	\$4,737,848	\$508,006	\$2,552,769	\$872,655	\$1,118,534	\$5,777,453	\$7,719,468	\$3,597,007	\$32,221,538
Wayne	\$182,331	\$828,131	\$226,895	\$286,897	\$938,263	\$2,398,174	\$217,970	\$762,522	\$366,697	\$314,226	\$2,218,361	\$2,216,301	\$1,736,653	\$12,693,421
Westmoreland	\$1,556,336	\$3,479,310	\$1,150,925	\$1,113,023	\$4,180,495	\$9,767,449	\$1,268,235	\$4,941,069	\$1,697					

Figure 6: Percent of Sales by County, Based on Dollar Sales, RY 2016–17



Breaking out sales by county, Allegheny (\$300,609,152), Philadelphia (\$249,020,033) and Montgomery (\$221,382,043) counties were the top three. Together they comprised 34.86% of county sales. Snyder (14.30%), Union (10.65%) and Wyoming (9.09%) counties had the largest percentage increase from the prior retail year. A total of 11 counties, including those three, increased sales above the average statewide increase of 6.10%.

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

Rank	County	Ry 2015-16 Dollar Sales	Ry 2016-17 Dollar Sales	Ry 2016-17 County Share	% Change
1	Allegheny	\$291,618,397	\$300,609,152	13.59%	3.08%
2	Philadelphia	\$236,655,718	\$249,020,033	11.26%	5.22%
3	Montgomery	\$215,095,096	\$221,382,043	10.01%	2.92%
4	Bucks	\$144,577,761	\$150,472,060	6.80%	4.08%
5	Chester	\$128,975,852	\$133,292,969	6.03%	3.35%
6	Delaware	\$84,338,660	\$87,212,237	3.94%	3.41%
7	Lehigh	\$76,707,802	\$80,424,381	3.64%	4.85%
8	Lancaster	\$65,601,852	\$69,308,558	3.13%	5.65%
9	Westmoreland	\$60,731,354	\$63,540,696	2.87%	4.63%
10	York	\$60,355,319	\$63,150,562	2.86%	4.63%
11	Berks	\$56,863,053	\$58,524,609	2.65%	2.92%
12	Luzerne	\$49,982,625	\$51,850,879	2.34%	3.74%
13	Dauphin	\$49,726,693	\$51,222,958	2.32%	3.01%
14	Erie	\$48,131,298	\$49,658,800	2.25%	3.17%
15	Cumberland	\$47,415,050	\$48,160,442	2.18%	1.57%
16	Northampton	\$44,787,921	\$47,225,292	2.14%	5.44%
17	Lackawanna	\$40,843,723	\$42,973,473	1.94%	5.21%
18	Butler	\$35,907,845	\$37,294,662	1.69%	3.86%
19	Monroe	\$34,612,016	\$36,313,232	1.64%	4.92%
20	Washington	\$32,378,695	\$32,866,969	1.49%	1.51%
21	Centre	\$30,699,867	\$30,375,107	1.37%	-1.06%
22	Beaver	\$20,807,995	\$20,981,669	0.95%	0.83%
23	Lycoming	\$17,357,867	\$17,420,779	0.79%	0.36%
24	Blair	\$15,478,380	\$15,714,127	0.71%	1.52%
25	Cambria	\$15,063,579	\$15,595,450	0.71%	3.53%
26	Mercer	\$14,002,236	\$14,589,657	0.66%	4.20%
27	Schuylkill	\$12,794,329	\$13,221,543	0.60%	3.34%
28	Franklin	\$13,112,828	\$13,871,391	0.63%	5.78%
29	Lebanon	\$13,170,291	\$14,024,820	0.63%	6.49%
30	Wayne	\$12,307,254	\$13,037,234	0.59%	5.93%
31	Fayette	\$11,890,650	\$12,364,343	0.56%	3.98%
32	Crawford	\$9,152,810	\$9,594,109	0.43%	4.82%
33	Indiana	\$9,237,004	\$9,013,161	0.41%	-2.42%
34	Lawrence	\$8,982,887	\$9,390,722	0.42%	4.54%
35	Columbia	\$8,505,235	\$8,968,182	0.41%	5.44%
36	Clearfield	\$7,718,454	\$8,021,173	0.36%	3.92%

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

Rank	County	RY 2015-16 Dollar Sales	RY 2016-17 Dollar Sales	RY 2016-17 County Share	% Change
37	Pike	\$7,339,124	\$7,956,721	0.36%	8.42%
38	Northumberland	\$6,499,413	\$6,541,041	0.30%	0.64%
39	Adams	\$6,176,767	\$6,411,181	0.29%	3.80%
40	Bradford	\$5,080,253	\$5,230,671	0.24%	2.96%
41	Union	\$5,343,568	\$5,912,845	0.27%	10.65%
42	Carbon	\$5,042,876	\$5,254,914	0.24%	4.20%
43	Somerset	\$4,902,560	\$5,153,392	0.23%	5.12%
44	Venango	\$4,677,363	\$4,896,999	0.22%	4.70%
45	McKean	\$4,391,819	\$4,481,810	0.20%	2.05%
46	Armstrong	\$4,533,505	\$4,691,440	0.21%	3.48%
47	Warren	\$4,019,745	\$4,084,189	0.18%	1.60%
48	Tioga	\$3,724,533	\$3,969,221	0.18%	6.57%
49	Clarion	\$3,918,867	\$4,011,635	0.18%	2.37%
50	Bedford	\$3,472,624	\$3,781,129	0.17%	8.88%
51	Mifflin	\$3,425,677	\$3,550,268	0.16%	3.64%
52	Montour	\$3,286,925	\$3,333,017	0.15%	1.40%
53	Clinton	\$3,110,640	\$3,364,004	0.15%	8.15%
54	Huntingdon	\$3,204,278	\$3,477,407	0.16%	8.52%
55	Snyder	\$3,433,768	\$3,924,770	0.18%	14.30%
56	Jefferson	\$2,942,333	\$3,020,144	0.14%	2.64%
57	Susquehanna	\$2,622,522	\$2,766,670	0.13%	5.50%
58	Elk	\$2,725,559	\$2,826,945	0.13%	3.72%
59	Wyoming	\$2,586,527	\$2,821,765	0.13%	9.09%
60	Greene	\$2,445,011	\$2,491,882	0.11%	1.92%
61	Perry	\$1,646,947	\$1,715,255	0.08%	4.15%
62	Potter	\$1,320,976	\$1,360,800	0.06%	3.01%
63	Juniata	\$1,173,210	\$1,253,023	0.06%	6.80%
64	Forest	\$844,439	\$897,986	0.04%	6.34%
65	Sullivan	\$740,375	\$751,334	0.03%	1.48%
66	Fulton	\$623,000	\$647,812	0.03%	3.98%
67	Cameron	\$452,077	\$454,218	0.02%	0.47%

Table 7 contains sales by district⁸. The highest dollar volumes were in Districts 2-1 (\$140,605,588), 1-1 (\$137,417,961) and 3-1 (\$126,709,109). These three also had the highest percentage change by dollars. Part of the reason for these increases is the addition of stores in these districts.

Table 7: District Sales

District Detail	RY 2015-16 Unit Sales	RY 2015-16 Dollar Sales	RY 2016-17 Unit Sales	RY 2016-17 Dollar Sales	% Change Units	% Change Dollars
District 1-1	8,210,066	\$119,514,807	9,672,395	\$137,417,961	17.81%	14.98%
District 1-2	5,453,828	\$77,152,692	5,692,448	\$81,697,390	4.38%	5.89%
District 1-3	5,969,402	\$79,568,439	6,150,230	\$82,610,949	3.03%	3.82%
District 1-4	7,283,195	\$106,860,657	7,500,753	\$110,650,316	2.99%	3.55%
District 1-5	7,111,540	\$99,727,740	7,448,750	\$105,121,236	4.74%	5.41%
District 1-6	7,474,891	\$109,592,088	7,548,242	\$112,220,311	0.98%	2.40%
District 1-7	7,887,063	\$111,487,036	8,114,612	\$115,654,423	2.89%	3.74%
District 1-8	5,787,272	\$82,747,431	5,948,518	\$85,608,944	2.79%	3.46%
District 1-9	6,622,331	\$95,911,073	7,136,988	\$102,895,545	7.77%	7.28%
District 2-1	7,910,449	\$113,015,432	10,291,793	\$140,605,588	30.10%	24.41%
District 2-2	5,896,768	\$83,157,998	6,113,532	\$86,900,600	3.68%	4.50%
District 2-3	5,061,206	\$73,575,565	5,099,119	\$74,320,644	0.75%	1.01%
District 2-4	4,479,902	\$64,180,655	4,729,589	\$67,581,147	5.57%	5.30%
District 2-5	4,564,927	\$66,308,396	4,747,180	\$68,965,575	3.99%	4.01%
District 2-6	5,156,648	\$74,051,522	5,329,482	\$77,345,068	3.35%	4.45%
District 2-7	5,964,705	\$86,684,738	6,221,622	\$90,851,247	4.31%	4.81%
District 2-8	6,673,287	\$96,824,437	7,050,555	\$102,976,888	5.65%	6.35%
District 2-9	6,524,475	\$92,561,121	6,713,722	\$95,697,204	2.90%	3.39%
District 3-1	7,188,926	\$103,602,268	8,789,433	\$126,709,109	22.26%	22.30%
District 3-2	8,041,057	\$116,653,190	7,559,507	\$109,042,730	-5.99%	-6.52%
District 3-3	6,754,094	\$98,604,006	6,960,469	\$102,638,146	3.06%	4.09%
District 3-4	4,473,270	\$64,741,933	4,599,293	\$66,594,713	2.82%	2.86%
District 3-5	4,676,029	\$67,522,351	4,721,515	\$68,704,862	0.97%	1.75%
District 3-6	5,664,254	\$80,269,231	5,845,096	\$83,233,288	3.19%	3.69%
District 3-7	4,832,916	\$69,106,538	5,035,252	\$72,475,217	4.19%	4.87%
District 3-8	2,292,689	\$33,011,633	2,367,931	\$34,055,898	3.28%	3.16%

Table 8 in Appendix 2 lists stores and sales. The table contains all stores, including those that opened and closed during the year. The top 100 stores accounted for 41.61% of dollar sales. There were 33 stores with more than \$10 million in sales. A total of 329 stores (52.81%) had sales between \$2 million and \$5.9 million. The average store's sales for the year was \$3,852,775. Stores 1516, 0247, 0621, 4624 and 0214 were the top five Fine Wine & Good Spirits retail stores in RY 2016-17.

⁸A map of districts is included in Appendix 1.

BRAND AND ITEM PERFORMANCE

Sales by brand and item offer a look at the most popular items. The top 100 brands by unit sales are presented in Table 9. The best-selling 25 brands accounted for 53.94% of the total top 100 units sold. Barefoot, Sutter Home, Jacquin's, Captain Morgan and Smirnoff were the top five brands by unit sales. When combined, these five brands made up 17.44% of total unit sales within the top 100 brands. Sixty-four brands exhibited a percentage increase from the previous year. The top three of these included Ole Smoky and Josh Cellars⁹.



⁹ Brand sales can be impacted by numerous factors, including, discontinued items, one-time buys and the introduction of new products. Ole Smoky's Apple Pie Tennessee Moonshine 50 mL was only sold for two months during the previous retail year. Josh Cellars had two items with incomplete sales the previous year.

Table 9: Top 100 Brands¹⁰

Rank	Brand	R ^Y 2015–16 Unit Sales	R ^Y 2016–17 Unit Sales	% Change
1	Barefoot	4,834,466	5,564,152	15.09%
2	Sutter Home	3,451,494	3,782,159	9.58%
3	Jacquin's	3,384,876	3,272,582	-3.32%
4	Captain Morgan	2,828,577	2,846,742	0.64%
5	Smirnoff	2,641,242	2,682,409	1.56%
6	Bacardi	2,740,236	2,626,974	-4.13%
7	Jack Daniel's	2,444,620	2,506,828	2.54%
8	Woodbridge	2,272,031	2,328,772	2.50%
9	Nikolai	2,252,558	2,291,100	1.71%
10	E&J	1,890,767	2,230,835	17.99%
11	Franzia	2,172,308	2,218,938	2.15%
12	Yellow Tail	2,284,132	2,217,490	-2.92%
13	Fireball	1,954,146	2,167,808	10.93%
14	Tito's	1,161,428	2,136,663	83.97%
15	Absolut	2,134,247	2,069,943	-3.01%
16	Cavit	1,705,051	1,810,979	6.21%
17	New Amsterdam	1,805,200	1,774,737	-1.69%
18	Pinnacle	1,660,975	1,582,673	-4.71%
19	Jim Beam	1,565,583	1,573,318	0.49%
20	Crown Royal	1,350,636	1,541,176	14.11%
21	Seagrams	1,484,633	1,483,709	-0.06%
22	Hennessy	1,034,066	1,395,276	34.93%
23	Beringer	1,211,990	1,392,188	14.87%
24	Jose Cuervo	1,305,177	1,357,789	4.03%
25	Banker's Club	1,350,244	1,274,546	-5.61%
26	Cupcake Vineyards	1,093,158	1,181,554	8.09%
27	Jameson	1,012,390	1,152,427	13.83%
28	Kendall-Jackson	1,061,053	1,107,591	4.39%
29	DeKuyper	1,103,532	1,069,247	-3.11%
30	Calico Jack	1,051,573	1,014,311	-3.54%
31	Carlo Rossi	1,021,580	1,000,497	-2.06%
32	Apothic	743,277	965,375	29.88%
33	Black Box	752,896	946,696	25.74%
34	Grey Goose	990,092	944,201	-4.64%
35	Gallo	1,042,779	941,303	-9.73%
36	Svedka	912,661	930,945	2.00%
37	Arbor Mist	1,128,528	921,234	-18.37%
38	Taylor	860,051	885,076	2.91%
39	Crown Russe	789,667	882,593	11.77%
40	Stolichnaya	882,495	878,654	-0.44%
41	Concha y Toro	901,526	867,980	-3.72%
42	Black Velvet	880,919	858,990	-2.49%
43	Vladimir	928,383	852,099	-8.22%
44	Jägermeister	906,394	846,651	-6.59%
45	Chateau Ste Michelle	763,302	828,609	8.56%
46	Peter Vella	727,799	773,367	6.26%
47	Martini & Rossi	736,413	732,041	-0.59%
48	Francis Coppola	684,625	722,997	5.60%
49	Burnett's	744,900	711,264	-4.52%
50	Southern Comfort	749,465	711,179	-5.11%

BRAND AND ITEM PERFORMANCE

Table 9: Top 100 Brands (continued)

Rank	Brand	RY 2015–16 Unit Sales	RY 2016–17 Unit Sales	% Change
51	Riunite	691,377	710,177	2.72%
52	Robert Mondavi	628,658	696,829	10.84%
53	Bota	549,526	688,120	25.22%
54	Platinum	620,271	687,699	10.87%
55	Rumple Minze	617,887	663,460	7.38%
56	Ketel One	694,413	661,569	-4.73%
57	Malibu	613,727	649,733	5.87%
58	Fish Eye	812,632	630,483	-22.41%
59	Evan Williams	567,057	621,978	9.69%
60	Christian Brothers	572,940	600,865	4.87%
61	Ole Smoky	108,256	586,166	441.46%
62	Baileys	538,433	557,899	3.62%
63	Ménage à Trois	533,381	551,289	3.36%
64	Admiral Nelson's	537,976	547,492	1.77%
65	Daily's	514,497	543,767	5.69%
66	Elmo Pio	525,393	541,676	3.10%
67	Three Olives	622,211	539,665	-13.27%
68	Korbel	499,712	536,951	7.45%
69	Dark Horse	345,098	536,552	55.48%
70	Wild Turkey	507,861	532,948	4.94%
71	Windsor	555,131	531,016	-4.34%
72	Tanqueray	497,605	501,878	0.86%
73	Almaden	539,551	499,306	-7.46%
74	Epic	0	477,351	NA
75	Cîroc	509,231	476,092	-6.51%
76	Bogle	405,511	474,566	17.03%
77	Patrón	442,923	473,523	6.91%
78	Rex Goliath	583,267	464,434	-20.37%
79	Josh Cellars	217,013	458,061	111.08%
80	Sterling	413,145	456,224	10.43%
81	Manischewitz	457,809	452,709	-1.11%
82	Ruffino	419,183	442,032	5.45%
83	Maker's Mark	408,831	440,002	7.62%
84	Yukon Jack	427,488	439,729	2.86%
85	Paul Masson	391,867	439,510	12.16%
86	Tortilla	404,955	434,468	7.29%
87	Corbett Canyon	453,344	432,648	-4.57%
88	Clos du Bois	406,422	428,714	5.48%
89	Hazlitt	418,970	426,977	1.91%
90	Skyy	444,267	419,757	-5.52%
91	Cruzan	345,884	418,904	21.11%
92	Bolla	431,370	406,112	-5.86%
93	Dewar's	405,684	398,343	-1.81%
94	Johnnie Walker	382,630	396,489	3.62%
95	RumChata	318,258	395,870	24.39%
96	Ecco Domani	350,087	395,480	12.97%
97	Mirassou	334,699	391,233	16.89%
98	J Roget	351,942	390,507	10.96%
99	André	343,482	380,066	10.65%
100	Kahlúa	379,933	378,451	-0.39%

Tables 10 through 12 contain the top 10 brands by unit sales for each region. Six brands, including Barefoot, Sutter Home, Jacquin's, Smirnoff, Bacardi and Jack Daniel's, appeared on all three lists. Three brands, Woodbridge, Yellow Tail and Captain Morgan, appeared on two lists. Barefoot was the number-one brand in all three regions and experienced the largest percentage sales increase in Region 2 (19.61%) and Region 3 (14.44%). In Region 1, Tito's (80.13%) experienced the largest increase.

Table 10: Top 10 Brands, Region 1

Rank	Brand	Ry 2015–16 Unit Sales	Ry 2016–17 Unit Sales	% Change
1	Barefoot	1,734,748	1,924,494	10.94%
2	Sutter Home	1,337,029	1,445,148	8.09%
3	E&J	1,112,711	1,361,478	22.36%
4	Jacquin's	1,209,042	1,160,109	-4.05%
5	Smirnoff	1,035,208	1,036,054	0.08%
6	Bacardi	1,083,993	1,014,561	-6.41%
7	Tito's	540,048	972,811	80.13%
8	Woodbridge	879,479	874,284	-0.59%
9	Yellow Tail	897,421	851,517	-5.12%
10	Jack Daniel's	799,028	833,341	4.29%

Table 11: Top 10 Brands, Region 2

Rank	Brand	Ry 2015–16 Unit Sales	Ry 2016–17 Unit Sales	% Change
1	Barefoot	1,785,757	2,135,924	19.61%
2	Sutter Home	1,163,631	1,323,410	13.73%
3	Captain Morgan	1,135,291	1,148,131	1.13%
4	Jacquin's	1,107,639	1,083,865	-2.15%
5	Smirnoff	902,211	946,201	4.88%
6	Jack Daniel's	908,696	938,497	3.28%
7	Bacardi	944,848	938,208	-0.70%
8	Franzia	876,501	894,359	2.04%
9	Yellow Tail	796,611	823,091	3.32%
10	Woodbridge	765,832	810,789	5.87%

Table 12: Top 10 Brands, Region 3

Rank	Brand	Ry 2015–16 Unit Sales	Ry 2016–17 Unit Sales	% Change
1	Barefoot	1,313,961	1,503,734	14.44%
2	Captain Morgan	1,058,119	1,063,636	0.52%
3	Jacquin's	1,068,195	1,028,608	-3.71%
4	Sutter Home	950,834	1,013,601	6.60%
5	Nikolai	902,580	913,268	1.18%
6	Crown Royal	665,451	750,361	12.76%
7	Fireball	648,694	741,218	14.26%
8	Jack Daniel's	736,896	734,990	-0.26%
9	Smirnoff	703,823	700,154	-0.52%
10	Bacardi	711,395	674,205	-5.23%

BRAND AND ITEM PERFORMANCE

Table 13 shows the top 100 items by unit sales. The top 3 items by unit sales during RY 2016–17 were Tito's Vodka (750 mL), Captain Morgan Original Spiced Rum (750 mL) and Nikolai Vodka (375 mL). The top 3 wines by unit sales during RY 2016–17 were Kendall-Jackson VR Chardonnay (750 mL), Apothic Red (750 mL) and Cavit Pinot Grigio (1.5 L).

The items that exhibited the most growth in unit sales during RY 2016–17 were Tito's Handmade Vodka 80 Proof 1 L (137.71%), Bacardi Superior Rum 1.75 L (71.77%) and La Marca Prosecco 750 mL (57.01%)¹⁰.

Table 13: Top 100 Items By Units

Rank	Product	Size	RY 2016–17 Avg. Price	RY 2015–16 Unit Sales	RY 2016–17 Unit Sales	% Change
1	Tito's Handmade Vodka	750 mL	\$18.39	596,233	928,990	55.81%
2	Captain Morgan Original Spiced Rum	750 mL	\$16.03	862,676	904,083	4.80%
3	Nikolai Vodka	375 mL	\$4.06	826,385	893,555	8.13%
4	Jack Daniel's Tennessee Whiskey	750 mL	\$23.28	896,119	881,122	-1.67%
5	Fireball Cinnamon Whisky	750 mL	\$17.16	984,835	859,940	-12.68%
6	Jacquín's Vodka	375 mL	\$4.29	809,591	829,840	2.50%
7	Fireball Cinnamon Whisky	50 mL	\$1.99	574,927	736,734	28.14%
8	Crown Russe Vodka PET	1.75 L	\$10.94	522,128	636,237	21.85%
9	Vladimir Vodka	1.75 L	\$11.94	648,731	595,386	-8.22%
10	Kendall-Jackson VR Chardonnay	750 mL	\$13.24	618,773	580,169	-6.24%
11	Absolut Vodka	750 mL	\$18.17	610,921	575,213	-5.84%
12	Tito's Handmade Vodka	1.75 L	\$33.66	383,556	560,286	46.08%
13	Captain Morgan Original Spiced Rum	1.75 L	\$28.40	579,186	552,058	-4.68%
14	Jameson Irish Whiskey	750 mL	\$27.15	502,192	541,580	7.84%
15	Hennessy Cognac VS	750 mL	\$33.18	387,770	522,140	34.65%
16	Apothic Red	750 mL	\$10.51	425,364	499,360	17.40%
17	Bacardi Superior Rum	750 mL	\$13.40	518,554	495,094	-4.52%
18	Epic Classic Vodka	1 L	\$9.96	0	477,351	NA
19	Cavit Pinot Grigio	1.5 L	\$13.28	468,168	467,253	-0.20%
20	Rumple Minze Peppermint Schnapps	50 mL	\$2.29	412,440	455,816	10.52%
21	Woodbridge Chardonnay	1.5 L	\$13.00	437,776	451,948	3.24%
22	Bacardi Superior Rum	1.75 L	\$21.50	262,124	450,238	71.77%
23	Barefoot Moscato	1.5 L	\$12.36	438,834	435,963	-0.65%
24	Grey Goose Vodka	750 mL	\$29.47	445,937	418,246	-6.21%
25	Crown Royal Canadian Whisky	750 mL	\$25.55	425,208	416,768	-1.98%
26	Nikolai Vodka	1 L	\$7.77	411,595	407,760	-0.93%

¹⁰ Not all item increases are comparable because certain products were introduced part-way through a retail year. For example, Ole Smoky Apple Pie Tennessee Moonshine (50 mL), Tito's Handmade Vodka (50 mL), Epic Classic Vodka (1 L) and E&J Apple Brandy (750 mL) did not have two full years to compare sales. As a result, their percentage change in unit sales is not an even comparison from year to year.



Table 13: Top 100 Items By Units (continued)

Rank	Product	Size	R ^Y 2016–17 Avg. Price	R ^Y 2015–16 Unit Sales	R ^Y 2016–17 Unit Sales	% Change
27	Barefoot Pinot Grigio	1.5 L	\$12.23	427,997	404,854	-5.41%
28	Crown Royal Regal Apple	750 mL	\$25.52	388,418	398,632	2.63%
29	Jägermeister Liqueur	750 mL	\$19.00	496,038	395,804	-20.21%
30	E&J Apple Brandy	750 mL	\$12.06	257,977	390,630	51.42%
31	Jose Cuervo Gold Tequila	750 mL	\$18.38	399,726	386,945	-3.20%
32	Jim Beam Bourbon	750 mL	\$17.32	372,782	380,410	2.05%
33	Sutter Home White Zinfandel	1.5 L	\$10.69	371,600	369,320	-0.61%
34	Jacquin's Vodka	1 L	\$8.66	398,024	361,384	-9.21%
35	Calico Jack Spiced Rum	750 mL	\$7.86	347,866	352,060	1.21%
36	Smirnoff Vodka	375 mL	\$7.29	337,588	350,887	3.94%
37	Banker's Club Vodka	1 L	\$7.22	380,861	349,269	-8.29%
38	Nikolai Vodka	1.75 L	\$13.84	350,297	343,763	-1.87%
39	Burnett's Vodka PET	1.75 L	\$15.10	368,356	343,635	-6.71%
40	Smirnoff Vodka	750 mL	\$12.11	312,012	341,905	9.58%
41	Jacquin's Vodka	1.75 L	\$14.59	351,698	341,873	-2.79%
42	Ole Smoky Apple Pie Tennessee Moonshine	50 mL	\$2.99	37,589	340,290	805.29%
43	Tito's Handmade Vodka	50 mL	\$1.99	41,560	330,376	694.94%
44	Jack Daniel's Tennessee Whiskey	1.75 L	\$43.76	324,408	327,526	0.96%
45	Nikolai Vodka	200 mL	\$2.99	320,901	326,373	1.71%
46	E&J VS Brandy	750 mL	\$11.47	299,361	326,101	8.93%
47	Maker's Mark Bourbon	750 mL	\$27.61	305,064	324,136	6.25%
48	Absolut Vodka	1.75 L	\$30.81	305,812	321,542	5.14%
49	Cavit Roscato Rosso Dolce	750 mL	\$9.91	244,789	317,426	29.67%
50	Barefoot Chardonnay	1.5 L	\$12.02	274,898	303,546	10.42%
51	Platinum 7X Vodka	1.75 L	\$17.99	240,680	303,212	25.98%
52	Barefoot Moscato	750 mL	\$7.31	247,910	302,012	21.82%
53	Chateau Ste Michelle Riesling	750 mL	\$10.35	286,193	292,526	2.21%
54	Barefoot Pink Moscato	1.5 L	\$12.31	218,817	279,269	27.63%
55	Castillo Silver Rum	1 L	\$8.46	301,187	279,149	-7.32%
56	Smirnoff Vodka	50 mL	\$2.09	294,897	278,565	-5.54%
57	La Marca Prosecco	750 mL	\$14.06	177,138	278,116	57.01%
58	Ecco Domani Pinot Grigio	750 mL	\$10.79	285,136	276,266	-3.11%
59	Malibu Coconut Rum	750 mL	\$14.64	265,317	273,967	3.26%
60	Franzia Sunset Blush	5 L	\$15.56	283,864	273,883	-3.52%
61	Barefoot Pink Moscato	750 mL	\$7.35	205,650	271,450	32.00%
62	Ketel One Vodka	750 mL	\$24.76	278,150	268,328	-3.53%
63	Woodbridge Cabernet Sauvignon	1.5 L	\$12.70	247,652	265,869	7.36%
64	E & J Peach Brandy 60 Proof	750 mL	\$12.12	373,727	265,545	-28.95%
65	Nobilo Sauvignon Blanc	750 mL	\$12.12	228,576	264,618	15.77%
66	Tito's Handmade Vodka	1 L	\$16.47	110,531	262,741	137.71%
67	Wild Turkey American Honey	750 mL	\$18.54	285,642	259,624	-9.11%
68	Vladimir Vodka	1 L	\$7.63	279,652	256,713	-8.20%
69	Banker's Club Vodka	1.75 L	\$12.36	275,459	256,308	-6.95%
70	Sutter Home Chardonnay 4-187 mL	748 mL	\$6.55	218,162	253,989	16.42%

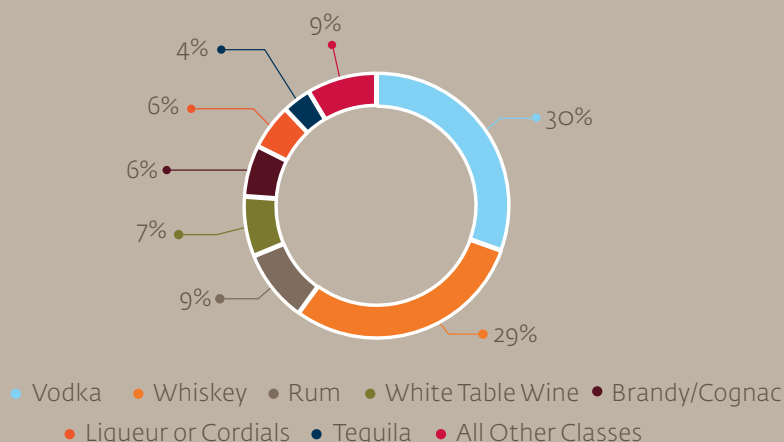
BRAND AND ITEM PERFORMANCE

Table 13: Top 100 Items By Units (continued)

Rank	Product	Size	R ^Y 2016-17 Avg. Price	R ^Y 2015-16 Unit Sales	R ^Y 2016-17 Unit Sales	% Change
71	Franzia Chardonnay	5 L	\$18.26	253,744	251,336	-0.95%
72	Smirnoff Vodka	1.75 L	\$23.81	220,279	249,889	13.44%
73	Southern Comfort	750 mL	\$16.17	271,957	249,644	-8.20%
74	Beringer Main and Vine White Zinfandel	1.5 L	\$11.29	255,547	249,571	-2.34%
75	Montezuma Triple Sec	1 L	\$4.61	241,920	248,500	2.72%
76	Korbel Brut	750 mL	\$14.72	223,637	248,055	10.92%
77	Crown Russe Vodka	1 L	\$7.12	267,539	246,356	-7.92%
78	Jim Beam Bourbon	1.75 L	\$31.77	210,199	242,911	15.56%
79	Fireball Cinnamon Whisky	375 mL	\$9.99	171,112	242,418	41.67%
80	Windsor Canadian Whisky	1.75 L	\$16.98	243,887	241,330	-1.05%
81	Cavit Pinot Grigio	750 mL	\$7.62	212,397	239,116	12.58%
82	Martini & Rossi Asti	750 mL	\$12.92	243,529	238,571	-2.04%
83	Woodbridge Pinot Grigio	1.5 L	\$12.77	214,743	234,987	9.43%
84	Hennessy Cognac VS Flask	375 mL	\$19.49	177,091	233,654	31.94%
85	Mark West Pinot Noir	750 mL	\$10.34	191,286	230,864	20.69%
86	Hennessy Cognac VS	50 mL	\$2.99	146,702	228,787	55.95%
87	Patrón Silver Tequila	750 mL	\$46.59	205,187	223,318	8.84%
88	Stolichnaya Vodka	750 mL	\$17.68	242,428	221,656	-8.57%
89	Baileys Irish Cream	750 mL	\$24.03	217,488	221,077	1.65%
90	Fireball Cinnamon Whisky	1.75 L	\$31.16	215,173	219,940	2.22%
91	Yukon Jack Liqueur	50 mL	\$1.99	207,982	219,710	5.64%
92	Smirnoff Vodka PET	750 mL	\$12.72	200,098	219,147	9.52%
93	Platinum 7X Vodka	375 mL	\$4.99	203,686	217,652	6.86%
94	Sutter Home White Zinfandel 4-187 mL	748 mL	\$6.52	196,695	214,365	8.98%
95	Tanqueray London Dry Gin	750 mL	\$25.70	214,540	213,310	-0.57%
96	Jack Daniel's Tennessee Whiskey	50 mL	\$2.98	203,720	211,985	4.06%
97	Smirnoff Vodka PET	200 mL	\$4.99	201,820	211,311	4.70%
98	Barefoot Riesling	1.5 L	\$12.43	209,287	209,189	-0.05%
99	Kim Crawford Sauvignon Blanc	750 mL	\$16.08	152,927	209,125	36.75%
100	Cupcake Vineyards Sauvignon Blanc	750 mL	\$10.47	173,895	207,855	19.53%

Top 100 Items, RY 2016-17 Dollar Sales

In the list of the top 100 items by dollar sales, spirits accounted for 86% of total dollar sales while wine accounted for 14%. The top two classes combined, Vodka (30%) and Whiskey (29%), made up more than half of total dollar sales (59%). The top wine class, White Table Wine (7%), made up half of total wine dollar sales.



BRAND AND ITEM PERFORMANCE

Table 14 shows the top 100 items by dollar sales. The top three items by dollar sales during RY 2016–17 were Jack Daniel's Tennessee Whiskey (750 mL), Tito's Handmade Vodka (1.75 L) and Hennessy Cognac VS (750 mL). The top three wines by dollar sales during RY 2016–17 included Kendall-Jackson VR Chardonnay (750 mL), Cavit Pinot Grigio (1.5 L) and Woodbridge Chardonnay (1.5 L).

The items with the most growth in dollar sales during RY 2016–17 were Tito's Handmade Vodka (1 L) (144.56%), La Marca Prosecco (750 mL) (56.58%) and Tito's Handmade Vodka (750 mL) (54.72%).¹¹

Table 14: Top 100 Items by Dollar Sales

Rank	Product	Size	RY 2016–17 Avg. Price	RY 2015–16 Dollar Sales	RY 2016–17 Dollar Sales	% Change
1	Jack Daniel's Tennessee Whiskey	750 mL	\$23.28	\$20,128,361.92	\$20,516,534.01	1.93%
2	Tito's Handmade Vodka	1.75 L	\$33.66	\$12,674,762.42	\$18,861,829.48	48.81%
3	Hennessy Cognac VS	750 mL	\$33.18	\$12,645,988.17	\$17,323,018.45	36.98%
4	Tito's Handmade Vodka	750 mL	\$18.39	\$11,043,920.33	\$17,087,545.36	54.72%
5	Captain Morgan Original Spiced Rum	1.75 L	\$28.40	\$16,398,440.60	\$15,680,396.32	-4.38%
6	Fireball Cinnamon Whisky	750 mL	\$17.16	\$16,666,613.06	\$14,753,629.05	-11.48%
7	Jameson Irish Whiskey	750 mL	\$27.15	\$13,194,908.04	\$14,704,181.87	11.44%
8	Captain Morgan Original Spiced Rum	750 mL	\$16.03	\$13,788,765.63	\$14,494,921.09	5.12%
9	Jack Daniel's Tennessee Whiskey	1.75 L	\$43.76	\$14,070,277.51	\$14,332,270.58	1.86%
10	Grey Goose Vodka	750 mL	\$29.47	\$13,150,819.44	\$12,324,582.29	-6.28%
11	Crown Royal Canadian Whisky	750 mL	\$25.55	\$10,756,450.44	\$10,647,484.56	-1.01%
12	Absolut Vodka	750 mL	\$18.17	\$11,041,602.61	\$10,451,638.02	-5.34%
13	Patrón Silver Tequila	750 mL	\$46.59	\$9,548,477.72	\$10,403,831.61	8.96%
14	Crown Royal Regal Apple	750 mL	\$25.52	\$9,876,010.63	\$10,171,758.27	2.99%
15	Absolut Vodka	1.75 L	\$30.81	\$9,600,492.85	\$9,906,917.87	3.19%
16	Bacardi Superior Rum	1.75 L	\$21.50	\$6,339,315.19	\$9,678,542.13	52.67%
17	Maker's Mark Bourbon	750 mL	\$27.61	\$8,435,497.93	\$8,949,819.93	6.10%
18	Jim Beam Bourbon	1.75 L	\$31.77	\$6,733,445.21	\$7,718,433.57	14.63%
19	Kendall-Jackson VR Chardonnay	750 mL	\$13.24	\$8,108,121.85	\$7,682,034.03	-5.26%
20	Jägermeister Liqueur	750 mL	\$19.00	\$9,367,335.90	\$7,519,734.42	-19.72%
21	Jose Cuervo Gold Tequila	750 mL	\$18.38	\$7,365,092.90	\$7,111,564.51	-3.44%
22	Vladimir Vodka	1.75 L	\$11.94	\$7,745,687.08	\$7,107,839.36	-8.23%
23	Crown Russe Vodka PET	1.75 L	\$10.94	\$5,954,520.92	\$6,961,617.04	16.91%
24	Fireball Cinnamon Whisky	1.75 L	\$31.16	\$6,631,522.30	\$6,854,081.92	3.36%
25	Ketel One Vodka	750 mL	\$24.76	\$6,906,293.26	\$6,643,742.81	-3.80%
26	Bacardi Superior Rum	750 mL	\$13.40	\$6,834,658.17	\$6,636,225.17	-2.90%
27	Jim Beam Bourbon	750 mL	\$17.32	\$6,400,892.84	\$6,590,126.63	2.96%
28	Cavit Pinot Grigio	1.5 L	\$13.28	\$6,187,155.60	\$6,204,715.47	0.28%
29	Grey Goose Vodka	1.75 L	\$52.87	\$6,273,178.15	\$6,127,357.15	-2.32%
30	Smirnoff Vodka	1.75 L	\$23.81	\$5,275,985.46	\$5,950,853.72	12.79%
31	Woodbridge Chardonnay	1.5 L	\$13.00	\$5,570,879.54	\$5,876,011.09	5.48%
32	Ketel One Vodka	1.75 L	\$41.11	\$5,522,274.54	\$5,626,583.36	1.89%
33	Crown Royal Canadian Whisky	1.75 L	\$51.61	\$5,273,702.08	\$5,513,874.60	4.55%
34	Tanqueray London Dry Gin	750 mL	\$25.70	\$5,366,420.55	\$5,481,124.77	2.14%
35	Platinum 7X Vodka	1.75 L	\$17.99	\$4,650,271.34	\$5,455,982.18	17.33%
36	Barefoot Moscato	1.5 L	\$12.36	\$5,332,393.80	\$5,390,514.61	1.09%
37	Jameson Irish Whiskey	1 L	\$28.81	\$4,518,678.05	\$5,365,215.91	18.73%

¹¹ Similar to the unit increases, items without a full sales year can display abnormal increases. Epic Classic Vodka (1 L) and E&J Apple Brandy (750 mL) did not have two full years to compare sales.

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

Rank	Product	Size	R ^Y 2016–17 Avg. Price	R ^Y 2015–16 Dollar Sales	R ^Y 2016–17 Dollar Sales	% Change
38	Baileys Irish Cream	750 mL	\$24.03	\$5,251,699.91	\$5,312,652.64	1.16%
39	Apothic Red	750 mL	\$10.51	\$4,560,470.69	\$5,247,405.99	15.06%
40	Skyy Vodka	1.75 L	\$25.77	\$5,286,567.97	\$5,214,797.54	-1.36%
41	Burnett's Vodka PET	1.75 L	\$15.10	\$5,476,415.06	\$5,188,885.48	-5.25%
42	Jameson Irish Whiskey	1.75 L	\$53.44	\$4,275,093.36	\$5,018,718.87	17.39%
43	Jacquin's Vodka	1.75 L	\$14.59	\$5,134,248.69	\$4,989,231.84	-2.82%
44	Barefoot Pinot Grigio	1.5 L	\$12.23	\$5,123,407.28	\$4,951,642.54	-3.35%
45	Wild Turkey American Honey	750 mL	\$18.54	\$5,255,871.89	\$4,814,070.66	-8.41%
46	Nikolai Vodka	1.75 L	\$13.84	\$4,849,152.90	\$4,756,327.93	-1.91%
47	Epic Classic Vodka	1 L	\$9.96	\$0.00	\$4,754,020.70	NA
48	E&J Apple Brandy	750 mL	\$12.06	\$3,022,149.37	\$4,712,317.91	55.93%
49	Jack Daniel's Tennessee Whiskey	1 L	\$25.22	\$4,222,333.74	\$4,594,836.02	8.82%
50	Franzia Chardonnay	5 L	\$18.26	\$4,647,312.83	\$4,590,341.55	-1.23%
51	Hennessy Cognac VS	1.75 L	\$74.43	\$3,645,042.08	\$4,565,976.13	25.27%
52	Hennessy Cognac VS Flask	375 mL	\$19.49	\$3,400,315.26	\$4,552,868.32	33.90%
53	Svedka Vodka	1.75 L	\$22.31	\$4,499,609.09	\$4,485,141.45	-0.32%
54	Grey Goose Vodka	1 L	\$31.52	\$4,359,892.28	\$4,339,911.52	-0.46%
55	Tito's Handmade Vodka	1 L	\$16.47	\$1,769,714.28	\$4,328,041.23	144.56%
56	Johnnie Walker Black Label Scotch 12 YO	750 mL	\$35.91	\$4,217,302.50	\$4,302,458.22	2.02%
57	Jack Daniel's Tennessee Honey	750 mL	\$22.74	\$3,964,690.98	\$4,278,936.90	7.93%
58	Franzia Sunset Blush	5 L	\$15.56	\$4,419,369.53	\$4,261,621.21	-3.57%
59	Dewar's White Label Scotch	1.75 L	\$38.64	\$4,239,451.83	\$4,259,523.83	0.47%
60	Smirnoff Vodka	750 mL	\$12.11	\$4,055,796.75	\$4,140,302.97	2.08%
61	Pinnacle Vodka	1.75 L	\$21.55	\$4,180,547.85	\$4,130,254.09	-1.20%
62	Santa Margherita Pinot Grigio	750 mL	\$21.83	\$3,854,768.33	\$4,118,761.68	6.85%
63	Windsor Canadian Whisky	1.75 L	\$16.98	\$4,255,184.18	\$4,097,181.59	-3.71%
64	Smirnoff Vodka PET	1.75 L	\$19.93	\$6,008,020.27	\$4,066,452.33	-32.32%
65	Southern Comfort	750 mL	\$16.17	\$4,370,012.81	\$4,037,406.63	-7.61%
66	Malibu Coconut Rum	750 mL	\$14.64	\$3,785,160.15	\$4,009,652.36	5.93%
67	Sutter Home White Zinfandel	1.5 L	\$10.69	\$3,986,066.42	\$3,946,610.54	-0.99%
68	Stolichnaya Vodka	750 mL	\$17.68	\$4,318,933.12	\$3,918,160.94	-9.28%
69	La Marca Prosecco	750 mL	\$14.06	\$2,496,725.68	\$3,909,485.64	56.58%
70	Stolichnaya Vodka	1.75 L	\$33.53	\$4,265,365.03	\$3,818,154.28	-10.48%
71	Seagram's 7 Crown Blended Whiskey	1.75 L	\$19.76	\$3,771,099.56	\$3,780,020.09	0.24%
72	Bulleit Bourbon	750 mL	\$28.36	\$3,183,020.98	\$3,772,312.56	18.51%
73	Black Box Cabernet Sauvignon	3 L	\$22.10	\$3,283,828.85	\$3,764,227.92	14.63%
74	E&J VS Brandy	750 mL	\$11.47	\$3,428,689.53	\$3,740,077.38	9.08%
75	Tanqueray London Dry Gin	1.75 L	\$43.24	\$3,563,134.77	\$3,738,082.51	4.91%
76	Evan Williams Black Label Bourbon 4 YO	1.75 L	\$25.24	\$3,640,097.02	\$3,728,821.70	2.44%
77	Jose Cuervo Gold Tequila	1.75 L	\$36.76	\$3,587,456.10	\$3,706,692.80	3.32%
78	New Amsterdam Vodka	1.75 L	\$20.94	\$3,654,099.31	\$3,704,631.34	1.38%
79	Kahlúa Coffee Liqueur	750 mL	\$20.31	\$3,657,452.19	\$3,669,027.03	0.32%
80	Jägermeister Liqueur	1.75 L	\$38.67	\$3,848,206.11	\$3,661,808.74	-4.84%
81	Korbel Brut	750 mL	\$14.72	\$3,312,397.41	\$3,650,431.67	10.21%

BRAND AND ITEM PERFORMANCE

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

Rank	Product	Size	RY 2016-17 Avg. Price	RY 2015-16 Dollar Sales	RY 2016-17 Dollar Sales	% Change
82	Barefoot Chardonnay	1.5 L	\$12.02	\$3,335,200.02	\$3,647,385.17	9.36%
83	Nikolai Vodka	375 mL	\$4.06	\$3,545,175.91	\$3,630,346.41	2.40%
84	Woodford Reserve Bourbon	750 mL	\$34.04	\$3,199,136.46	\$3,612,890.97	12.93%
85	Jacquin's Vodka	375 mL	\$4.29	\$3,473,116.78	\$3,559,981.84	2.50%
86	Dewar's White Label Scotch	750 mL	\$22.94	\$3,556,450.29	\$3,516,964.09	-1.11%
87	Barefoot Pink Moscato	1.5 L	\$12.31	\$2,645,199.29	\$3,438,816.38	30.00%
88	Veuve Clicquot Yellow Label Champagne	750 mL	\$48.82	\$3,063,035.41	\$3,416,112.45	11.53%
89	Woodbridge Cabernet Sauvignon	1.5 L	\$12.70	\$3,057,902.23	\$3,377,807.76	10.46%
90	Ketel One Vodka	1 L	\$27.91	\$3,581,114.20	\$3,369,305.01	-5.91%
91	Kim Crawford Sauvignon Blanc	750 mL	\$16.08	\$2,467,815.43	\$3,362,392.42	36.25%
92	Black Velvet Canadian Whisky PET	1.75 L	\$18.49	\$3,430,903.44	\$3,356,356.40	-2.17%
93	Rumple Minze Peppermint Schnapps	750 mL	\$20.52	\$3,285,091.85	\$3,272,022.91	-0.40%
94	Captain Morgan Original Spiced Rum	1 L	\$18.91	\$3,079,645.36	\$3,253,294.37	5.64%
95	RumChata Cream Liqueur	750 mL	\$22.61	\$3,373,819.52	\$3,234,885.61	-4.12%
96	E&J Peach Brandy	750 mL	\$12.12	\$4,382,533.62	\$3,217,350.24	-26.59%
97	Nobilo Sauvignon Blanc	750 mL	\$12.12	\$2,668,745.74	\$3,206,347.53	20.14%
98	Grand Marnier Liqueur	750 mL	\$32.68	\$3,051,225.75	\$3,201,485.33	4.92%
99	Banker's Club Vodka	1.75 L	\$12.36	\$3,404,975.17	\$3,168,864.27	-6.93%
100	Nikolai Vodka	1 L	\$7.77	\$3,249,630.34	\$3,166,286.04	-2.56%

The top 10 items by unit sales in each region are presented in Tables 15, 16 and 17. Six items made the top 10 list in all three regions. They were Tito's Handmade Vodka (750 mL), Jacquin's Vodka (375 mL), Fireball Cinnamon Whisky (50 mL), Nikolai Vodka (375 mL), Jack Daniel's Tennessee Whiskey (750 mL) and Fireball Cinnamon Whisky (750 mL). Two items, Crown Russe Vodka PET (1.75 L) and Captain Morgan Original Spiced Rum (1.75 L) appeared on two lists.

Table 15: Top 10 Units in Region 1

Rank	Product	Size	RY 2015-16 Unit Sales	RY 2016-17 Unit Sales	% Change
1	Tito's Handmade Vodka	750 mL	268,129	392,524	46.39%
2	Jacquin's Vodka	375 mL	372,911	377,964	1.36%
3	Fireball Cinnamon Whisky	50 mL	194,496	262,238	34.83%
4	E&J Apple Brandy	750 mL	141,841	259,254	82.78%
5	Nikolai Vodka	375 mL	239,094	256,539	7.30%
6	Kendall-Jackson VR Chardonnay	750 mL	267,602	239,784	-10.40%
7	Cavit Pinot Grigio	1.5 L	244,208	234,271	-4.07%
8	Tito's Handmade Vodka	1.75 L	165,985	233,066	40.41%
9	Jack Daniel's Tennessee Whiskey	750 mL	235,636	231,955	-1.56%
10	Fireball Cinnamon Whisky	750 mL	310,505	219,447	-29.33%

Table 16: Top 10 Units in Region 2

Rank	Product	Size	RY 2015–16 Unit Sales	RY 2016–17 Unit Sales	% Change
1	Captain Morgan Original Spiced Rum	750 mL	361,658	375,801	3.91%
2	Jack Daniel's Tennessee Whiskey	750 mL	345,397	343,931	-0.42%
3	Fireball Cinnamon Whisky	750 mL	338,860	316,009	-6.74%
4	Crown Russe Vodka PET	1.75 L	243,260	291,766	19.94%
5	Nikolai Vodka	375 mL	263,404	289,276	9.82%
6	Vladimir Vodka	1.75 L	289,744	265,887	-8.23%
7	Tito's Handmade Vodka	750 mL	166,723	265,058	58.98%
8	Fireball Cinnamon Whisky	50 mL	210,065	261,769	24.61%
9	Captain Morgan Original Spiced Rum	1.75 L	249,505	241,119	-3.36%
10	Jacquin's Vodka	375 mL	197,178	210,241	6.62%

Table 17: Top 10 Units in Region 3

Rank	Product	Size	RY 2015–16 Unit Sales	RY 2016–17 Unit Sales	% Change
1	Captain Morgan Original Spiced Rum	750 mL	329,672	361,917	9.78%
2	Nikolai Vodka	375 mL	323,887	347,740	7.36%
3	Fireball Cinnamon Whisky	750 mL	335,470	324,484	-3.27%
4	Jack Daniel's Tennessee Whiskey	750 mL	315,086	305,236	-3.13%
5	Tito's Handmade Vodka	750 mL	161,381	271,408	68.18%
6	Jacquin's Vodka	375 mL	239,502	241,635	0.89%
7	Captain Morgan Original Spiced Rum	1.75 L	239,331	226,865	-5.21%
8	Fireball Cinnamon Whisky	50 mL	170,366	212,727	24.86%
9	Crown Russe Vodka PET	1.75 L	165,844	209,544	26.35%
10	Crown Royal Regal Apple	750 mL	207,965	205,164	-1.35%

918

The number of times all of the bottles of the top spirit by dollar sales, **Tito's Handmade Vodka (750 mL)**, sold in Pennsylvania during the RY 2016–17 stacked end to end **could reach the top of the tallest building in Philadelphia.**

601

The number of times all the bottles of the top wine by dollar sales, **Kendall-Jackson VR Chardonnay (750 mL)**, sold in Pennsylvania during the RY 2016–17 stacked end to end **could reach the top of the tallest building in Philadelphia.**

Philadelphia's tallest building stands 975 feet tall in Center City.

BRAND AND ITEM PERFORMANCE

There are three notable holidays during the year associated with product categories. Sparkling Wine is associated with New Year's Eve, Irish Whiskey is associated with St. Patrick's Day and Cinco de Mayo is associated with Tequila. County-level dollar sales were extracted for each holiday celebration. The maximum dollar sales were mapped.



**NEW YEAR'S EVE
& SPARKLING WINE**



**ST. PATRICK'S DAY
& IRISH WHISKEY**

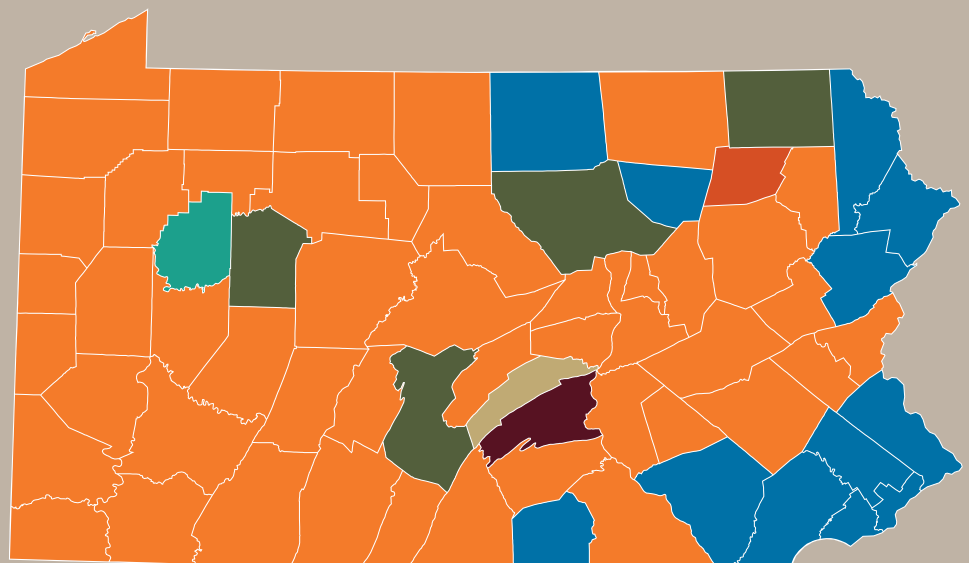


**CINCO DE MAYO
& TEQUILA**

New Year's Eve, December 31, 2016

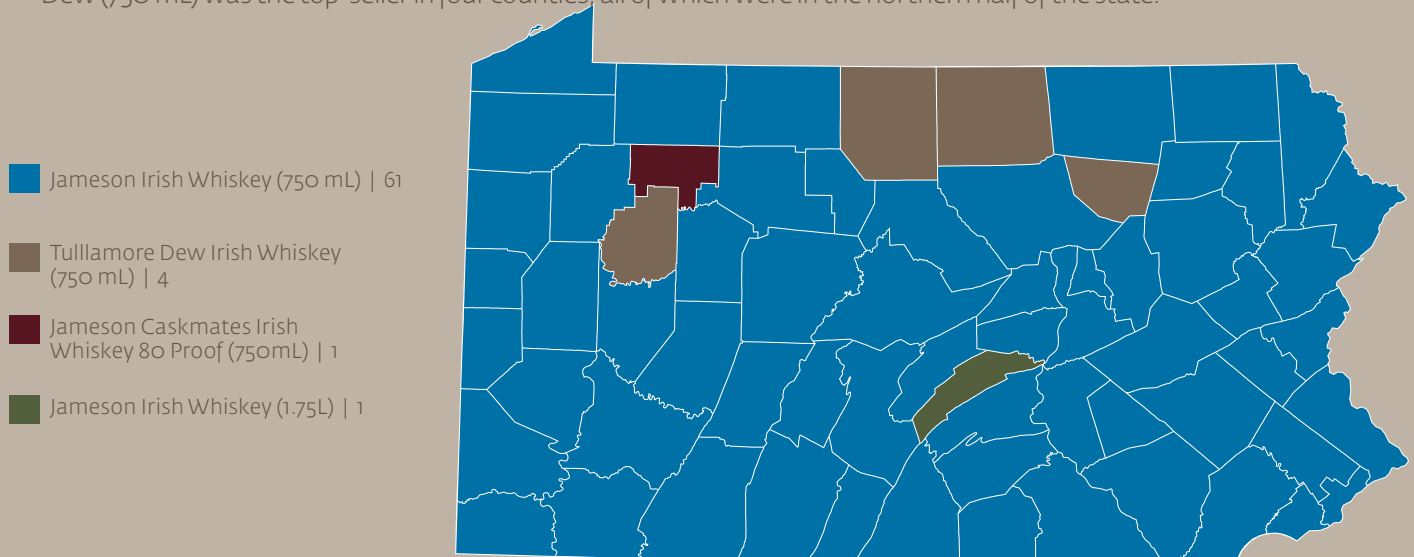
Sparkling Wine: On Dec. 31, Martini & Rossi Asti (750 mL) had the highest dollar sales in 47 of 67 (70.1%) counties, and the same product in different sizes had the highest sales in five more counties. Korbel Brut (750 mL) was the most-sold product in 12 counties (17.9%), although it was the top-seller only in counties in the eastern half of Pennsylvania.

-  Martini and Rossi Asti (750 mL) | 47
-  Korbel Brut (750 mL) | 12
-  Martini and Rossi Asti (1.5 L) | 4
-  Mionetto Gran Rosé (750mL) | 1
-  Dom Perignon Champagne (750 mL) | 1
-  Martini and Rossi Asti (375 mL) | 1
-  Mia Dolcea Moscato d'Asti (750 mL) | 1



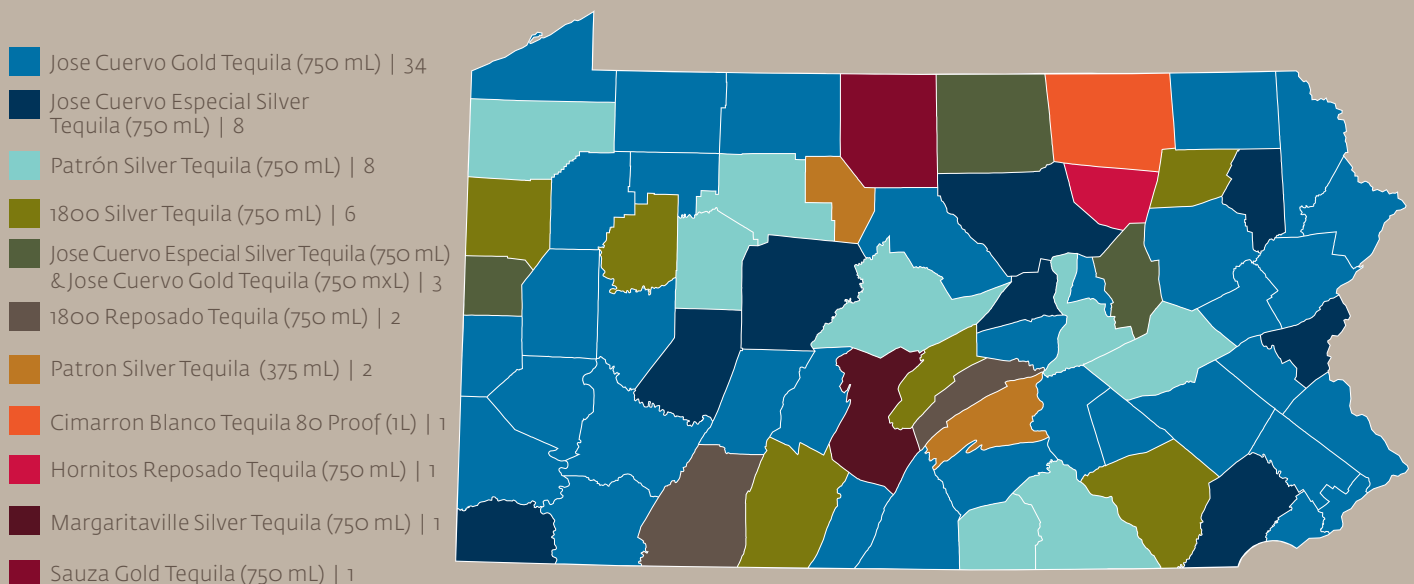
St. Patrick's Day, March 17, 2017

Irish Whiskey: Jameson Irish Whiskey (750 mL) dominated county-level sales, as 61 of 67 counties (91%) had this product as the top-seller on March 17. Another two counties had Jameson products as their top-sellers. Tullamore Dew (750 mL) was the top-seller in four counties, all of which were in the northern half of the state.



Cinco de Mayo, May 5, 2017

Tequila: While Jose Cuervo Gold Tequila (750 mL) dominated May 5 sales in 34 of 67 (50.7%) counties in the state, 11 different Tequilas achieved top-selling status in at least one county. In three counties, there was a tie for the top-selling Tequila.



SPIRITS DETAILS

Sales specific to spirits are presented in this section. In RY 2016-17, 78% of spirits units were sold at retail to individual consumers, while 22% were sold to licensees. By dollar sales of spirits, 75% were at retail to individual consumers and 25% were to licensees.¹²

Figure 7: Licensee and Retail Unit Sales, Spirits, RY 2016-17

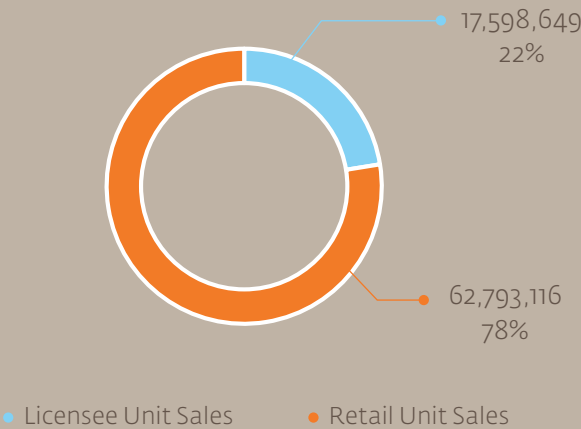
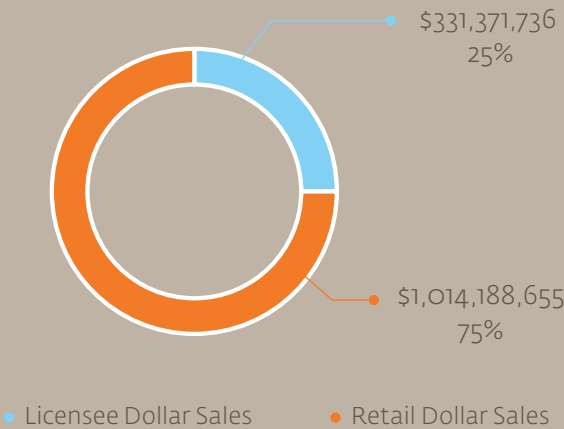


Figure 8: Licensee and Retail Dollar Sales, Spirits, RY 2016-17



¹² Special Orders are included in Figure 7 and Figure 8.

Figure 9 illustrates the spirits unit sales for each price segment¹³. Standard spirits (25,564,083) had the highest unit sales, followed by Premium (22,012,836). Figure 10 shows the dollar sales for spirits by price segment. Premium (\$462,318,007) had the largest portion of spirits sales. Standard (\$349,881,167) had the second-highest portion of dollar sales.

Figure 9: Spirits Unit Sales by Price Segment, RY 2016–17

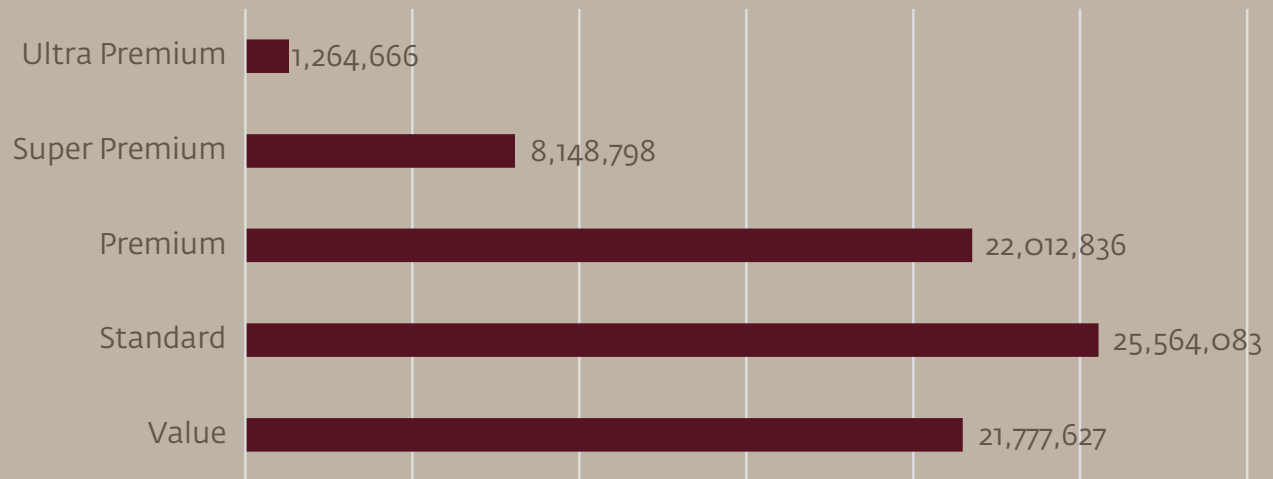
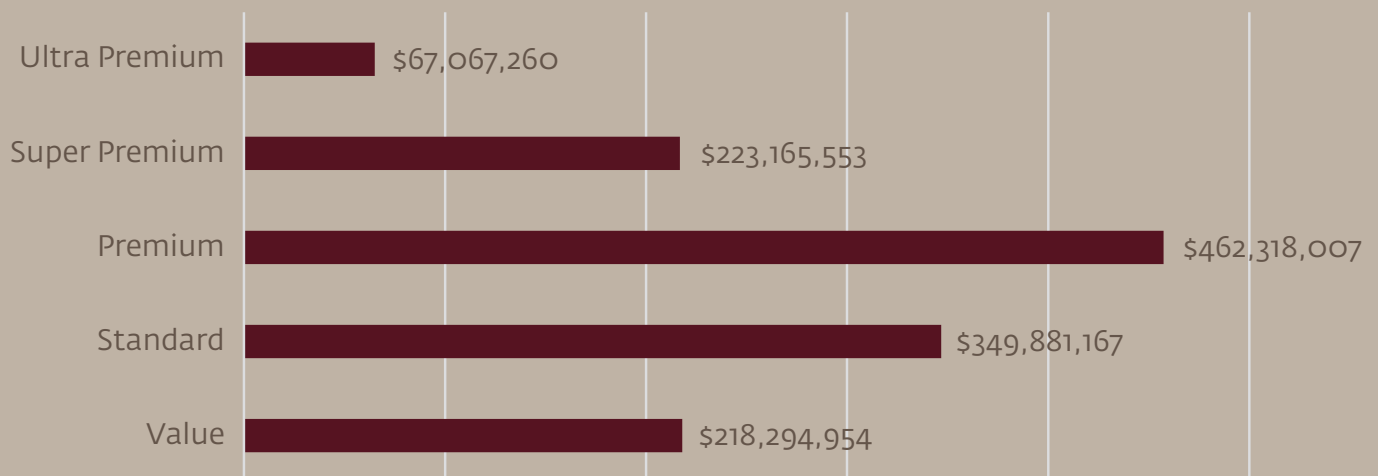


Figure 10: Spirits Dollar Sales by Price Segment, RY 2016–17



¹³Spirits price ranges can vary depending on the category and size. In the last retail year, regular listed, 750 mL spirits had the following ranges: Value - \$2.99 to \$14.98; Standard - \$2.99 to \$34.99; Premium - \$6.49 to \$60.00; Super Premium - \$8.99 to \$234.99; and Ultra Premium - \$6.99 to \$3,100.19.

SPIRITS DETAILS

Table 18 lists the top 10 Vodka items. Absolut, Grey Goose and Tito's had two products in different sizes in the top 10 Vodka items list. Six of the 10 items were in the 1.75 L size.

Table 18: Top Marketing Category, Vodka

Rank	Product	Size	RY 2016–17 Unit Sales	RY 2016–17 Dollar Sales
1	Tito's Handmade Vodka	1.75 L	560,286	\$18,861,829
2	Tito's Handmade Vodka	750 mL	928,990	\$17,087,545
3	Grey Goose Vodka	750 mL	418,246	\$12,324,582
4	Absolut Vodka	750 mL	575,213	\$10,451,638
5	Absolut Vodka	1.75 L	321,542	\$9,906,918
6	Vladimir Vodka	1.75 L	595,386	\$7,107,839
7	Crown Russe Vodka PET	1.75 L	636,237	\$6,961,617
8	Ketel One Vodka	750 mL	268,328	\$6,643,743
9	Grey Goose Vodka	1.75 L	115,901	\$6,127,357
10	Smirnoff Vodka	1.75 L	249,889	\$5,950,854

Table 19 lists the 10 best-selling Bourbons. Jim Beam and Maker's Mark had two items in different sizes in the top 10. Seven items were 750 mL.

Table 19: Top Marketing Category, Bourbon

Rank	Product	Size	RY 2016–17 Unit Sales	RY 2016–17 Dollar Sales
1	Maker's Mark Bourbon	750 mL	324,136	\$8,949,820
2	Jim Beam Bourbon	1.75 L	242,911	\$7,718,434
3	Jim Beam Bourbon	750 mL	380,410	\$6,590,127
4	Bulleit Bourbon	750 mL	133,025	\$3,772,313
5	Evan Williams Black Label Bourbon 4 YO	1.75 L	147,727	\$3,728,822
6	Woodford Reserve Bourbon	750 mL	106,145	\$3,612,891
7	Knob Creek Bourbon	750 mL	80,994	\$2,715,569
8	Maker's Mark Bourbon	1.75 L	44,530	\$2,578,250
9	Basil Hayden's Bourbon	750 mL	58,672	\$2,356,757
10	Gentleman Jack Whiskey	750 mL	69,818	\$2,164,859

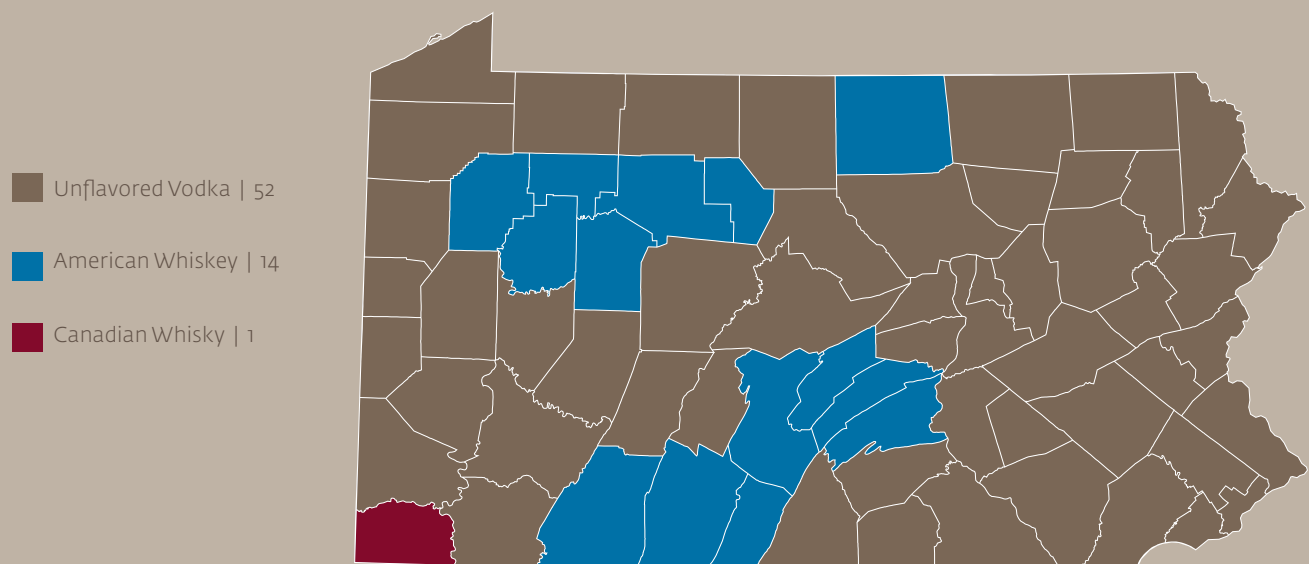
New Amsterdam had four items in the list of the top 10 Flavored Vodka items. Absolut, Cîroc and Pinnacle each had two items. Peach was the most common flavor in the top 10 for the retail year, with three.

Table 20: Top Marketing Category, Flavored Vodka

Rank	Product	Size	RY 2016–17 Unit Sales	RY 2016–17 Dollar Sales
1	Pinnacle Whipped Vodka	750 mL	173,776	\$2,116,595
2	Cîroc Apple Vodka	750 mL	65,153	\$2,083,210
3	New Amsterdam Peach Vodka	1.75 L	95,711	\$2,057,521
4	Absolut Citron Vodka	750 mL	109,269	\$1,982,886
5	New Amsterdam Peach Vodka	750 mL	160,430	\$1,973,532
6	Cîroc Peach Vodka	750 mL	61,338	\$1,923,739
7	Pinnacle Whipped Vodka	1.75 L	82,217	\$1,782,658
8	Absolut Citron Vodka	1.75 L	51,223	\$1,589,192
9	New Amsterdam Apple Vodka	750 mL	133,715	\$1,457,429
10	New Amsterdam Pineapple Vodka	1.75 L	64,732	\$1,384,795

Top-Selling Spirit In Each County

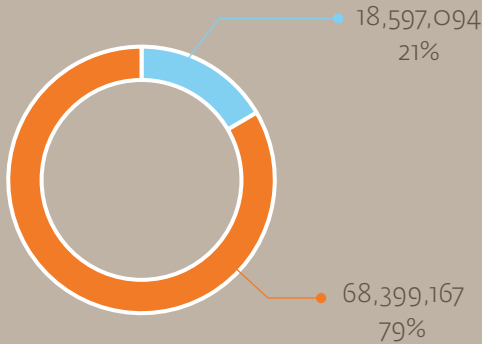
Fifty-two counties had Vodka as their top-selling category, while 14 had American Whiskey as their top category. Greene County had Canadian Whisky as its top seller.



WINE DETAILS

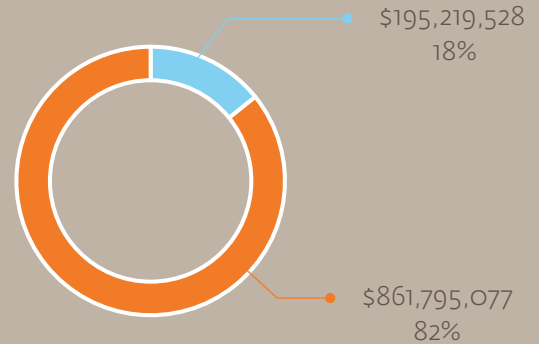
This section highlights sales specific to wine. Figure 11 and Figure 12 represent the unit and dollar sales for wine sold at retail to individual consumers and wine sold to licensees¹⁴. Retail wine sales accounted for 79% of units and 82% of dollars for RY 2016-17.

Figure 11: Licensee and Retail Unit Sales, Wine, RY 2016-17



• Licensee Unit Sales • Retail Unit Sales

Figure 12: Licensee and Retail Dollar Sales, Wine, RY 2016-17



• Licensee Dollar Sales • Retail Dollar Sales

Wine Sales to Wine Expanded Permit Holders accounted for:



Act 39 of 2016 authorized wine-to-go sales by licensees that obtain a Wine Expanded Permit. Hundreds of restaurants, grocery stores, convenience stores and other licensees obtained permits in RY 2016-17. Wine sales to holders of Wine Expanded Permits accounted for **27.03% of all wine units sold** to licensees and **5.78% of total wine unit sales** to both retail customers and licensees. Wine sold to Wine Expanded Permit holders accounted for **27.44% of dollar sales** to licensees and **5.07% of all dollar sales** of wine to both retail customers and licensees.

¹⁴ Special Orders are included in Figure 11 and Figure 12.

Barefoot was the
number-one
brand in unit sales
for a third year



WINE DETAILS

Sales of domestic and imported wine are represented in Figure 13. Domestic wine made up 65% of wine dollar sales, and imported wine accounted for the remaining 35%. Figure 14 is a visual representation of the unit sales for domestic and imported wine. Like dollars, domestic wine made up 65% of unit sales while imported accounted for 35%.

Figure 13: Imported and Domestic Wine, by Dollar Sales, RY 2016–17

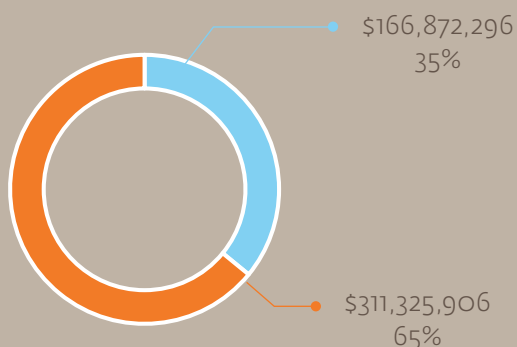
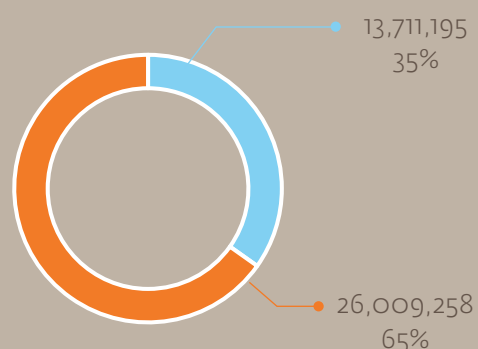


Figure 14: Imported and Domestic Wine, by Unit Sales, RY 2016–17



● Imported Wine–Dollar Sales ● Domestic Wine–Dollar Sales

● Imported Wine–Unit Sales ● Domestic Wine–Unit Sales



Figure 15 and Figure 16 show wine sales by price segment¹⁵. Value (35,513,085) and Standard (20,036,797) wines were the price segments with the highest unit sales. Value (\$354,443,449) and Standard (\$243,563,100) wines were the highest by dollar sales.

Figure 15: Wine Unit Sales by Price Segment, RY 2016–17

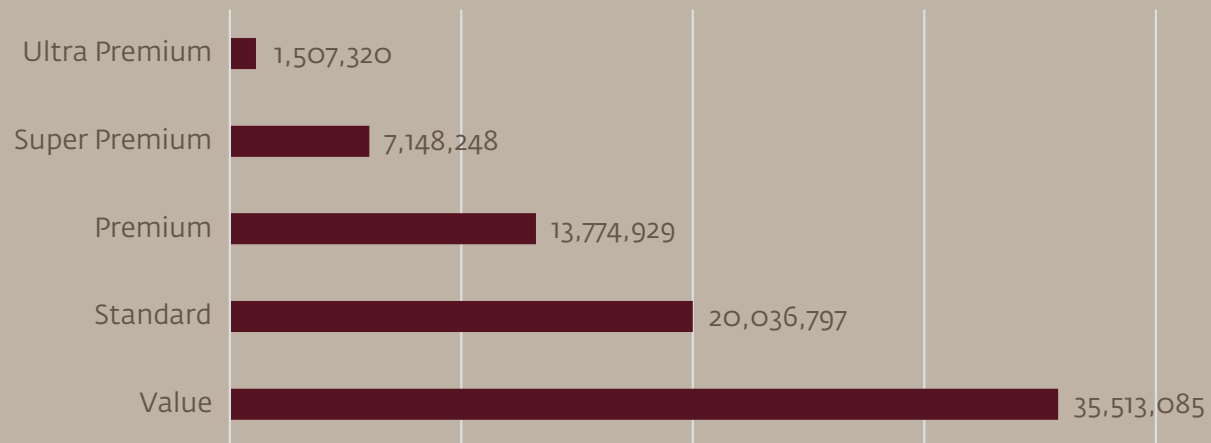
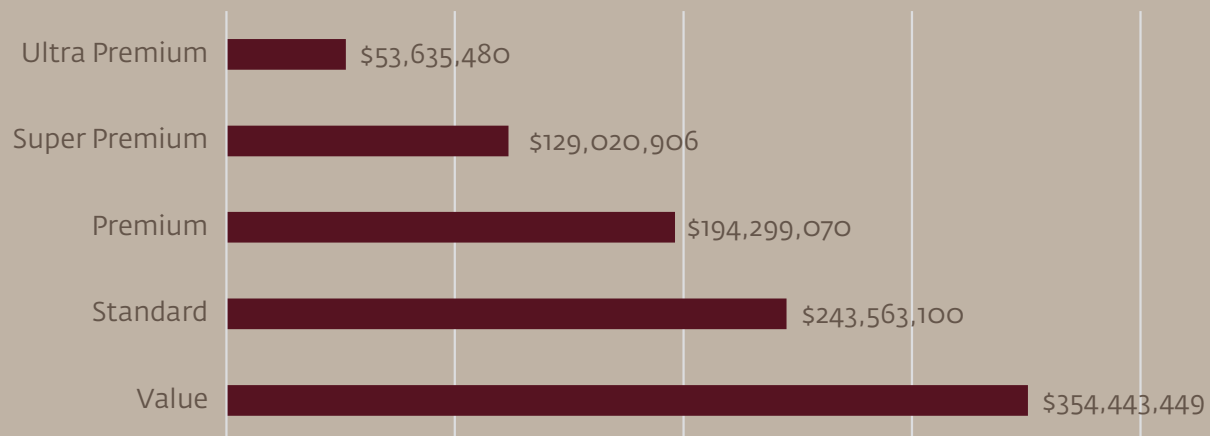


Figure 16: Wine Dollar Sales by Price Segment, RY 2016–17



¹⁵ 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 wine is between \$12.00 and \$14.99. The following ranges are the minimum and maximum item average across regular listed wine. Value - \$1.99 to \$13.49; Standard - \$2.99 to \$19.99; Premium - \$6.99 to \$28.99; Super Premium - \$4.99 to \$59.00; and Ultra Premium - \$15.13 to \$160.01.

WINE DETAILS

Francis Coppola had two items in the list of the top 10 U.S. Cabernet Sauvignons (Table 21). Of the top 10 Cabernets, two items were 1.5 L and the other eight were 750 mL.

Table 21: Top Marketing Category, U.S. Cabernet Sauvignon

Rank	Product	Size	RY 2016–17 Unit Sales	RY 2016–17 Dollar Sales
1	Woodbridge Cabernet Sauvignon	1.5 L	265,869	\$3,377,808
2	Josh Cellars Cabernet Sauvignon North Coast	750 mL	151,815	\$2,119,023
3	J Lohr Seven Oaks Cabernet Sauvignon Paso Robles	750 mL	122,583	\$1,932,183
4	Barefoot Cabernet Sauvignon	1.5 L	155,974	\$1,820,124
5	Carnivor Cabernet Sauvignon	750 mL	171,710	\$1,793,837
6	Francis Coppola Diamond Collection Claret	750 mL	91,333	\$1,616,608
7	Robert Mondavi Private Selection Cabernet Sauvignon	750 mL	151,518	\$1,574,528
8	Francis Coppola Diamond Collection Cabernet Sauvignon	750 mL	99,999	\$1,543,134
9	Joel Gott 815 Cabernet Sauvignon	750 mL	95,664	\$1,500,949
10	Dark Horse Cabernet Sauvignon	750 mL	147,344	\$1,225,630

The list of the top 10 U.S. Chardonnay items (Table 22) had seven 750 mL items and three 1.5 L items. No brand appeared more than once on the list.

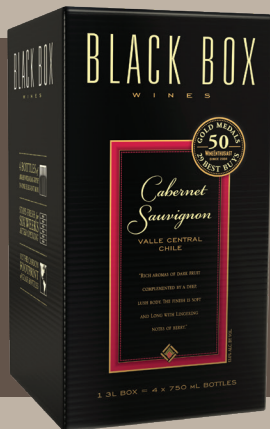
Table 22: Top Marketing Category, U.S. Chardonnay

Rank	Product	Size	RY 2016–17 Unit Sales	RY 2016–17 Dollar Sales
1	Kendall Jackson VR Chardonnay	750 mL	580,169	\$7,682,034
2	Woodbridge Chardonnay	1.5 L	451,948	\$5,876,011
3	Barefoot Chardonnay	1.5 L	303,546	\$3,647,385
4	La Crema Chardonnay	750 mL	93,425	\$1,763,634
5	Sutter Home Chardonnay	1.5 L	165,929	\$1,755,413
6	J Lohr Riverstone Chardonnay Arroyo Seco	750 mL	124,504	\$1,634,422
7	Clos du Bois Chardonnay	750 mL	128,021	\$1,599,260
8	Sonoma Cutrer Chardonnay Russian River Valley	750 mL	69,055	\$1,469,549
9	Cupcake Vineyards Chardonnay Monterey	750 mL	140,007	\$1,451,973
10	William Hill Chardonnay North Coast	750 mL	102,146	\$1,420,476

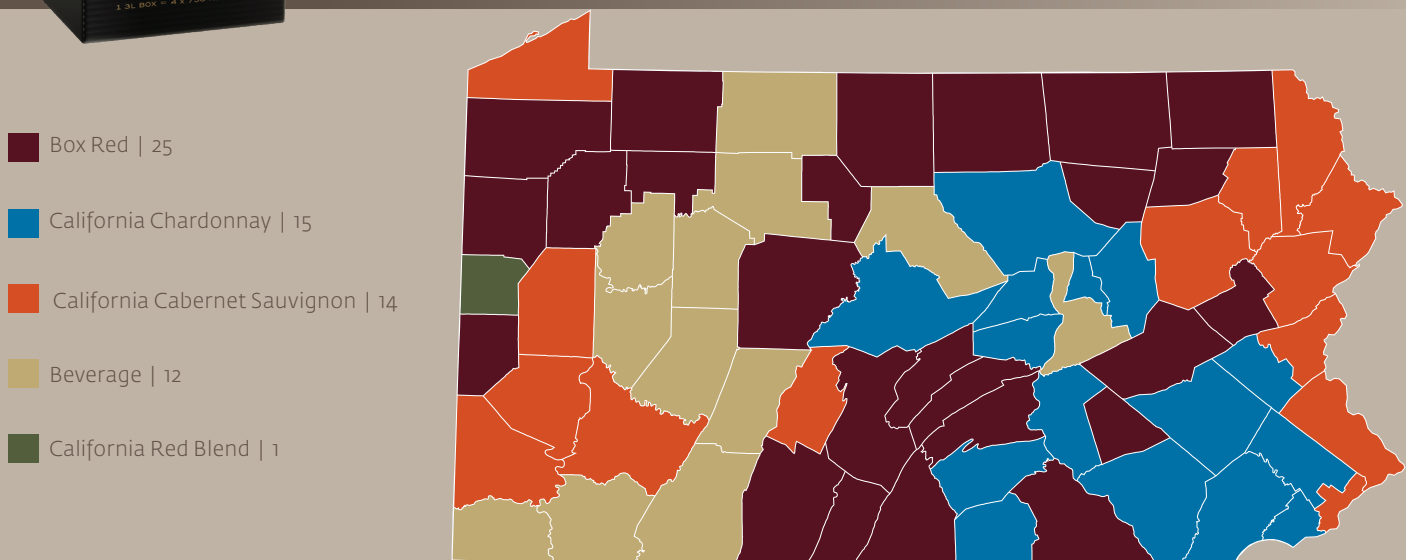
Table 23 illustrates the top 10 Box Wine (5 L) items by dollar sales. Franzia had eight items in the top 10. Three products in the category were Chardonnay, and no other varietal appeared more than once.

Table 23: Top Marketing Category, Box Wine (5 L)

Rank	Product	Size	RY 2016–17 Unit Sales	RY 2016–17 Dollar Sales
1	Franzia Chardonnay	5 L	251,336	\$4,590,342
2	Franzia Sunset Blush	5 L	273,883	\$4,261,621
3	Almaden Chardonnay	5 L	152,285	\$2,979,414
4	Franzia White Zinfandel	5 L	157,013	\$2,910,296
5	Franzia Chillable Red	5 L	172,341	\$2,678,339
6	Franzia Fruity Red Sangria	5 L	170,297	\$2,651,463
7	Franzia Cabernet Sauvignon	5 L	139,343	\$2,542,970
8	Franzia Crisp White	5 L	154,550	\$2,394,279
9	Franzia Merlot	5 L	130,680	\$2,384,040
10	Peter Vella Chardonnay	5 L	125,515	\$2,316,729



Box Red was the top wine category in **25 counties**. California Chardonnay (15), California Cabernet Sauvignon (14), Beverage (12) and California Red Blend (1) were the other top categories per county.



PENNSYLVANIA PRODUCTS

Fine Wine & Good Spirits stores are proud to carry diverse collections of Pennsylvania products. Table 24 lists the top 10 Pennsylvania wines by dollar sales for RY 2016–17. The top three items included Clover Hill Vineyards and Winery Concord (750 mL), The Winery at Wilcox Clarion River Red (1.5 L) and Clover Hill Vineyards and Winery Pink Catawba (750 mL).

Table 24: Top Pennsylvania Wines

Rank	Product	Size	RY 2016–17 Unit Sales	RY 2016–17 Dollar Sales
1	Clover Hill Vineyards and Winery Concord	750 mL	80,300	\$796,361
2	The Winery at Wilcox Clarion River Red	1.5 L	42,833	\$641,326
3	Clover Hill Vineyards and Winery Pink Catawba	750 mL	30,844	\$306,851
4	Mazza Vineyards Concord	1.5 L	26,897	\$249,602
5	Nissley Fantasy Rosé	750 mL	17,746	\$226,161
6	Mazza Vineyards Niagara	1.5 L	15,576	\$196,755
7	Nissley Grapeful Red	750 mL	13,528	\$171,080
8	Sand Castle Alpine Spice	750 mL	9,373	\$157,867
9	Chaddsford Niagara	1.5 L	8,997	\$151,952
10	Clover Hill Vineyards and Winery Niagara	750 mL	15,039	\$149,504

Table 25 includes the top 10 PA Preferred wines¹⁶ from RY 2016–17. When ranked by dollar sales, the top three items were Nissley Grapeful Red (750 mL), Gettysburg Winery Rebel Red (750 mL) and Allegro Punk (750 mL).

Table 25: Top PA Preferred® wines

Rank	Product	Size	RY 2016–17 Unit Sales	RY 2016–17 Dollar Sales
1	Nissley Grapeful Red	750 mL	13,528	\$171,080
2	Gettysburg Winery Rebel Red	750 mL	8,634	\$127,900
3	Allegro Punk	750 mL	9,648	\$102,817
4	Moon Dog Cellars Murphy's Blueberry	750 mL	5,783	\$79,444
5	Gettysburg Winery Tears of Gettysburg	750 mL	4,098	\$61,280
6	Allegro Fusion	750 mL	5,206	\$60,979
7	Moon Dog Cellars Alexander's Blackberry	750 mL	4,185	\$57,165
8	Franklin Hill Vineyards Sir Walter's Red	750 mL	4,487	\$55,943
9	Antler Ridge Winery Diamond	750 mL	3,846	\$49,073
10	Moon Dog Cellars Cisco's Peach	750 mL	2,826	\$38,455



October is celebrated across the commonwealth as Pennsylvania Wine Month, and in October 2016, Fine Wine & Good Spirits stores carried and promoted 191 Pennsylvania-made wines. Sales of Pennsylvania wine through Fine Wine & Good Spirits stores in October 2016 totaled nearly **\$659,000, a 19% increase** over the previous October.

¹⁶ 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.

Table 26 lists the top 10 spirits made by Pennsylvania Limited Distillery Licensees¹⁷ and sold in Fine Wine & Good Spirits stores. The top three items by dollar sales included Bluecoat Gin (750 mL), Dad's Hat Rye Whiskey Pennsylvania (750 mL) and Boyd & Blair Vodka (750 mL).

Table 26: Top 10 Limited License Distillery Spirits

Rank	Product	Size	RY 2016–17 Unit Sales	RY 2016–17 Dollar Sales
1	Bluecoat Gin	750 mL	51,174	\$1,346,999
2	Dad's Hat Rye Whiskey Pennsylvania	750 mL	14,426	\$541,489
3	Boyd and Blair Vodka	750 mL	14,580	\$400,742
4	Wigle Small Cask Series Rye	750 mL	6,793	\$302,761
5	Penn 1681 Vodka	750 mL	15,454	\$260,042
6	Faber Vodka 80 Proof	750 mL	14,588	\$229,391
7	Bluecoat Barrel Finished Gin	750 mL	6,257	\$204,850
8	Faber Gin 80 Proof	750 mL	9,563	\$152,365
9	Vieux Carre Absinthe	750 mL	2,520	\$143,524
10	Dad's Hat Rye Whiskey Pennsylvania Vermouth Finish	750 mL	3,240	\$139,958

Table 27 lists the top Fine Wine & Good Spirits stores ranked by dollar sales of Pennsylvania products. Three of the top 10 stores were in Philadelphia.

**Table 27: Stores Ranked by Pennsylvania Wine and Spirits Products
Dollar Sales, RY 2016–17**

Rank	Store	Address	City	Transaction Count	Avg. Value of Transaction	Dollar Sales
1	5103	2238 Washington Ave	Philadelphia	5,678	\$66.83	\$379,475
2	5185	180 W Girard Ave	Philadelphia	18,757	\$16.20	\$303,796
3	2801	Wayne Plaza, 987 Wayne Ave	Chambersburg	14,561	\$16.40	\$238,789
4	0247	5956 Centre Ave, Ste 201	Pittsburgh	11,461	\$20.23	\$231,831
5	6717	York Marketplace, 2547 E Market St	York	13,156	\$17.44	\$229,439
6	0920	Quakertown Shopping Ctr, 1465 W Broad St, Ste 19	Quakertown	15,528	\$14.62	\$226,962
7	0621	Berkshire Mall West, 1101 Woodland Rd	Wyomissing	13,402	\$16.66	\$223,285
8	1516	933 Paoli Pike	West Chester	10,403	\$21.01	\$218,577
9	5140	2401 E Venango St	Philadelphia	18,684	\$11.68	\$218,247
10	2516	Liberty Plaza Shopping Ctr, 3702 Liberty St	Erie	17,035	\$12.80	\$218,113

¹⁷ A Pennsylvania Limited Distillery License allows production of up to 100,000 gallons annually.

PENNSYLVANIA PRODUCTS

Table 28 lists the top 10 stores ranked by sales of Pennsylvania-made and PA Preferred Wines. Two of the top three stores were located in York, and three of the top 10 were in Erie.

Table 28: Store Ranked by Pennsylvania Wine Sales, RY 2016–17

Rank	Store	Address	City	Transaction Count	Avg. Value of Transaction	Dollar Sales
1	6717	York Marketplace, 2547 E Market St	York	4,692	\$19.83	\$93,020
2	0621	Berkshire Mall West, 1101 Woodland Rd	Wyomissing	4,161	\$18.66	\$77,644
3	6716	West Manchester Town Ctr, 880 Town Center Dr	York	4,193	\$17.86	\$74,894
4	2514	Yorktown Centre, 2501 W 12th St	Erie	4,616	\$16.08	\$74,217
5	2801	Wayne Plaza, 987 Wayne Ave	Chambersburg	3,578	\$20.47	\$73,233
6	2501	Summit Towne Ctr, 7200 Peach St	Erie	4,023	\$16.15	\$64,990
7	4814	Northampton Crossings, 3718 Easton-Nazareth Hwy	Easton	3,445	\$18.33	\$63,131
8	6711	Hanover Crossing Shopping Ctr, 431 Eisenhower Dr	Hanover	3,287	\$18.93	\$62,233
9	2516	Liberty Plaza Shopping Ctr, 3702 Liberty St	Erie	4,282	\$14.21	\$60,836
10	2101	Carlisle Marketplace, 281 S Spring Garden St	Carlisle	3,060	\$19.55	\$59,809

SPECIAL ORDER SALES

Special Orders (formerly Special Liquor Order or SLO) are items not maintained for sale in Fine Wine & Good Spirits stores, but made available to retail customers and licensees directly from suppliers. Special Order sales totaled \$104,742,111 in RY 2016-17. Table 29 lists the top 10 Special Order items purchased by licensees during RY 2016-17. A majority (six) of the top 10 items were wine. The top three items included Tito's Handmade Vodka (1 L), Wycliff Brut (750 mL) and Bulleit Bourbon (1 L).

Table 29: Top Special Order Items by Licensees

Rank	Product	Size	RY 2016-17 Unit Sales	RY 2016-17 Dollar Sales
1	Tito's Handmade Vodka	1 L	262,732	\$4,327,901
2	Wycliff Brut	750 mL	185,774	\$768,279
3	Bulleit Bourbon	1 L	23,119	\$634,734
4	Kendall-Jackson Chardonnay Special Selection	750 mL	67,956	\$536,805
5	William Hill Chardonnay Central Coast	750 mL	74,931	\$472,900
6	Louis M. Martini Cabernet Sauvignon California NV	750 mL	54,845	\$411,045
7	Canyon Road Chardonnay	1.5 L	62,752	\$402,460
8	Bulleit Rye Whiskey	1 L	14,408	\$392,884
9	Tullamore Dew Irish Whiskey	1 L	14,643	\$377,785
10	Avia Pinot Grigio	1.5 L	57,750	\$372,307

Table 30 lists the top 10 stores ranked by Special Order sales. Six stores are located in Region 1. The top three stores were 5103 (\$18,450,151), 0215 (\$7,046,236) and 2301 (\$5,415,358).

Table 30: Stores Ranked by Licensee Special Order Dollar Sales, RY 2016-17

Rank	Store	Address	City	Transaction Count	Avg. Value of Transaction	Dollar Sales
1	5103	2238 Washington Ave	Philadelphia	14,402	\$1,281.08	\$18,450,151
2	0215	1601 Liberty Ave	Pittsburgh	5,901	\$1,194.07	\$7,046,236
3	2301	Lawrence Park Industrial Ctr, 629 Park Way	Broomall	5,325	\$1,016.97	\$5,415,358
4	0940	855B Pennsylvania Blvd	Feasterville	6,013	\$788.29	\$4,740,004
5	1516	933 Paoli Pike	West Chester	5,114	\$900.68	\$4,606,087
6	5154	1112 Chestnut St #28	Philadelphia	2,848	\$1,032.35	\$2,940,140
7	4624	125 W Dekalb Pike	King of Prussia	2,523	\$1,096.01	\$2,765,239
8	3616	1190 Dillerville Rd	Lancaster	4,218	\$575.77	\$2,428,610
9	4817	3084 Emrick Blvd	Bethlehem	2,699	\$756.55	\$2,041,934
10	0247	5956 Centre Ave, Ste 201	Pittsburgh	2,697	\$705.36	\$1,902,345

CHAIRMAN'S PROGRAM SALES

The Chairman's Program includes all of the wines in the Chairman's Selection® and Chairman's Advantage® collections, as well as Chairman's Spirits® products. Chairman's Programs sales totaled \$87,449,806 in RY 2016-17. Six of the top 10 items were Chairman's Selection® wines, while the remaining four were Chairman's Advantage® wines. The top two items were Chairman's Selection® items Havens Black & Blue Red Blend Napa Valley 2013 (750 mL) (\$733,653) and Shannon Ridge Circle O Ranch Cabernet Sauvignon Lake County 2014 (750 mL) (\$628,356).

Table 31: Top Chairman's Program Wines

Rank	Product	Size	RY 2016-17 Unit Sales	RY 2016-17 Dollar Sales
1	Havens Black & Blue Red Blend Napa Valley 2013	750 mL	36,733	\$733,653
2	Shannon Ridge Circle O Ranch Cabernet Sauvignon Lake County 2014	750 mL	41,960	\$628,356
3	Covey Run Riesling Columbia Valley 2014	750 mL	119,747	\$597,801
4	Bodegas Ego Infinito Jumilla 2012	750 mL	29,578	\$590,708
5	Parducci Wine Cellars True Grit Cabernet Sauvignon Reserve 2014	750 mL	35,723	\$535,161
6	H Luxury Collection by Havens Winery Cabernet Sauvignon 2014	750 mL	41,199	\$534,355
7	Quotation by Veramonte Red Blend Central Valley 2015	750 mL	65,116	\$519,936
8	Grace Lane Cabernet Sauvignon Columbia Valley 2013	750 mL	71,019	\$495,805
9	Gabbiano Chianti Classico Riserva 2011	750 mL	33,061	\$490,316
10	Santa Julia Innovacion Shiraz Cabernet Sauvignon Mendoza 2015	1 L	58,883	\$470,181

Store 0247 in Pittsburgh had the highest dollar sales of Chairman's Program items (\$2,076,355) in the retail year. Five of the top 10 stores were located in Region 1, four were in Region 3 and one was in Region 2.

Table 32: Stores Ranked by Chairman's Program Dollar Sales, RY 2016-17

Rank	Store	Address	City	Transaction Count	Avg. Value of Transaction	Dollar Sales
1	0247	5956 Centre Ave, Ste 201	Pittsburgh	60,898	\$34.10	\$2,076,355
2	9211	Village Square Mall, 5000 Oxford Dr, Ste 100	Bethel Park	43,617	\$43.26	\$1,886,682
3	0214	The Waterworks, 974 Freeport Rd	Pittsburgh	38,637	\$41.09	\$1,587,685
4	4646	Ardmore Plaza Shopping Ctr, 62 Greenfield Ave	Ardmore	36,231	\$39.07	\$1,415,626
5	9208	125 Towne Centre Dr, Ste 500	Wexford	35,097	\$38.63	\$1,355,838
6	2102	West Shore Plaza Shopping Ctr, 1200 Market St	Lemoyne	34,961	\$36.09	\$1,261,820
7	4613	935 Old York Rd	Jenkintown	36,522	\$32.20	\$1,175,896
8	0909	10 W Centre Ave	Newtown	31,594	\$37.06	\$1,170,721
9	0934	132 Bldg C, Veterans Ln	Doylestown	31,281	\$36.95	\$1,155,957
10	4623	1440 Bethlehem Pike	Flourtown	31,552	\$35.32	\$1,114,303

During RY 2016–17, the Chairman's Program offered its first spirits product, Epic Classic Vodka (1 L). Among 1 liter vodka products, this item sold the most units (477,351) with an average price of \$9.96. In only 35 weeks, sales for this product totaled \$4,754,021.

Chairman's Spirits, Epic Classic Vodka 1 L

Dollar Sales	\$4,754,021
Units Sold	477,351
Average Price	\$9.96
Sales Duration	35 weeks
Rank - Top 100 Items by Units	18
Rank - Top 100 Items by Dollars	47
Rank - Top 150 Brands by Units	74



LUXURY WINE SALES

Table 33 shows the top 10 luxury wines by dollar sales during RY 2016–17. The top 3 luxury wines included Caymus Cabernet Sauvignon Napa Valley 2014 (750 mL), Château d'Esclans Whispering Angel Côtes de Provence Rosé 2016 (750 mL) and Rombauer Vineyards Chardonnay Carneros 2014 (750 mL).

Table 33: Top Luxury Wine

Rank	Product	Size	RY 2016–17 Unit Sales	RY 2016–17 Dollar Sales
1	Caymus Cabernet Sauvignon Napa Valley 2014	750 mL	12,082	\$952,058
2	Château d'Esclans Whispering Angel Côtes de Provence Rosé 2016	750 mL	29,316	\$641,794
3	Rombauer Vineyards Chardonnay Carneros 2014	750 mL	15,523	\$571,102
4	Educated Guess Cabernet Sauvignon Napa Valley 2014	750 mL	21,471	\$468,898
5	Cakebread Cellars Chardonnay Napa Valley 2014	750 mL	12,441	\$462,362
6	Villa Jolanda Moscato and Coconut NV	750 mL	51,079	\$458,974
7	Villa Jolanda Strawberry Moscato NV	750 mL	45,330	\$407,207
8	Villa Jolanda Moscato Pineapple NV	750 mL	45,053	\$404,844
9	Villa Jolanda Mango Moscato NV	750 mL	45,044	\$404,774
10	The Prisoner Red Napa Valley 2015	750 mL	7,537	\$324,340

Table 34 lists the top 10 stores ranked by luxury wine dollar sales for RY 2016–17. The top three stores included two in Pittsburgh, stores 0247 and 0214, and one in Ardmore, store 4646.

Table 34: Stores Ranked by Luxury Wine Dollar Sales, RY 2016–17

Rank	Store	Address	City	Transaction Count	Avg. Value of Transaction	Dollar Sales
1	0247	5956 Centre Ave, Ste 201	Pittsburgh	70,614	\$39.52	\$2,790,384
2	4646	Ardmore Plaza Shopping Ctr, 62 Greenfield Ave	Ardmore	35,836	\$59.24	\$2,122,885
3	0214	The Waterworks, 974 Freeport Rd	Pittsburgh	29,271	\$56.71	\$1,659,831
4	9101	2040 Market St	Philadelphia	48,998	\$32.57	\$1,595,938
5	1527	821 W Lancaster Ave, Ste 310	Wayne	29,089	\$53.71	\$1,562,268
6	0266	521 Beaver St	Sewickley	13,704	\$102.72	\$1,407,681
7	0934	132 Bldg C, Veterans Ln	Doylestown	32,186	\$43.13	\$1,388,206
8	2102	West Shore Plaza Shopping Ctr, 1200 Market St	Lemoyne	30,520	\$45.03	\$1,374,233
9	9211	Village Square Mall, 5000 Oxford Dr, Ste 100	Bethel Park	24,074	\$51.95	\$1,250,701
10	4623	1440 Bethlehem Pike	Flourtown	28,194	\$40.23	\$1,134,182

E-COMMERCE SALES

Table 35 lists the top 10 e-commerce items by dollar sales. The top three items were Johnnie Walker Blue Label Scotch (750 mL), Remy Martin Louis XIII Cognac (750 mL) and Gordon's Vodka (1.75 L).

Table 35: Top E-Commerce Items

Rank	Product	Size	RY 2016–17 Unit Sales	RY 2016–17 Dollar Sales
1	Johnnie Walker Blue Label Scotch	750 mL	84	\$18,580
2	Remy Martin Louis XIII Cognac	750 mL	5	\$14,585
3	Gordon's Vodka	1.75 L	782	\$12,504
4	Dom Pérignon Champagne	750 mL	78	\$12,424
5	Blanton's Bourbon	750 mL	149	\$8,273
6	Moletto Prosecco	750 mL	595	\$7,976
7	The Glenlivet Nadurra Scotch 16 Year Old	750 mL	74	\$5,137
8	Grey Goose Vodka	750 mL	158	\$4,782
9	Jameson Irish Whiskey 18 Year Old	750 mL	22	\$2,860
10	Buffalo Trace Distillery Bourbon	750 mL	115	\$2,731

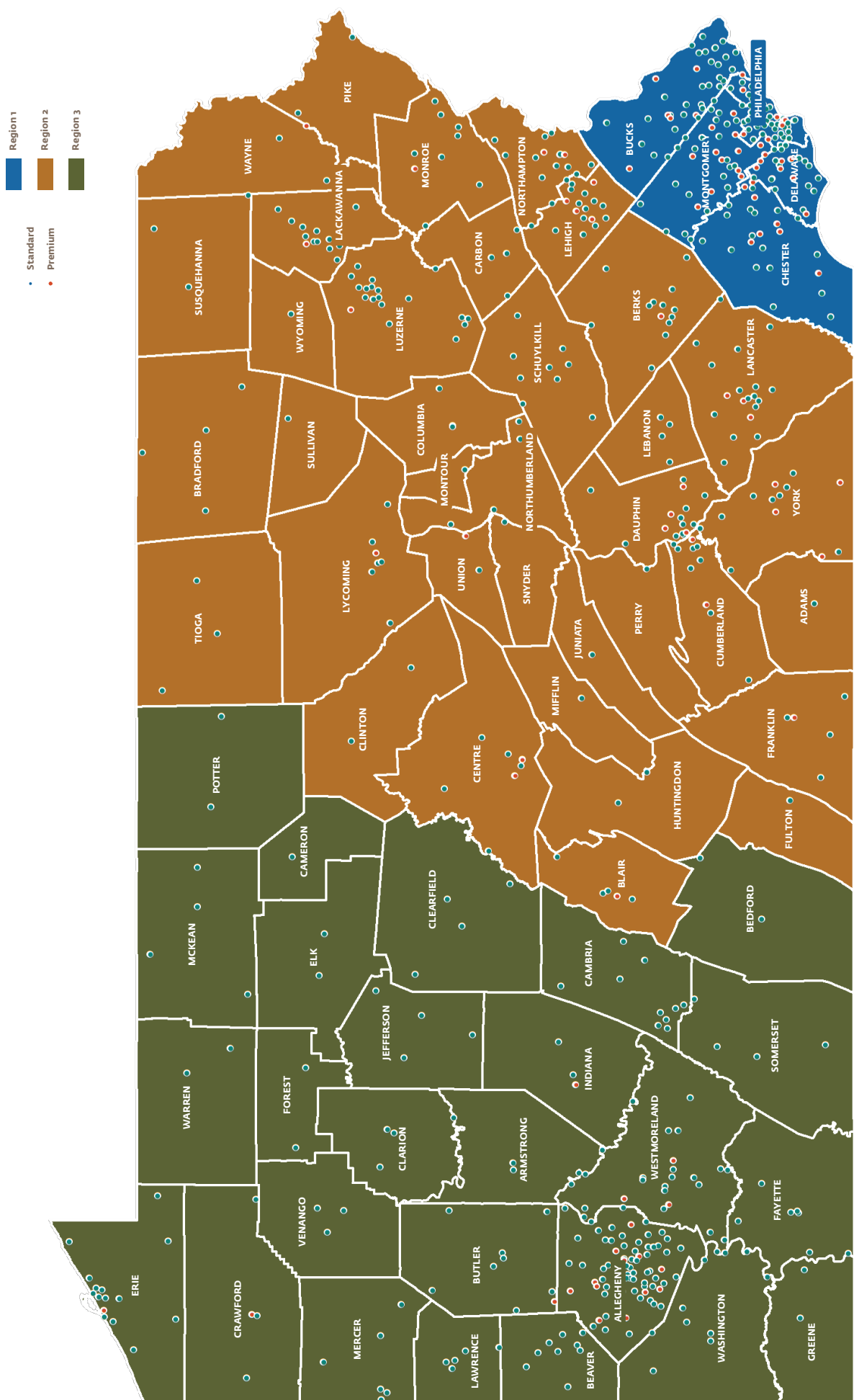


Pappy Van Winkle Bourbons and a Rye Whiskey were sold through a Limited-Release Lottery. In total, these items accounted for \$238,043 in sales. Prices ranged from \$79.99 per bottle to \$1,899.99 for a six-bottle package.



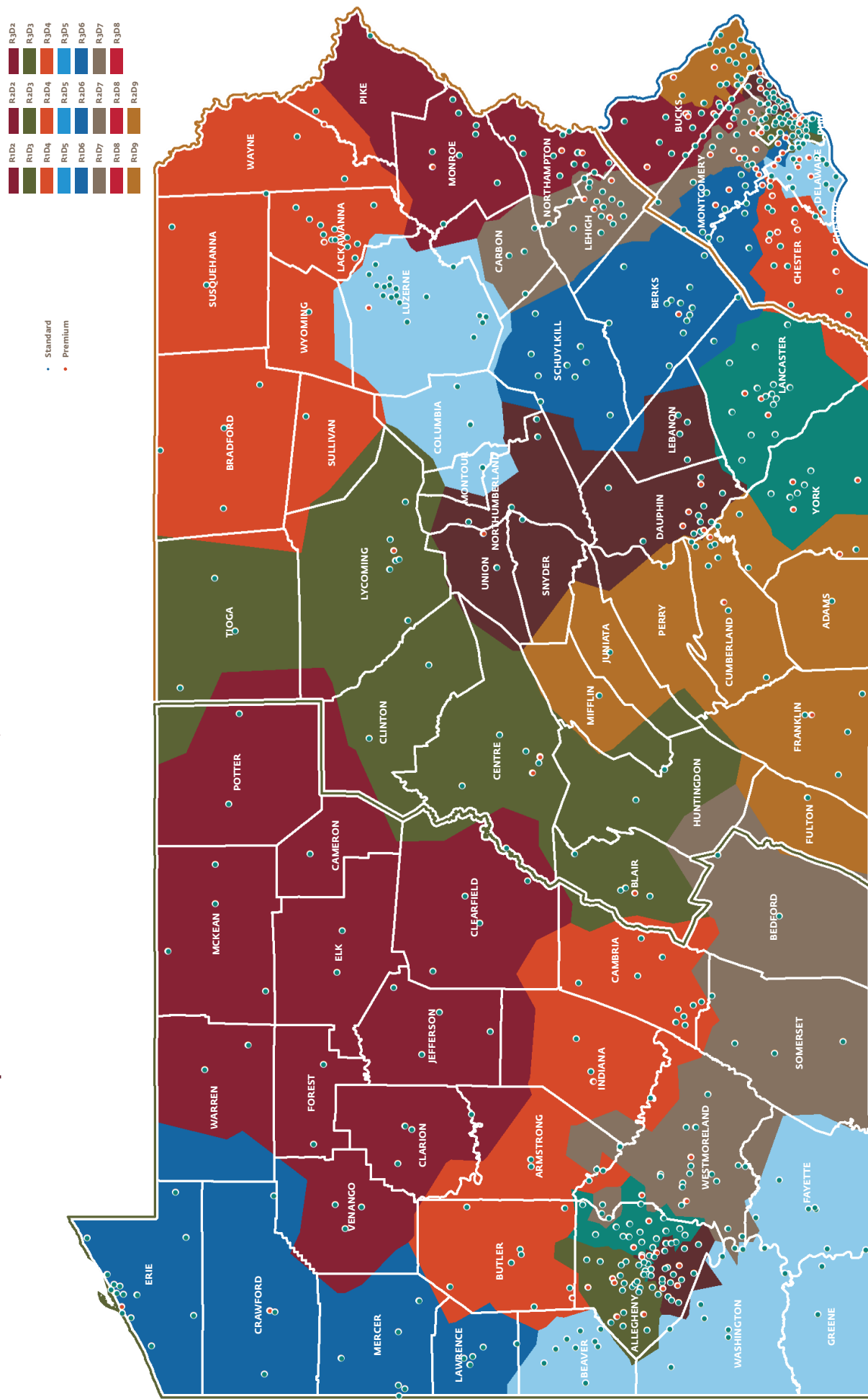
APPENDIX 1: MAPS

MAP 1: Fine Wine & Good Spirits Store Regions, RY 2016-17



APPENDIX 1: MAPS

MAP 2: Fine Wine & Good Spirits Store Districts, RY 2016-17



APPENDIX 2: TABLE 8

Table 8: Stores Ranked by Total Dollar Sales, RY 2016–17¹⁸

Rank	Store	Address	City	Zip	Transaction Count	Avg. Value of Transaction	Dollar Sales
1	5103*	2238 Washington Ave	Philadelphia	19146	20,259	\$2,270.04	\$45,988,650
2	1516†	933 Paoli Pike	West Chester	19380	300,349	\$88.20	\$26,490,788
3	0215*	1601 Liberty Ave	Pittsburgh	15222	16,886	\$1,452.77	\$24,531,551
4	0940*	855B Pennsylvania Blvd	Feasterville	19053	13,142	\$1,764.68	\$23,191,392
5	0247†**	5956 Centre Ave, Ste 201	Pittsburgh	15206	411,055	\$52.82	\$21,711,825
6	2301*	Lawrence Park Industrial Ctr, 629 Park Way	Broomall	19008	9,658	\$2,016.38	\$19,474,163
7	0621†	Berkshire Mall West, 1101 Woodland Rd	Wyomissing	19610	324,174	\$48.37	\$15,680,899
8	4624†**	125 W Dekalb Pike	King of Prussia	19406	249,417	\$59.75	\$14,902,282
9	0214†	The Waterworks, 974 Freeport Rd	Pittsburgh	15238	271,294	\$54.23	\$14,712,825
10	4646†**	Ardmore Plaza Shopping Ctr, 62 Greenfield Ave	Ardmore	19003	236,816	\$61.79	\$14,632,643
11	9211†	Village Square Mall, 5000 Oxford Dr, Ste 100	Bethel Park	15102	278,495	\$51.11	\$14,234,259
12	5185†**	180 W Girard Ave	Philadelphia	19123	350,955	\$39.91	\$14,005,206
13	0934†**	132 Bldg C, Veterans Ln	Doylestown	18901	270,371	\$49.57	\$13,402,655
14	4623†**	1440 Bethlehem Pike	Flourtown	19031	247,226	\$53.86	\$13,315,334
15	1007†	Cranberry Mall, Rm 302A, 20111 Rte 19	Cranberry Twp	16066	255,296	\$51.12	\$13,050,664
16	2102†**	West Shore Plaza Shopping Ctr, 1200 Market St	Lemoine	17043	288,868	\$44.42	\$12,832,283
17	4628†	Whitemarsh Shopping Ctr, 44 Ridge Pike	Conshohocken	19428	309,853	\$40.87	\$12,662,214
18	9101†**	2040 Market St	Philadelphia	19103	345,391	\$36.01	\$12,437,504
19	6316	Washington Mall, 301 Oak Spring Rd	Washington	15301	205,847	\$59.76	\$12,300,690
20	0909†	10 W Centre Ave	Newtown	18940	256,539	\$46.09	\$11,822,834
21	5154†**	1112 Chestnut St #28	Philadelphia	19107	269,333	\$43.81	\$11,799,434
22	9208†**	125 Towne Centre Dr, Ste 500	Wexford	15090	219,463	\$53.67	\$11,778,681
23	0231†	Robinson Town Ctr, 1850 Park Manor Blvd	Pittsburgh	15205	255,086	\$45.62	\$11,638,250
24	1405†	1682 N Atherton St	State College	16803	257,944	\$43.86	\$11,313,776
25	2210†	Kmart Shopping Ctr, 5070 Jonestown Rd	Harrisburg	17112	269,101	\$41.43	\$11,147,846
26	3616*	1190 Dillerville Rd	Lancaster	17601	9,440	\$1,165.92	\$11,006,259
27	5104†**	Columbus Commons North Shopping Ctr, 1940 S Christopher Columbus Blvd	Philadelphia	19148	240,956	\$45.38	\$10,935,119
28	6717†**	York Marketplace, 2547 E Market St	York	17402	273,755	\$39.54	\$10,825,102
29	4631†	Swede Square Shopping Ctr, 2927 Swede Rd	Norristown	19401	256,378	\$41.10	\$10,538,012
30	4814†	Northampton Crossings, 3718 Easton-Nazareth Hwy	Easton	18045	256,434	\$40.60	\$10,411,021

¹⁸ *Licensee Fulfillment Center

** Rebranded Store

^ Online Store

† Premium Collection Store

APPENDIX 2: TABLE 8

Table 8: Stores Ranked by Total Dollar Sales, RY 2016–17¹⁸ (continued)

Rank	Store	Address	City	Zip	Transaction Count	Avg. Value of Transaction	Dollar Sales
31	4613†**	935 Old York Rd	Jenkintown	19046	248,399	\$41.82	\$10,387,081
32	3516†	222 Northern Blvd, Ste C	Clarks Summit	18411	209,060	\$49.44	\$10,335,435
33	4633†	Allen Forge Shopping Ctr, 850 S Valley Forge Rd	Lansdale	19446	266,959	\$37.98	\$10,140,006
34	0227†**	3845 Northern Pike	Monroeville	15146	255,908	\$38.80	\$9,929,345
35	0920†	Quakertown Shopping Ctr, 1465 W Broad St, Ste 19	Quakertown	18951	297,540	\$32.82	\$9,765,179
36	0260	1955 Wharton St	Pittsburgh	15203	278,871	\$34.88	\$9,726,038
37	3901†	Crest Plaza Shopping Ctr, 1516 N Cedar Crest Blvd	Allentown	18104	208,885	\$46.00	\$9,608,281
38	4817*	3084 Emrick Blvd	Bethlehem	18020	8,974	\$1,068.43	\$9,588,114
39	3913†	2503 Mickley Ave	Whitehall	18052	279,840	\$32.70	\$9,151,918
40	2310†	149 Baltimore Pike	Springfield	19064	315,157	\$28.81	\$9,079,115
41	4606†	Maple Glen Shopping Ctr, 1973 Norristown Rd	Maple Glen	19002	184,402	\$49.04	\$9,042,837
42	3918†	Promenade Shops at Saucon Valley, 3060 Center Valley Pkwy, Ste 835	Center Valley	18034	152,560	\$58.85	\$8,978,231
43	6315	Donaldsons Crossroads Shopping Ctr, 3929 Washington Rd	Mcmurray	15317	210,522	\$42.40	\$8,926,147
44	1404	Hamilton Square Shopping Ctr, 230 W Hamilton Ave	State College	16801	154,510	\$56.29	\$8,698,081
45	0277†	8090 Mcintyre Square Dr	Pittsburgh	15237	230,218	\$37.71	\$8,680,394
46	2514†**	Yorktown Ctr, 2501 W 12th St	Erie	16505	181,719	\$47.41	\$8,615,584
47	3614†	Hawthorne Centre Shopping Ctr, 2076 Fruitville Pike	Lancaster	17601	235,091	\$36.52	\$8,584,399
48	2211†**	1158 Mae St	Hummelstown	17036	114,026	\$74.19	\$8,459,627
49	1501†	275 Main St	Exton	19341	187,195	\$44.69	\$8,365,218
50	4645†	Limerick Vlg, 200 West Ridge Pike	Limerick	19468	196,961	\$42.41	\$8,352,758
51	2305†	315 W Baltimore Ave	Media	19063	217,789	\$38.08	\$8,293,739
52	9205†**	1602 Cochran Rd	Pittsburgh	15220	212,897	\$38.72	\$8,242,774
53	2101†**	Carlisle Marketplace, 281 S Spring Garden St	Carlisle	17013	239,728	\$33.40	\$8,005,782
54	0709†	Pleasant Valley Shopping Ctr, 3415 Pleasant Valley Blvd, Ste 82	Altoona	16602	220,296	\$36.13	\$7,958,293
55	0912†**	Logan Square Shopping Ctr, 6542-J Lower York Rd	New Hope	18938	129,243	\$61.55	\$7,954,450
56	6711†	Hanover Crossing Shopping Ctr, 431 Eisenhower Dr	Hanover	17331	208,138	\$37.48	\$7,801,750
57	1528†**	Paoli Shopping Ctr, 17-19 Leopard Rd, Ste D1, D2, D3	Paoli	19301	166,589	\$46.83	\$7,801,358
58	0604**	4721 Perkiomen Ave	Reading	19606	223,315	\$34.92	\$7,798,776
59	5112†**	2550 Grant Ave, Ste 130	Philadelphia	19114	246,792	\$31.30	\$7,725,352

¹⁸ *Licensee Fulfillment Center

** Rebranded Store

^ Online Store

† Premium Collection Store

APPENDIX 2: TABLE 8

Table 8: Stores Ranked by Total Dollar Sales, RY 2016–17¹⁸ (continued)

Rank	Store	Address	City	Zip	Transaction Count	Avg. Value of Transaction	Dollar Sales
60	3622†**	Shoppes At Kissel Vlg, 1036 Lititz Pike	Lititz	17543	207,560	\$36.69	\$7,616,388
61	6517†	Westmoreland Mall, 5280 Rte 30, Ste 4	Greensburg	15601	171,205	\$44.12	\$7,554,323
62	4614†	119 West City Ave	Bala Cynwyd	19004	240,417	\$31.06	\$7,467,678
63	1527†**	821 W Lancaster Ave, Ste 310	Wayne	19087	133,528	\$55.76	\$7,445,182
64	6518†**	Norwin Hills Shopping Ctr, 8775 Norwin Ave, Ste 36	North Huntingdon	15642	209,591	\$35.47	\$7,434,414
65	2516	Liberty Plaza Shopping Ctr, 3702 Liberty St	Erie	16508	241,521	\$30.19	\$7,291,361
66	4502†	Pocono Village Mall, 3430 Rte 940, Ste 101	Mt Pocono	18344	244,838	\$29.50	\$7,223,493
67	0245†**	330 E Waterfront Dr	Homestead	15120	213,889	\$33.72	\$7,211,506
68	1514†	161 E Swedesford Rd	Wayne	19087	192,214	\$37.48	\$7,204,933
69	5191**	2401 Vare Ave	Philadelphia	19145	289,186	\$24.88	\$7,196,372
70	1530†**	Bradford Plaza Shopping Ctr, 692 Downingtown Pike	West Chester	19380	216,254	\$32.98	\$7,132,477
71	0222*	United Industrial Park, Bldg D, 98 Vanadium Rd	Bridgeville	15017	5,710	\$1,246.83	\$7,119,399
72	5133†**	401 Franklin Mills Cir	Philadelphia	19154	233,399	\$30.21	\$7,051,017
73	2801†	Wayne Plz, 987 Wayne Ave	Chambersburg	17201	200,666	\$35.07	\$7,037,276
74	0932†	1115 Main St	Warrington	18976	168,168	\$41.31	\$6,946,833
75	3625†**	Centerville Sq, 558 Centerville Rd, Ste D	Lancaster	17601	213,484	\$32.52	\$6,941,700
76	1010	206 Seven Fields Blvd	Seven Fields	16046	182,333	\$38.03	\$6,934,322
77	6714†	Shrewsbury Commons Shopping Ctr, 802 Shrewsbury Commons Ave	Shrewsbury	17361	159,468	\$43.14	\$6,880,064
78	0619**	Penn Plz, Ste 2, 3045 N 5th Street Hwy, Unit 3	Reading	19605	230,251	\$29.70	\$6,838,244
79	1525†	Lionville Shopping Ctr, 162 Eagleview Blvd	Exton	19341	191,778	\$35.43	\$6,794,081
80	0286†**	# 20 Pines Plz, 1130 Perry Hwy	Pittsburgh	15237	149,042	\$45.35	\$6,759,108
81	4306**	Hermitage Towne Plz, 2321 E State St	Hermitage	16148	179,936	\$37.49	\$6,744,953
82	5140	2401 E Venango St	Philadelphia	19134	262,045	\$25.56	\$6,698,829
83	2324**	Macdade Shopping Ctr, 2143 Macdade Blvd	Holmes	19043	238,355	\$27.95	\$6,661,323
84	4621†	Center Square Plz, Ste 100, 1301 Skippack Pike	Blue Bell	19422	129,011	\$51.45	\$6,637,123
85	5174**	Baker's Ctr, Ste 6A, 3413 Fox St	Philadelphia	19129	247,774	\$26.55	\$6,577,218
86	4003†	2161 Memorial Hwy, Ste 101	Dallas	18612	158,188	\$41.27	\$6,528,560
87	9118**	Ivy Ridge Shopping Ctr, 7146 Ridge Ave	Philadelphia	19128	221,093	\$29.52	\$6,526,167

¹⁸ *Licensee Fulfillment Center

** Rebranded Store

^ Online Store

† Premium Collection Store

APPENDIX 2: TABLE 8

Table 8: Stores Ranked by Total Dollar Sales, RY 2016–17¹⁸ (continued)

Rank	Store	Address	City	Zip	Transaction Count	Avg. Value of Transaction	Dollar Sales
88	0101	1275 York Rd, Lot 12	Gettysburg	17325	159,647	\$40.82	\$6,516,658
89	0266†	521 Beaver St	Sewickley	15143	111,938	\$58.17	\$6,511,839
90	4804	Stefko Shopping Ctr, 1844A Stefko Blvd	Bethlehem	18017	222,164	\$29.28	\$6,505,799
91	0211**	354 Northtowne Sq, 5600 Rte 8	Gibsonia	15044	180,731	\$35.91	\$6,489,926
92	6716†**	West Manchester Town Ctr, 880 Town Center Dr	York	17408	197,899	\$32.78	\$6,487,771
93	5150**	4301 Chestnut St	Philadelphia	19104	244,400	\$26.47	\$6,469,077
94	1506	Ashbridge Shopping Ctr, 861 E Lancaster Ave	Downingtown	19335	175,792	\$36.51	\$6,418,161
95	2320**	1305 West Chester Pike, Ste 44B	Havertown	19083	205,902	\$31.11	\$6,405,439
96	5157**	1237 S 11th St	Philadelphia	19147	219,635	\$29.16	\$6,404,880
97	4632	Gwynedd Crossing Shopping Ctr, 1200 Bethlehem Pike, Ste 7	North Wales	19454	162,130	\$39.44	\$6,394,591
98	2334†**	Brandywine Mills Shopping Ctr, 1751 Wilmington Pike, Ste B-6	Glen Mills	19342	135,459	\$46.90	\$6,352,854
99	6705	Queensgate Shopping Ctr, 2075 Springwood Rd, Unit 30	York	17403	197,627	\$31.97	\$6,318,753
100	1903**	1005 Scott Town Ctr	Bloomsburg	17815	180,005	\$35.10	\$6,317,269
101	4622**	404 Huntingdon Pike	Rockledge	19046	192,017	\$32.53	\$6,245,896
102	1502	550 Kimberton Rd	Phoenixville	19460	176,819	\$34.94	\$6,178,816
103	2215	The Point Shopping Ctr, 4227 Union Deposit Rd	Harrisburg	17111	228,708	\$26.78	\$6,124,726
104	0929	4275 County Line Rd	Chalfont	18914	175,655	\$34.76	\$6,105,725
105	5160	Hendrix Ctr, 11685 Bustleton Ave	Philadelphia	19116	229,183	\$26.53	\$6,079,920
106	1510**	Barley Station Shopping Ctr, 2715 E Lincoln Hwy	Coatesville	19320	235,857	\$25.64	\$6,046,976
107	4636†	1 Station Cir	Narberth	19072	146,681	\$41.03	\$6,018,648
108	2106†**	6560 Carlisle Pike, Ste 250	Mechanicsburg	17050	172,007	\$34.98	\$6,017,543
109	4501**	Pocono Plz, 414 Lincoln Ave	East Stroudsburg	18301	221,651	\$27.15	\$6,016,838
110	4001	2136 Wilkes-Barre Township Market Pl	Wilkes-Barre	18702	182,697	\$32.45	\$5,928,980
111	6526†**	109 Blue Spruce Way	Murrysville	15668	132,407	\$44.66	\$5,913,518
112	5132	4229 N Broad St	Philadelphia	19140	284,284	\$20.79	\$5,908,979
113	4635	Regency Square Shopping Plz, 1029 N Easton Rd	Willow Grove	19090	190,703	\$30.72	\$5,858,961
114	1507	New Garden Town Square Shopping Ctr, 350 Scarlett Rd, Ste 1-3-5	Kennett Square	19348	126,209	\$46.18	\$5,828,867
115	3522	210 Meadow Ave	Scranton	18505	194,730	\$29.83	\$5,809,133
116	5201**	106 W Harford St	Milford	18337	163,284	\$35.50	\$5,796,264
117	4110†	Loyal Plaza Shopping Ctr, 1903 E 3rd St	Williamsport	17701	160,912	\$35.42	\$5,699,436

¹⁸ *Licensee Fulfillment Center

** Rebranded Store

^ Online Store

† Premium Collection Store

APPENDIX 2: TABLE 8

Table 8: Stores Ranked by Total Dollar Sales, RY 2016–17¹⁸ (continued)

Rank	Store	Address	City	Zip	Transaction Count	Avg. Value of Transaction	Dollar Sales
118	3801	102 N 8th Ave	Lebanon	17046	196,547	\$28.93	\$5,685,996
119	3615	Bridgeport Shopping Ctr, 1622 Lincoln Hwy E	Lancaster	17602	212,422	\$26.61	\$5,653,498
120	3206 ^{†**}	Townfair Plz, 475 Ben Franklin S, Ste 5	Indiana	15701	168,844	\$33.13	\$5,594,597
121	3915	Westgate Mall, 2289 Schoenersville Rd	Bethlehem	18017	183,635	\$30.34	\$5,571,344
122	4610 [†]	Market Place Shopping Ctr, 201 2nd Ave, Ste 107	Collegeville	19426	135,474	\$41.05	\$5,561,057
123	6401 [†]	74 Welwood Ave, Ste 103	Hawley	18428	116,313	\$47.62	\$5,538,956
124	0915	3920 New Falls Rd	Bristol	19007	218,838	\$25.10	\$5,492,349
125	4639 ^{**}	Gilbertsville Shopping Ctr, 1050 E Philadelphia Ave	Gilbertsville	19525	162,504	\$33.72	\$5,480,240
126	4608 [†]	922 W Lancaster Ave	Bryn Mawr	19010	125,938	\$43.43	\$5,469,263
127	4626	2501 West Ridge Pike	Norristown	19403	186,869	\$29.26	\$5,467,541
128	2207 [*]	1303 N 7th St	Harrisburg	17102	4,455	\$1,224.87	\$5,456,787
129	4508 [*]	Jay Park Plz, Rte 209, 288 Dartmouth Dr, PO Box 1378	Marshalls Creek	18335	3,111	\$1,753.19	\$5,454,181
130	0925	Crossroads Shopping Ctr, 800 Bustleton Pike	Richboro	18954	167,220	\$32.46	\$5,428,290
131	0919	2223 Galloway Rd	Bensalem	19020	186,581	\$28.84	\$5,381,781
132	2220 ^{†**}	Blue Mountain Cmns, 2310 Linglestown Rd	Harrisburg	17110	172,555	\$31.14	\$5,373,263
133	2306	209 W Lancaster Ave	Wayne	19087	123,394	\$43.41	\$5,356,697
134	0941 ^{**}	532 S Oxford Valley Rd	Fairless Hills	19030	185,510	\$28.86	\$5,352,982
135	2501	Summit Towne Ctr, 7200 Peach St	Erie	16509	136,363	\$39.06	\$5,327,011
136	5121 ^{†**}	Top Of The Hill Shopping Ctr, 8705 Germantown Ave	Philadelphia	19118	132,964	\$39.73	\$5,282,164
137	4511 ^{**}	Kinsley Plz, 107 Kinsley Dr, Ste 104	Brodheads ville	18322	194,777	\$27.04	\$5,267,550
138	5122	8 Penn Center Plz, 1628 John F Kennedy Blvd	Philadelphia	19103	263,519	\$19.94	\$5,255,077
139	5169	1935 Fairmount Ave	Philadelphia	19130	187,656	\$27.80	\$5,217,741
140	5173	Woodland Village Shopping Ctr, 6036 Woodland Ave	Philadelphia	19142	276,970	\$18.82	\$5,212,813
141	0298	Chartiers Valley Shopping Ctr, 1025 Washington Pike	Bridgeville	15017	150,958	\$34.39	\$5,191,065
142	5135	5101 Lancaster Ave	Philadelphia	19131	261,472	\$19.81	\$5,179,680
143	5111 ^{**}	3720 Main St	Philadelphia	19127	166,613	\$30.88	\$5,144,540
144	5134 ^{**}	32 S 2nd St	Philadelphia	19106	112,070	\$45.79	\$5,131,361
145	0267 ^{**}	Moon Plz, Ste 24, 5990 University Blvd	Coraopolis	15108	156,438	\$32.76	\$5,124,337
146	5190 ^{**}	7161 Ogontz Ave	Philadelphia	19138	257,690	\$19.83	\$5,108,693
147	4638 ^{**}	123 S Easton Rd	Glenside	19038	169,201	\$30.15	\$5,101,899

¹⁸ *Licensee Fulfillment Center

** Rebranded Store

^ Online Store

† Premium Collection Store

APPENDIX 2: TABLE 8

Table 8: Stores Ranked by Total Dollar Sales, RY 2016–17¹⁸ (continued)

Rank	Store	Address	City	Zip	Transaction Count	Avg. Value of Transaction	Dollar Sales
148	3922**	Lehigh Shopping Ctr, 2154 W Union Blvd	Bethlehem	18018	168,787	\$30.16	\$5,091,128
149	0928	Shoppes at Flowers Mill, 118 N Flowers Mill Rd	Langhorne	19047	153,206	\$33.18	\$5,083,419
150	5119**	724 South St	Philadelphia	19147	162,639	\$31.16	\$5,068,516
151	4015*	112 Stevens Rd	Wilkes-Barre	18702	4,082	\$1,235.21	\$5,042,112
152	3903	1918 Allen St	Allentown	18104	190,729	\$26.43	\$5,040,146
153	0299**	Penn Hills Shopping Ctr, 11685 Penn Hills Dr	Pittsburgh	15235	196,359	\$25.57	\$5,020,981
154	0284†**	Bill Green Shopping Ctr, 10 Old Clairton Rd	Pittsburgh	15236	132,948	\$37.49	\$4,983,718
155	0938**	Center Point Plaza Shopping Ctr, 748 West Street Rd	Warminster	18974	169,190	\$29.39	\$4,973,261
156	0249**	519 Towne Square Way	Pittsburgh	15227	175,667	\$27.81	\$4,884,552
157	4617	2710 Shelly Rd	Harleysville	19438	140,519	\$34.70	\$4,875,409
158	5165	2118 Cottman Ave	Philadelphia	19149	209,505	\$23.25	\$4,870,352
159	5155†**	Society Hill Shopping Ctr, 326 S 5th St	Philadelphia	19106	145,760	\$33.10	\$4,824,137
160	0228**	Edgewood Towne Ctr, 1749 S Braddock Ave	Pittsburgh	15218	196,628	\$24.51	\$4,819,736
161	1003	608 Moraine Pointe Plz	Butler	16001	151,754	\$31.71	\$4,812,118
162	2332†	Lawrence Park Shopping Ctr, 1991 Sproul Rd, Spc 37	Broomall	19008	161,683	\$29.64	\$4,791,626
163	6523**	1038 Latrobe 30 Plz, Ste 311	Latrobe	15650	143,507	\$33.31	\$4,779,800
164	0290**	Noble Manor Shopping Ctr, 2350 Noblestown Rd	Pittsburgh	15205	171,371	\$27.74	\$4,754,083
165	0615	Douglassville Shopping Ctr, 180 Old Swede Rd, Ste 6	Douglassville	19518	152,961	\$31.05	\$4,749,665
166	6709	The Crossroads Shopping Ctr, 351 Loucks Rd, Ste F2	York	17404	163,603	\$29.01	\$4,745,490
167	2001†	Downtown Mall, 900 Water St	Meadville	16335	145,680	\$32.57	\$4,744,960
168	4611	Park Towne Plz, 301 N Lewis Rd, Ste 170	Royersford	19468	174,670	\$27.03	\$4,721,471
169	6003†**	Penn House Commons, 310 N 10th St, Ste 200	Lewisburg	17837	128,125	\$36.56	\$4,684,306
170	6519**	Crossroads Plz, 2501 Leechburg Rd, Ste F	Lower Burrell	15068	149,506	\$31.31	\$4,680,665
171	0414	1476 Brodhead Rd	Monaca	15061	135,760	\$34.47	\$4,680,013
172	0226**	132 Ben Avon Heights Rd	Pittsburgh	15237	159,830	\$29.25	\$4,675,702
173	5141**	4906-4908 Baltimore Ave	Philadelphia	19143	239,694	\$19.50	\$4,673,628
174	0910**	Hilltown Plaza Shopping Ctr, 766 Rte 113, Store 4	Souderton	18964	142,899	\$32.50	\$4,644,887
175	4627	Hillcrest Shopping Ctr, 644 E Main St	Lansdale	19446	173,232	\$26.79	\$4,640,510

¹⁸ *Licensee Fulfillment Center

** Rebranded Store

^ Online Store

† Premium Collection Store

APPENDIX 2: TABLE 8

Table 8: Stores Ranked by Total Dollar Sales, RY 2016–17¹⁸ (continued)

Rank	Store	Address	City	Zip	Transaction Count	Avg. Value of Transaction	Dollar Sales
176	1523**	Shoppes at Dilworthtown Crossing, 1363 Dilworthtown Xing, Ste B	West Chester	19382	109,613	\$42.04	\$4,608,444
177	0914**	Southampton Village Shopping Ctr, 162 E Street Rd	Feasterville	19053	147,336	\$31.05	\$4,574,383
178	4509	RR 1 Tannersville Plz, Box 406, 2838 Rte 611, Ste 107	Tannersville	18372	160,913	\$28.39	\$4,568,437
179	2331†	5035 Township Line Rd	Drexel Hill	19026	150,307	\$30.38	\$4,566,170
180	3916	Trexler Mall, Unit 130, 6900 Hamilton Blvd, PO Box 93	Trexlertown	18087	151,235	\$30.11	\$4,554,220
181	6404**	1199 Texas-Palmyra Hwy, Ste O	Honesdale	18431	127,385	\$34.56	\$4,402,720
182	0207†	1 Oxford Ctr, 320 Smithfield St	Pittsburgh	15222	135,015	\$32.51	\$4,389,188
183	4642**	Marketplace at Huntingdon, 2080 County Line Rd	Huntingdon Valley	19006	136,302	\$32.05	\$4,369,131
184	4637	Audubon Village Shopping Ctr, 2860 Audubon Vill Dr	Audubon	19403	127,520	\$34.15	\$4,354,331
185	0409	Chippewa Ctr, Rms 5 And 6, 2580 Constitution Blvd	Beaver Falls	15010	136,643	\$31.77	\$4,341,453
186	2610	Fayette Plaza Shopping Ctr, 619 Pittsburgh Rd	Uniontown	15401	110,197	\$39.35	\$4,335,763
187	3904**	3300 Lehigh St	Allentown	18103	136,416	\$31.68	\$4,321,744
188	3914	Mountainville Shopping Ctr, 1620 S 4th St	Allentown	18103	163,575	\$26.21	\$4,286,636
189	0238	Shady Hill Ctr, 6320 Shakespeare St	Pittsburgh	15206	213,122	\$19.94	\$4,250,682
190	4607	132 E Butler Ave	Ambler	19002	121,243	\$34.86	\$4,226,817
191	0292	North Hills Village Mall, Rm 9, 4801 Mcknight Rd	Pittsburgh	15237	133,563	\$31.64	\$4,225,559
192	2329**	Eddystone Shopping Ctr, 1562 Chester Pike, Unit D6	Eddystone	19022	180,140	\$23.41	\$4,217,163
193	0608**	Springtown Shopping Ctr, 2671 Shillington Rd	Sinking Spring	19608	140,806	\$29.82	\$4,199,232
194	2327†	789 E Lancaster Ave	Villanova	19085	80,636	\$52.02	\$4,194,314
195	0937	Oxford Oaks Shopping Ctr, 1601 Big Oak Rd	Yardley	19067	141,899	\$29.42	\$4,174,612
196	4630	North End Shopping Ctr, 1300 N Charlotte St	Pottstown	19464	160,134	\$26.05	\$4,171,954
197	3608**	Manor Shopping Ctr, 1234 Millersville Pike	Lancaster	17603	173,545	\$23.97	\$4,159,206
198	0901	Hilltown Crossings Shopping Ctr, 1547 Bethlehem Pike	Hatfield	19440	145,733	\$28.48	\$4,150,049
199	5126**	The Shops at Brewerytown, 3101 W Girard Ave, Unit B	Philadelphia	19130	171,905	\$24.09	\$4,141,057

¹⁸ *Licensee Fulfillment Center

** Rebranded Store

^ Online Store

† Premium Collection Store

APPENDIX 2: TABLE 8

Table 8: Stores Ranked by Total Dollar Sales, RY 2016–17¹⁸ (continued)

Rank	Store	Address	City	Zip	Transaction Count	Avg. Value of Transaction	Dollar Sales
200	0274**	Lebanon Shops, 300 Mount Lebanon Blvd	Pittsburgh	15234	141,557	\$29.13	\$4,123,158
201	3508	70 Keystone Industrial Park	Dunmore	18512	140,096	\$29.27	\$4,100,368
202	4510	Fox Run Plz, 232 Fox Run Ln, Ste 101	East Stroudsburg	18302	149,977	\$27.32	\$4,097,296
203	5116**	101 E Olney Ave	Philadelphia	19120	203,835	\$20.10	\$4,096,286
204	4506	1060 N 9th St	Stroudsburg	18360	140,737	\$29.02	\$4,084,019
205	2302	128 S 69th St	Upper Darby	19082	216,605	\$18.83	\$4,078,203
206	5142	Plaza Americana, 2717 N American St	Philadelphia	19133	182,025	\$22.39	\$4,075,585
207	2105**	Mechanicsburg Plz, 5301 Simpson Ferry Rd	Mechanicsburg	17050	149,900	\$27.17	\$4,073,403
208	1702	5730 Shaffer Rd	Dubois	15801	125,656	\$32.33	\$4,062,236
209	6524	321 Tri-County Ln	Belle Vernon	15012	147,406	\$27.44	\$4,044,618
210	0296**	5249 Library Rd	Bethel Park	15102	144,028	\$27.97	\$4,028,736
211	1412†**	127 Southridge Plz	State College	16801	105,731	\$38.08	\$4,026,364
212	6720**	406 N US Rte 15	Dillsburg	17019	123,753	\$32.49	\$4,020,565
213	0906**	Pennsbury Plaza Shopping Ctr, Unit 2, 229 Plaza Blvd	Morrisville	19067	156,195	\$25.69	\$4,012,394
214	4507	Blakeslee Corner Shopping Plz, 248 Route 940, Ste 109, PO Box 640	Blakeslee	18610	113,605	\$35.11	\$3,988,533
215	5143	2429 South St	Philadelphia	19146	131,763	\$30.12	\$3,968,612
216	5502**	244 Market Place Blvd	Selinsgrove	17870	114,271	\$34.67	\$3,961,792
217	6201	44 Market St	Warren	16365	117,721	\$33.19	\$3,906,940
218	2503	Asbury Sq, 2421 Asbury Rd	Erie	16506	130,360	\$29.86	\$3,892,953
219	0607**	1772 Tilden Ridge Dr	Hamburg	19526	110,811	\$35.03	\$3,881,924
220	1522	Suburbia Shopping Ctr, 76 Glocker Way	Pottstown	19465	117,372	\$32.97	\$3,869,300
221	2107	3760 Market St	Camp Hill	17011	115,971	\$33.35	\$3,867,270
222	4807	Creekside Market Pl, 1848 Leithsville Rd	Hellertown	18055	124,827	\$30.84	\$3,849,762
223	2333	Barclay Square Shopping Ctr, 1500 Garrett Rd	Upper Darby	19082	152,701	\$25.15	\$3,840,257
224	2509	Giant Eagle Plz, 4466 Buffalo Rd	Erie	16510	139,741	\$27.48	\$3,839,819
225	3617	Wheatland Shopping Ctr, 1761A Columbia Ave	Lancaster	17603	126,890	\$30.02	\$3,809,621
226	6710	Windsor Commons Shopping Ctr, 3159 Cape Horn Rd	Red Lion	17356	145,467	\$26.15	\$3,803,461
227	3923**	7801 Glenlivet West Dr, Ste E	Fogelsville	18051	105,199	\$36.13	\$3,800,433
228	9111**	Roosevelt Plz, 6577 Roosevelt Blvd	Philadelphia	19149	158,236	\$23.99	\$3,796,054

¹⁸ *Licensee Fulfillment Center

** Rebranded Store

^ Online Store

† Premium Collection Store

APPENDIX 2: TABLE 8

Table 8: Stores Ranked by Total Dollar Sales, RY 2016–17¹⁸ (continued)

Rank	Store	Address	City	Zip	Transaction Count	Avg. Value of Transaction	Dollar Sales
229	2314	Newtown Square Shopping Ctr, 42 Alpha Dr	Newtown Square	19073	109,789	\$34.18	\$3,752,612
230	4027 ^{**}	Pittston Crossing Shopping Ctr, 320 Route 315 Hwy, Ste 130	Pittston	18640	123,623	\$30.26	\$3,741,065
231	3611	1575 S Market St, Ste 109	Elizabethtown	17022	132,407	\$28.25	\$3,740,395
232	1508	West Sadsbury Commons Shopping Ctr, 324 Commons Dr, Ste C-6	Parkesburg	19365	134,484	\$27.61	\$3,713,289
233	0605	Village Square Plz, 45 Constitution Blvd	Kutztown	19530	111,847	\$33.01	\$3,692,523
234	3924 ^{†**}	750 N Krocks Rd, Ste 302	Allentown	18106	92,338	\$39.98	\$3,691,633
235	2103	109 S Conestoga Dr	Shippensburg	17257	131,493	\$27.85	\$3,661,640
236	2110 ^{**}	Stonehedge Square Shopping Ctr, 950 Walnut Bottom Rd	Carlisle	17013	116,550	\$31.15	\$3,630,650
237	4401 ^{**}	129 S Main St, Ste 400	Lewistown	17044	123,975	\$28.77	\$3,566,704
238	0272 ^{**}	233 Shiloh St	Pittsburgh	15211	102,005	\$34.93	\$3,562,946
239	5105	5 N 12th St	Philadelphia	19107	182,049	\$19.54	\$3,556,610
240	4640	8156 Ogontz Ave	Wyncote	19095	170,980	\$20.80	\$3,556,455
241	6527 ^{**}	Hollywood Plz, 6750 Hollywood Blvd	Delmont	15626	111,930	\$31.73	\$3,552,004
242	5602 ^{**}	Somerset Cmns, Ste 110, 1534 N Center Ave	Somerset	15501	102,246	\$34.64	\$3,541,522
243	5101	135 W Chelten Ave	Philadelphia	19144	210,909	\$16.67	\$3,516,818
244	3619 ^{**}	2600 Willow Street Pike N, Ste 308	Willow Street	17584	116,198	\$30.23	\$3,512,391
245	4031 ^{**}	Hazleton Shopping Ctr, 534 W Broad St	Hazleton	18201	99,858	\$35.10	\$3,504,709
246	0410	Aliquippa Shopping Ctr, 2719 Brodhead Rd, Ste 13	Aliquippa	15001	113,903	\$30.19	\$3,439,205
247	2502 ^{**}	105 W 18th St	Erie	16501	124,643	\$27.58	\$3,437,328
248	0907	Edgewood Village Shopping Ctr, 635 Heacock Rd	Yardley	19067	115,492	\$29.65	\$3,423,964
249	1512	Lincoln Court Shopping Ctr, 215 Lancaster Ave	Malvern	19355	107,162	\$31.59	\$3,385,443
250	3908	199 W Main St	Macungie	18062	102,691	\$32.94	\$3,383,126
251	4701	604 Continental Blvd	Danville	17821	106,114	\$31.70	\$3,363,755
252	5153	2115 N 22nd St	Philadelphia	19121	176,293	\$19.03	\$3,355,619
253	3803 ^{**}	Palmyra Shopping Ctr, 901 E Main St, Ste 12	Palmyra	17078	116,152	\$28.81	\$3,346,589
254	5195	7702 City Ave	Philadelphia	19151	146,479	\$22.82	\$3,342,222
255	2217	Swatara Sq, 6301 Grayson Rd, Ste A118	Harrisburg	17111	123,722	\$26.95	\$3,333,888
256	9114	Adams and Tabor Ctr, 730 Adams Ave	Philadelphia	19124	113,280	\$29.28	\$3,317,000
257	5114	8844 Frankford Ave	Philadelphia	19136	144,813	\$22.88	\$3,313,580
258	4815	Forks Town Ctr, 341 Town Center Blvd	Easton	18040	127,980	\$25.76	\$3,297,023

¹⁸ *Licensee Fulfillment Center

** Rebranded Store

^ Online Store

† Premium Collection Store

APPENDIX 2: TABLE 8

Table 8: Stores Ranked by Total Dollar Sales, RY 2016–17¹⁸ (continued)

Rank	Store	Address	City	Zip	Transaction Count	Avg. Value of Transaction	Dollar Sales
259	0927	Plumstead Square Shopping Ctr, 5837 Easton Rd	Pipersville	18947	108,275	\$30.38	\$3,289,665
260	2218	731 Cherry Dr	Hershey	17033	118,420	\$27.76	\$3,286,897
261	5161†**	1515 Locust St, #100	Philadelphia	19102	97,632	\$33.62	\$3,282,287
262	3708	2410 Wilmington Rd	New Castle	16105	111,333	\$29.47	\$3,280,654
263	6403	Hamlin Shopping Ctr, Rte 590	Hamlin	18427	102,517	\$31.90	\$3,270,416
264	0280**	2800 Robinson Blvd	Pittsburgh	15235	160,153	\$20.38	\$3,263,194
265	4006	Luzerne Shopping Ctr, 468 Union St	Luzerne	18709	114,625	\$28.14	\$3,225,510
266	0288	530A Caste Village Shopping Ctr	Pittsburgh	15236	102,897	\$31.27	\$3,217,255
267	0224	1824 Murray Ave	Pittsburgh	15217	116,730	\$27.38	\$3,195,586
268	4615**	26 E Fourth St	East Greenville	18041	101,791	\$31.39	\$3,195,569
269	4605	Melrose Shopping Ctr, 103 W Cheltenham Ave	Cheltenham	19012	138,976	\$22.94	\$3,188,043
270	0602	Rockland Plz, 1138 Rockland St	Reading	19604	123,646	\$25.75	\$3,184,343
271	2201	Kline Village Shopping Ctr, 29 Kline Vlg	Harrisburg	17104	147,476	\$21.56	\$3,179,321
272	3920	East Penn Plz, 1325 Chestnut St	Emmaus	18049	97,486	\$32.57	\$3,174,983
273	1406	Benner Pike Shops, 323 Benner Pike	State College	16801	99,767	\$31.75	\$3,167,233
274	4033**	Church Hill Mall, 1089 N Church St	Hazleton	18201	98,028	\$32.26	\$3,161,897
275	0201**	3239 Washington Pike	Bridgeville	15017	109,226	\$28.85	\$3,151,225
276	6715**	Newberry Point Shopping Ctr, 180 Newberry Pkwy	Etters	17319	106,117	\$29.60	\$3,141,157
277	1801	137 E Main St	Lock Haven	17745	91,424	\$34.16	\$3,123,017
278	2312	920 Baltimore Ave	Lansdowne	19050	138,615	\$22.49	\$3,116,883
279	4035**	Weis Markets Shopping Ctr, 223 S Mountain Blvd, Ste 2	Mountaintop	18707	96,867	\$32.14	\$3,113,038
280	2206	Midtown Plz, 430 E Main St	Middletown	17057	118,662	\$26.22	\$3,111,454
281	2518	Washington Towne Ctr, 140 Washington Towne Blvd	Edinboro	16412	101,372	\$30.50	\$3,091,610
282	5158	Mckeown Shopping Ctr, 6824 Rising Sun Ave	Philadelphia	19111	144,821	\$21.31	\$3,086,370
283	4026	26 Gateway Shopping Ctr, Ste B	Edwardsville	18704	114,441	\$26.96	\$3,085,293
284	3921	Airport Plaza Shopping Ctr, 1247 Airport Rd	Allentown	18109	92,850	\$32.97	\$3,061,510
285	0213**	217 Atwood St	Pittsburgh	15213	144,644	\$21.16	\$3,060,993
286	6302	43 E Pike St	Canonsburg	15317	98,582	\$31.01	\$3,056,767
287	0203**	Braddock Hills Shopping Ctr, 230 Yost Blvd	Pittsburgh	15221	121,173	\$25.21	\$3,054,922

¹⁸ *Licensee Fulfillment Center

** Rebranded Store

^ Online Store

† Premium Collection Store

APPENDIX 2: TABLE 8

Table 8: Stores Ranked by Total Dollar Sales, RY 2016–17¹⁸ (continued)

Rank	Store	Address	City	Zip	Transaction Count	Avg. Value of Transaction	Dollar Sales
288	1509**	Shoppes at Jenners Vlg, 853 W Baltimore Pike	West Grove	19390	103,876	\$28.95	\$3,007,348
289	0933	Buckingham Green, 4950 Old York Rd	Holicong	18928	69,304	\$43.34	\$3,003,775
290	3802**	1737 Quentin Rd	Lebanon	17042	87,118	\$34.40	\$2,997,048
291	1005	110 Bon Aire Plz	Butler	16001	104,490	\$28.60	\$2,988,863
292	0282**	Oak Park Mall, 2001 Lincoln Way	White Oak	15131	105,209	\$28.38	\$2,986,141
293	4805	1910 Center St	Northampton	18067	107,332	\$27.79	\$2,982,867
294	4102	Hepburn Ctr, 449 Hepburn St	Williamsport	17701	90,023	\$33.13	\$2,982,228
295	3510**	Plaza 1500, 1531 Main St	Peckville	18452	95,384	\$31.22	\$2,977,791
296	4201	38 Davis St	Bradford	16701	96,975	\$30.68	\$2,975,215
297	3604	31 W Main St	Ephrata	17522	105,725	\$28.14	\$2,974,809
298	2511**	737 E 38th St	Erie	16504	115,258	\$25.76	\$2,969,603
299	0263**	418 E Ohio St	Pittsburgh	15212	151,085	\$19.65	\$2,968,114
300	6525	6041 Rte 30, Ste 55	Greensburg	15601	99,097	\$29.93	\$2,966,194
301	1118	Geistown Shopping Ctr, 2451 Bedford St	Johnstown	15904	93,679	\$31.58	\$2,958,750
302	3621**	The Shoppes at Landis Valley, 2347 Oregon Pike, Ste 105	Lancaster	17601	90,594	\$32.64	\$2,957,078
303	0610	300 Kenhorst Plz, 1970 New Holland Rd	Kenhorst	19607	115,533	\$25.53	\$2,949,961
304	9206**	Kenmawr Plz, 510 Pine Hollow Rd	Mckees Rocks	15136	104,612	\$28.19	\$2,948,776
305	9213**	2356 Golden Mile Hwy	Pittsburgh	15239	109,460	\$26.87	\$2,940,833
306	0904**	Perkasie Sq, 511 Constitution Ave	Perkasie	18944	107,701	\$27.23	\$2,932,321
307	5189	2807 S Front St	Philadelphia	19148	97,457	\$30.00	\$2,924,165
308	3503**	Price Chopper Shopping Ctr, 1520 S Main Ave	Scranton	18504	111,066	\$26.31	\$2,922,122
309	1518	The Marketplace Shopping Ctr, 1502 W Chester Pike	West Chester	19382	107,083	\$27.18	\$2,910,162
310	5138	7204 Germantown Ave	Philadelphia	19119	118,878	\$24.40	\$2,900,189
311	5144†	1218 Chestnut St	Philadelphia	19107	71,027	\$40.82	\$2,899,242
312	3610**	Muddy Creek Shoppes, 2350 N Reading Rd, Store 11	Denver	17517	88,796	\$32.63	\$2,897,243
313	9108	Pennypack Circle Shopping Ctr, 8204 E Roosevelt Blvd	Philadelphia	19152	119,114	\$24.32	\$2,897,172
314	6507	613 W Main St	Ligonier	15658	63,912	\$45.25	\$2,892,277
315	0264	Shaler Plz, Ste 7, 880 Butler St	Pittsburgh	15223	95,523	\$30.21	\$2,885,331
316	4819†**	4817 Freemansburg Ave, Ste 101	Easton	18045	83,506	\$34.54	\$2,884,698
317	1108**	300 Walmart Dr, Ste 130	Ebensburg	15931	92,442	\$31.19	\$2,882,914

¹⁸ *Licensee Fulfillment Center

** Rebranded Store

^ Online Store

† Premium Collection Store

APPENDIX 2: TABLE 8

Table 8: Stores Ranked by Total Dollar Sales, RY 2016–17¹⁸ (continued)

Rank	Store	Address	City	Zip	Transaction Count	Avg. Value of Transaction	Dollar Sales
318	3101	7657 Lake Raystown Shopping Ctr	Huntingdon	16652	95,275	\$30.18	\$2,875,096
319	0308**	Franklin Village Shopping Ctr, 13 Franklin Village Mall	Kittanning	16201	92,779	\$30.97	\$2,873,318
320	0942**	Levittown Town Ctr, 179B Levittown Pkwy	Levittown	19055	119,208	\$23.98	\$2,859,001
321	0939**	306 Easton Rd	Warrington	18976	82,363	\$34.56	\$2,846,718
322	1002	9 Northgate Plz, Unit 5	Harmony	16037	98,830	\$28.78	\$2,844,137
323	6601**	600 Hunter Hwy, Ste 10	Tunkhannock	18657	93,563	\$30.33	\$2,837,419
324	3504	529 Main St	Childs	18407	86,406	\$32.76	\$2,830,496
325	2606**	140 Walnut Hill Rd	Uniontown	15401	92,438	\$30.60	\$2,828,740
326	1526	785 Starr St	Phoenixville	19460	108,235	\$26.10	\$2,825,275
327	0917	500 S Second Street Pike	Southampton	18966	90,225	\$31.12	\$2,807,788
328	1407**	Weis Market Shopping Ctr, 178 Buckaroo Ln	Bellefonte	16823	88,109	\$31.70	\$2,792,620
329	4013**	South Main Plz, 379 S Main St	Wilkes-Barre	18701	125,513	\$22.19	\$2,785,191
330	3609	Mount Joy Sq, 921 E Main St	Mount Joy	17552	98,461	\$28.26	\$2,782,535
331	1520	Ludwigs Village Shopping Ctr, 2910 Conestoga Rd	Glenmoore	19343	72,161	\$38.47	\$2,776,239
332	3907	The Shops at Cedar Point, 333 S Cedar Crest Blvd	Allentown	18103	87,412	\$31.68	\$2,769,225
333	4810	Bethlehem Square Shopping Ctr, Ste 11, 3926 Nazareth Pike	Bethlehem	18020	102,848	\$26.90	\$2,766,372
334	4813	30 E 4th St	Bethlehem	18015	105,296	\$26.18	\$2,756,848
335	2805**	Lincoln Way Shopping Ctr, 1660 Lincoln Way E, Unit 8 & 9	Chambersburg	17201	108,550	\$25.31	\$2,747,552
336	5152**	Erie Plz, 3772 L St	Philadelphia	19124	116,811	\$23.51	\$2,745,931
337	3618	Clock Tower Plz II, Ste 1, 2846 Main St	Morgantown	19543	91,872	\$29.88	\$2,745,282
338	4818^	3030 Emrick Blvd	Bethlehem	18020	20,643	\$132.21	\$2,729,162
339	1901	35 Briar Creek Rd	Berwick	18603	88,118	\$30.96	\$2,728,030
340	5401	530 Pottsville Park Plz, Rte 61 N	Pottsville	17901	95,644	\$28.52	\$2,727,767
341	5145	5235 Frankford Ave	Philadelphia	19124	187,596	\$14.54	\$2,727,714
342	0230	529 Liberty Ave	Pittsburgh	15222	148,274	\$18.40	\$2,727,621
343	0218**	2947 W Liberty Ave	Pittsburgh	15216	92,193	\$29.36	\$2,706,914
344	0250**	56 Highlands Mall, 4015 Freeport Rd	Natrona Heights	15065	95,377	\$28.34	\$2,702,636
345	0501	409 E Pitt St	Bedford	15522	71,790	\$37.42	\$2,686,236
346	6703	Grandview Plaza Complex, 1446 Baltimore St, Unit G	Hanover	17331	88,979	\$30.10	\$2,678,364
347	2109	Harrisburg West Shopping Ctr, 3441 Simpson Ferry Rd	Camp Hill	17011	92,971	\$28.78	\$2,675,531
348	0408	816 3rd Ave	New Brighton	15066	97,553	\$27.36	\$2,669,349
349	0935**	Warwick Square Shopping Ctr, 2395 Old York Rd	Jamison	18929	80,483	\$33.00	\$2,655,988

¹⁸ *Licensee Fulfillment Center

** Rebranded Store

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† Premium Collection Store

APPENDIX 2: TABLE 8

Table 8: Stores Ranked by Total Dollar Sales, RY 2016–17¹⁸ (continued)

Rank	Store	Address	City	Zip	Transaction Count	Avg. Value of Transaction	Dollar Sales
350	2325	Village Green Shopping Ctr, 3486 Concord Rd, Store 11	Aston	19014	103,289	\$25.70	\$2,654,513
351	3520	Green Ridge Plz, 1600 Nay Aug Ave	Scranton	18509	102,796	\$25.66	\$2,638,127
352	0285	Hampton Plz, 4706 William Flynn Hwy, Ste 8	Allison Park	15101	79,482	\$33.18	\$2,637,473
353	3902	5041 Rte 873	Schnecksville	18078	93,580	\$28.06	\$2,626,289
354	6708**	Fairview Ctr, 128 Old York Rd	New Cumberland	17070	103,481	\$25.37	\$2,625,751
355	3603	Columbia Shopping Ctr, 36 S 18th St	Columbia	17512	102,603	\$25.42	\$2,607,730
356	2304	Edgemont Square Shopping Ctr, 4839 West Chester Pk	Newtown Square	19073	72,915	\$35.76	\$2,607,127
357	5120	Academy Plz, 3246 Red Lion Rd	Philadelphia	19114	112,775	\$23.09	\$2,604,068
358	4308	33 Pine Grove Square Dr	Grove City	16127	88,506	\$29.29	\$2,591,944
359	0234	West View Shopping Ctr, 1012 West View Park Dr	Pittsburgh	15229	101,972	\$25.26	\$2,575,456
360	4644	900 Village Mall, 200 Blair Mill Rd	Horsham	19044	110,145	\$23.33	\$2,569,836
361	0210	The Bavarian Vlg, 2550 Brownsville Rd	South Park	15129	79,542	\$32.31	\$2,569,766
362	4032	12 Diana Ln	West Hazleton	18202	79,187	\$32.21	\$2,550,469
363	0209	4104 Butler St	Pittsburgh	15201	89,463	\$28.50	\$2,550,024
364	1521	Brandywine Village Shopping Ctr, 1239 Horseshoe Pike, Rte 322	Downingtown	19335	82,708	\$30.55	\$2,526,688
365	0603	Sinking Spring Plz, 4880 Penn Ave	Sinking Spring	19608	81,118	\$31.14	\$2,526,325
366	0921	Yardley Shopping Ctr, 25 S Main St	Yardley	19067	63,652	\$39.32	\$2,502,647
367	1515**	Marchwood Shopping Ctr, 23 Marchwood Rd	Exton	19341	78,922	\$31.63	\$2,496,271
368	2603	808 Vanderbilt Rd	Connellsville	15425	81,836	\$30.48	\$2,494,046
369	3919	Allentown Towne Ctr, 4777 Tilghman St	Allentown	18104	86,040	\$28.89	\$2,485,382
370	3521**	921 Drinker Tpke, Ste 23	Covington Township	18444	83,310	\$29.81	\$2,483,322
371	2006	19017 Park Avenue Plz	Meadville	16335	73,595	\$33.66	\$2,477,571
372	9210	Community Plz, 1103 Milltown Rd	Verona	15147	92,509	\$26.76	\$2,475,465
373	9212**	Penn Lincoln Ctr, 440 Penn Lincoln Dr	Imperial	15126	80,698	\$30.66	\$2,474,040
374	0220**	624 Allegheny River Blvd	Oakmont	15139	55,697	\$44.23	\$2,463,589
375	0202**	River Town Shops, 90 Allegheny River Blvd	Verona	15147	80,959	\$30.36	\$2,457,749

¹⁸ *Licensee Fulfillment Center

** Rebranded Store

^ Online Store

† Premium Collection Store

APPENDIX 2: TABLE 8

Table 8: Stores Ranked by Total Dollar Sales, RY 2016–17¹⁸ (continued)

Rank	Store	Address	City	Zip	Transaction Count	Avg. Value of Transaction	Dollar Sales
376	0216	102 E Main St	Carnegie	15106	90,866	\$26.87	\$2,441,115
377	4648†**	160 Market St #6	Collegeville	19426	49,572	\$49.00	\$2,428,972
378	0931**	341 Dublin Pike	Perkasie	18944	76,261	\$31.83	\$2,427,559
379	5108**	3250 N Broad St	Philadelphia	19140	139,145	\$17.43	\$2,424,615
380	0236**	820 McKeesport Rd	Elizabeth	15037	78,968	\$30.65	\$2,420,413
381	0918	Trevoise Shopping Plz, 560 Andrews Rd	Trevoise	19053	89,915	\$26.90	\$2,418,965
382	0801	2323 N Elmira St	Sayre	18840	80,444	\$30.05	\$2,417,508
383	2806**	Waynesboro Shopping Ctr, 642 E Main St	Waynesboro	17268	76,225	\$31.68	\$2,414,872
384	0916	Bristol Park, 238 Commerce Cir	Bristol	19007	102,874	\$23.42	\$2,409,157
385	0703**	202 Hollidaysburg Plz	Duncansville	16635	69,545	\$34.23	\$2,380,365
386	4104	1274 E Penn St	Muncy	17756	78,054	\$30.48	\$2,378,949
387	5180	3521 Cottman Ave	Philadelphia	19149	108,725	\$21.70	\$2,359,201
388	4629**	Fairway Shopping Ctr, Store A, 1825 Limekiln Pike, Ste 1	Dresher	19025	81,647	\$28.78	\$2,349,751
389	4034	1008 Wyoming Ave	Wyoming	18644	81,890	\$28.51	\$2,334,495
390	0294	Olympia Shopping Ctr, 4313 Walnut St, Ste 130	McKeesport	15132	81,500	\$28.50	\$2,323,136
391	3601	New Holland Shopping Ctr, 681 W Main St	New Holland	17557	80,843	\$28.72	\$2,322,191
392	1009	240 Buffalo Plz	Sarver	16055	71,308	\$32.41	\$2,311,427
393	6314	980 Jefferson Ave	Washington	15301	99,105	\$23.23	\$2,302,049
394	1006	340 Greater Butler Mart	Butler	16001	75,106	\$30.64	\$2,301,354
395	1102	East Hills Plz, 1513 Scalp Ave	Johnstown	15904	83,476	\$27.57	\$2,301,221
396	3505**	305 S Main St	Old Forge	18518	69,785	\$32.84	\$2,291,692
397	1531†**	London Grove Vlg, 775 Gap Newport Rd, Lot E-1	Avondale	19311	65,447	\$34.85	\$2,280,921
398	2208	Uptown Plz, 2943 N 7th St	Harrisburg	17110	120,286	\$18.90	\$2,273,384
399	3502	1512 Scranton-Carbondale Hwy	Dickson City	18508	70,173	\$32.33	\$2,268,666
400	0705	Chestnut Plz, 220 E Chestnut Ave	Altoona	16601	92,777	\$24.39	\$2,263,068
401	3602	252 N Queen St, 1st Fl	Lancaster	17603	116,966	\$19.27	\$2,253,614
402	1513	552 Lancaster Ave	Berwyn	19312	63,183	\$35.64	\$2,251,993
403	6501	105 Harrison Ave	Greensburg	15601	63,627	\$35.33	\$2,247,732
404	4007**	13 Weis Plz	Nanticoke	18634	89,375	\$25.15	\$2,247,494
405	1519	The Shops at Great Valley, 20 Liberty Blvd	Malvern	19355	66,738	\$33.58	\$2,241,161
406	2339**	4934 Edgmont Ave	Brookhaven	19015	87,378	\$25.63	\$2,239,369
407	4801	Walnutport Shopping Ctr, 200CS Best Ave	Walnutport	18088	76,595	\$29.19	\$2,235,710

¹⁸ *Licensee Fulfillment Center

** Rebranded Store

^ Online Store

† Premium Collection Store

APPENDIX 2: TABLE 8

Table 8: Stores Ranked by Total Dollar Sales, RY 2016–17¹⁸ (continued)

Rank	Store	Address	City	Zip	Transaction Count	Avg. Value of Transaction	Dollar Sales
408	0295**	Great Valley Mart, 355 Lincoln Hwy	North Versailles	15137	111,181	\$20.00	\$2,223,654
409	5202	Village Center At Lords Valley, 123 Village Center Dr, Ste 5	Hawley	18428	78,194	\$28.41	\$2,221,841
410	6509	208 Countryside Plz	Mt Pleasant	15666	80,089	\$27.57	\$2,208,038
411	4902	The Plaza at Coal Township, 9345 State Rte 61	Coal Township	17866	71,759	\$30.75	\$2,206,500
412	4903	Sunbury Plz, 1135 N 4th St	Sunbury	17801	74,384	\$29.39	\$2,186,050
413	4303	Greenville Plz, Ste 7, 100 Hadley Rd	Greenville	16125	66,008	\$33.08	\$2,183,792
414	6102	541 Allegheny Blvd	Franklin	16323	71,497	\$30.48	\$2,179,465
415	0242**	Haymaker Village Shops, 4524 Broadway Blvd	Monroeville	15146	87,163	\$25.00	\$2,179,389
416	1008**	Slippery Rock Plz, Ste 2, 223 Grove City Rd	Slippery Rock	16057	83,878	\$25.71	\$2,156,218
417	2402	St Marys Plaza Shopping Ctr, 832 S St Marys Rd	St Marys	15857	66,793	\$32.19	\$2,150,258
418	0255	Cheswick Plz, 1302 Pittsburgh St	Cheswick	15024	69,885	\$30.74	\$2,148,443
419	3518	Keyser Oak Plz, Store 11, 1762 Keyser Oak Ave	Scranton	18508	87,368	\$24.58	\$2,147,924
420	4028	850 Sans Souci Pkwy	Wilkes-Barre	18702	73,793	\$28.94	\$2,135,804
421	4816**	Wind Gap Shopping Ctr, 813 Male Rd	Wind Gap	18091	80,824	\$26.39	\$2,132,842
422	4803	1375 Blue Valley Dr	Pen Argyl	18072	79,870	\$26.63	\$2,127,080
423	1304	143 South St	Lehighton	18235	73,660	\$28.87	\$2,126,438
424	3806**	Cleona Square Shopping Ctr, 475 3A W Penn Ave	Cleona	17042	69,774	\$30.47	\$2,125,839
425	2317	12 E Hinckley Ave	Ridley Park	19078	87,425	\$24.27	\$2,121,691
426	6704**	East Manchester Village Ctr, Glen Dr, Ste 185, 195	Manchester	17345	81,227	\$25.85	\$2,099,428
427	0617	Tulpehocken Village Shopping Ctr, 430 N 3rd St	Womelsdorf	19567	69,393	\$30.24	\$2,098,333
428	5403**	141 N Railroad St	Tamaqua	18252	72,096	\$28.95	\$2,086,986
429	2517	3412 W Lake Rd	Erie	16505	58,282	\$35.69	\$2,080,346
430	5408	888 Gordon Nagle Trl	Pottsville	17901	66,324	\$31.36	\$2,079,781
431	0707	Valley View Shopping Ctr, 613 Pleasant Valley Blvd	Altoona	16602	70,403	\$29.49	\$2,076,435
432	0273	3202 Brighton Rd	Pittsburgh	15212	99,116	\$20.75	\$2,056,762
433	4025	Valley Plz, Store 3, 653 State Rte 93	Conyngham	18219	69,432	\$29.20	\$2,027,648
434	6511	4627 Route 51, Ste 520	Belle Vernon	15012	65,181	\$31.11	\$2,027,465
435	4809**	Bath Shopping Ctr, 362 S Walnut St	Bath	18014	70,586	\$28.71	\$2,026,209

¹⁸ *Licensee Fulfillment Center

** Rebranded Store

^ Online Store

† Premium Collection Store

APPENDIX 2: TABLE 8

Table 8: Stores Ranked by Total Dollar Sales, RY 2016–17¹⁸ (continued)

Rank	Store	Address	City	Zip	Transaction Count	Avg. Value of Transaction	Dollar Sales
436	2513	East Erie Plaza Shopping Ctr, 828 E 6th St	Erie	16507	78,082	\$25.77	\$2,012,508
437	2520	Imperial Point Plz, 9135 Ridge Rd	Girard	16417	69,912	\$28.71	\$2,006,844
438	3702	729 Lawrence Ave	Ellwood City	16117	68,064	\$29.48	\$2,006,556
439	0261	2629 Brownsville Rd	Pittsburgh	15227	81,025	\$24.62	\$1,995,108
440	3605	Manheim Shopping Ctr, 97 Doe Run Rd	Manheim	17545	67,698	\$29.39	\$1,989,957
441	2108	Summerdale Plaza Shopping Ctr, 443 N Enola Rd	Enola	17025	70,221	\$28.32	\$1,988,737
442	3202	575 Philadelphia St	Indiana	15701	61,731	\$32.19	\$1,987,420
443	1120**	1910 Minno Dr, Ste 280	Johnstown	15905	60,206	\$32.97	\$1,985,021
444	0252	4643 Centre Ave	Pittsburgh	15213	79,355	\$24.98	\$1,982,369
445	4107	803 N Loyalsock Ave	Montoursville	17754	70,590	\$28.01	\$1,976,884
446	2111	East Penn Ctr, 736 Wertzville Rd	Enola	17025	68,185	\$28.89	\$1,970,055
447	1705	Clearfield Mall, 1824 Daisy St	Clearfield	16830	69,811	\$28.15	\$1,964,952
448	0281**	1706 Mount Royal Blvd	Glenshaw	15116	74,924	\$26.12	\$1,956,734
449	5198	Freedom Square Shopping Ctr, 5113 Germantown Ave	Philadelphia	19144	111,699	\$17.44	\$1,947,748
450	0930	Doylestown Point Plz, 1661 Easton Rd	Warrington	18976	63,912	\$30.30	\$1,936,350
451	4106	2067 Lycoming Creek Rd	Williamsport	17701	70,418	\$27.37	\$1,927,028
452	6506	656 Main St	Mount Pleasant	15666	31,711	\$60.30	\$1,912,235
453	4806	34 S Broad St	Nazareth	18064	69,416	\$27.54	\$1,911,542
454	0412	Northern Lights Shoppers City, 1603 State St W	Baden	15005	72,026	\$26.41	\$1,902,024
455	2601**	111 W Fayette St	Uniontown	15401	58,431	\$32.53	\$1,900,552
456	0206**	136 Mckees Rocks Plz, 409 Chartiers Ave	Mckees Rocks	15136	92,519	\$20.52	\$1,898,690
457	1603	78 Clarion Plz	Clarion	16214	61,050	\$30.63	\$1,870,163
458	0223**	126 Grant Ave	Pittsburgh	15209	70,624	\$26.27	\$1,855,254
459	1302	1215 North St	Jim Thorpe	18229	49,648	\$37.34	\$1,854,031
460	5802**	Price Chopper Plz, 16750 State Rte 706, Ste 6	Montrose	18801	53,956	\$34.10	\$1,839,783
461	5903	16 Crafton St	Wellsboro	16901	59,717	\$30.49	\$1,820,536
462	2504	10720 W Main St	North East	16428	60,178	\$30.19	\$1,816,762
463	4023	801 Wyoming Ave	W Pittston	18643	68,084	\$26.46	\$1,801,162
464	6514	147 Columbia Ave	Vandergrift	15690	60,232	\$29.53	\$1,778,672
465	4802	111 Northampton St	Easton	18042	74,179	\$23.57	\$1,748,515
466	0936	Town Center Shopping Ctr, 300 Town Ctr	New Britain	18901	68,155	\$25.53	\$1,739,806
467	6701	Yorktowne Mall, 131 N Duke St, Ste 4	York	17401	77,387	\$22.27	\$1,723,648

¹⁸ *Licensee Fulfillment Center

** Rebranded Store

^ Online Store

† Premium Collection Store

APPENDIX 2: TABLE 8

Table 8: Stores Ranked by Total Dollar Sales, RY 2016–17¹⁸ (continued)

Rank	Store	Address	City	Zip	Transaction Count	Avg. Value of Transaction	Dollar Sales
468	5002	53 Main St	Duncannon	17020	56,318	\$30.58	\$1,722,451
469	6528**	250 S Third St, Ste 1000	Youngwood	15697	59,019	\$29.09	\$1,717,149
470	4634	2014 Old Arch Rd, Store 4	Norristown	19401	76,220	\$22.33	\$1,702,280
471	0279	722 Brookline Blvd	Pittsburgh	15226	76,836	\$22.02	\$1,692,130
472	6510**	249 Hillcrest Shopping Ctr, 3220 Leechburg Rd	Lower Burrell	15068	58,253	\$29.04	\$1,691,608
473	5905	187 N Main St	Mansfield	16933	55,015	\$30.62	\$1,684,761
474	0403	999 Merchant St	Ambridge	15003	64,692	\$25.97	\$1,679,731
475	3523	Hillside Plz, 771 Scranton-Carbondale Hwy	Eynon	18403	53,315	\$31.31	\$1,669,403
476	0217**	1110 4th Ave	Coraopolis	15108	66,044	\$25.26	\$1,668,313
477	0219	Kennywood Shops, 1326 Hoffman Blvd	West Mifflin	15122	78,424	\$21.14	\$1,657,632
478	5412	515 Dock St	Schuylkill Haven	17972	56,686	\$29.08	\$1,648,282
479	0802	Colonial Plz, 85 Reuter Blvd	Towanda	18848	56,707	\$28.88	\$1,637,621
480	3001	Widewaters Cmns, 55 Sugar Run Rd, Ste 105	Waynesburg	15370	59,944	\$27.06	\$1,621,903
481	2002	126 S Martin St	Titusville	16354	60,103	\$26.98	\$1,621,449
482	0908	US 1 Plz, 315 W Lincoln Hwy	Penndel	19047	69,072	\$23.44	\$1,619,021
483	3706	4 Cascade Galleria, 100 S Jefferson St	New Castle	16101	72,891	\$22.02	\$1,604,962
484	4904	Weis Market Shopping Ctr, 551 Mahoning St	Milton	17847	60,809	\$26.39	\$1,604,905
485	4002	7 George Ave	Wilkes-Barre	18705	65,663	\$24.29	\$1,594,937
486	2515	Commodore Perry Plz, 2208 Broad St	Erie	16503	77,309	\$20.60	\$1,592,592
487	2506	Corry Plz, 350 W Columbus Ave	Corry	16407	52,559	\$30.26	\$1,590,276
488	5409	Federal Sq, 705 W Market St, Ste 3	Orwigsburg	17961	41,427	\$37.99	\$1,573,720
489	4017	Plains Plz, 21 N River St	Plains	18705	56,072	\$28.02	\$1,571,223
490	5402	9 Gold Star Plz	Shenandoah	17976	61,251	\$25.52	\$1,563,189
491	6516	Penn Crossing Shopping Ctr, 2012 Penny Ln	Jeannette	15644	52,990	\$29.49	\$1,562,810
492	9203	3 Quaker Village Shopping Ctr	Leetsdale	15056	52,120	\$29.97	\$1,562,293
493	0402	Green Garden Shopping Ctr, 3113 Green Garden Rd	Hopewell Township	15001	57,442	\$26.95	\$1,547,957
494	0297	Village Shopping Ctr, 1874 Homeville Rd	West Mifflin	15122	52,077	\$29.65	\$1,544,023
495	2204	325 N Front St	Steelton	17113	65,779	\$23.35	\$1,535,632
496	3302	567 W Mahoning St	Punxsutawney	15767	50,219	\$30.25	\$1,519,017
497	0205	149 5th Ave	Mckeesport	15132	83,673	\$18.03	\$1,508,734

¹⁸ *Licensee Fulfillment Center

** Rebranded Store

^ Online Store

† Premium Collection Store

APPENDIX 2: TABLE 8

Table 8: Stores Ranked by Total Dollar Sales, RY 2016–17¹⁸ (continued)

Rank	Store	Address	City	Zip	Transaction Count	Avg. Value of Transaction	Dollar Sales
498	1706	4A Peebles Plz, 1067 N Front St	Philipsburg	16866	58,250	\$25.86	\$1,506,570
499	6304	105 3rd St	Charleroi	15022	48,932	\$30.76	\$1,505,192
500	6306	245 W Main St	Monongahela	15063	55,194	\$26.78	\$1,478,273
501	0601	537 Penn St	Reading	19601	70,250	\$20.36	\$1,430,559
502	1601	800 Center, 845 Main St	Clarion	16214	42,937	\$33.28	\$1,428,881
503	1524**	Oxford Square Shopping Ctr, 449 N 3rd St	Oxford	19363	54,527	\$26.07	\$1,421,335
504	6101	Seneca Street Plz, 50 Seneca St	Oil City	16301	46,681	\$30.31	\$1,415,046
505	2213	3775 Peters Mountain Rd	Halifax	17032	46,456	\$30.38	\$1,411,375
506	4301	Sharon Center City Shopping Ctr, 120 S Water Ave	Sharon	16146	61,895	\$22.76	\$1,408,701
507	6311	327 3rd St	California	15419	51,858	\$26.95	\$1,397,492
508	3612	Village at Gap Shopping Ctr, 5360 Lincoln Hwy, Store 14	Gap	17527	50,868	\$27.34	\$1,390,776
509	6505	328 Central City Plz	New Kensington	15068	66,884	\$20.36	\$1,361,929
510	3701	Lawrence Village Plz, 2656 Ellwood Rd	New Castle	16101	50,266	\$26.60	\$1,337,063
511	6103	17 Kimberly Lane, Ste 4, PO Box 418	Cranberry	16319	53,949	\$24.63	\$1,328,706
512	4103	354 Allegheny St	Jersey Shore	17740	48,078	\$27.58	\$1,325,880
513	2803	Greencastle Market Place Shopping Ctr, 512 N Antrim Way	Greencastle	17225	49,328	\$26.52	\$1,308,162
514	4503	1152 Rte 390	Cresco	18326	44,401	\$29.15	\$1,294,265
515	4109	510 W Southern Ave	S Williamsport	17701	48,770	\$26.40	\$1,287,382
516	3201	215 E Market St	Blairsville	15717	45,503	\$28.15	\$1,280,868
517	0244	739 Monongahela Ave	Glassport	15045	52,159	\$24.47	\$1,276,275
518	6002**	30 E Chestnut St	Mifflinburg	17844	41,806	\$30.51	\$1,275,600
519	6504	114 S 5th St	Jeannette	15644	46,132	\$27.59	\$1,272,752
520	3401	4093 William Penn Hwy, PO Box 293	Mifflintown	17059	45,402	\$27.68	\$1,256,770
521	4304	535 Greenville Rd	Mercer	16137	42,423	\$29.50	\$1,251,310
522	4604	212 E High St	Pottstown	19464	71,763	\$17.35	\$1,245,256
523	3707	Westgate Shopping Ctr, 2034 W State St	New Castle	16101	42,933	\$28.65	\$1,230,039
524	0923	864 East Street Rd	Warminster	18974	45,833	\$26.21	\$1,201,171
525	2316	Newtown Square Shopping Ctr, 3590 West Chester Pike	Newtown Square	19073	47,537	\$25.11	\$1,193,456
526	4647**	237 Harleysville Pk, Rte 113	Harleysville	19438	31,823	\$37.49	\$1,193,054
527	6305**	Mcdonald Shopping Plz, 301 W Barr St	Mcdonald	15057	42,729	\$27.54	\$1,176,882

¹⁸ *Licensee Fulfillment Center

** Rebranded Store

^ Online Store

† Premium Collection Store

APPENDIX 2: TABLE 8

Table 8: Stores Ranked by Total Dollar Sales, RY 2016–17¹⁸ (continued)

Rank	Store	Address	City	Zip	Transaction Count	Avg. Value of Transaction	Dollar Sales
528	0704	1260 Pennsylvania Ave	Tyrone	16686	46,128	\$25.45	\$1,174,002
529	5603	1607 Jefferson Ave	Windber	15963	36,076	\$32.50	\$1,172,452
530	2219**	333 Market St	Harrisburg	17101	56,553	\$20.58	\$1,163,608
531	4616	100 Main St	Schwenksville	19473	42,887	\$27.00	\$1,158,116
532	3524**	The Shoppes at Montage, 2571 Shoppes Blvd	Moosic	18507	29,964	\$38.25	\$1,146,105
533	1101	426 Main St	Johnstown	15901	49,968	\$22.31	\$1,114,881
534	2315**	643 Conchester Hwy	Boothwyn	19061	38,688	\$28.38	\$1,097,796
535	4020	White Haven Shopping Ctr, 501 Main St	White Haven	18661	38,451	\$28.49	\$1,095,325
536	1119	1735 Lyter Dr	Johnstown	15905	36,365	\$29.67	\$1,078,996
537	0271	3408 Main St	Munhall	15120	49,094	\$21.87	\$1,073,871
538	0212	959 Liberty Ave	Pittsburgh	15222	53,392	\$19.55	\$1,043,927
539	1104	101 Park Ave	Cresson	16630	41,231	\$24.95	\$1,028,900
540	5413	16 Tremont Rd	Pine Grove	17963	31,540	\$32.34	\$1,020,095
541	5129	1446 Point Breeze Ave	Philadelphia	19146	69,166	\$14.74	\$1,019,847
542	3301	160 Main St	Brookville	15825	34,765	\$28.92	\$1,005,436
543	5301	151 Route 6 W	Coudersport	16915	33,377	\$29.99	\$1,000,957
544	1103	910 Philadelphia Ave, Ste 1	Northern Cambria	15714	29,894	\$32.83	\$981,463
545	0902	19 W Court St	Doylestown	18901	26,016	\$37.24	\$968,732
546	0903	8794 Easton Rd, Ste 1	Ottsville	18942	28,594	\$33.53	\$958,733
547	2202**	1200 N 3rd St	Harrisburg	17102	43,911	\$21.65	\$950,525
548	0275	826 Hazelwood Ave	Pittsburgh	15217	36,805	\$25.02	\$920,740
549	0265	Deer Lake Plz, 908 Little Deer Creek Valley Rd, PO Box 295	Russellton	15076	32,429	\$28.21	\$914,818
550	3002	Brodak Cmns, 554 South 88 Rd	Carmichaels	15320	32,782	\$26.82	\$879,076
551	6502**	313 Depot St	Latrobe	15650	26,084	\$33.53	\$874,614
552	3626**	2350 Lincoln Hwy E, Ste 550	Lancaster	17602	26,447	\$32.21	\$851,980
553	0503**	9613 Lincoln Hwy, Ste 105	Bedford	15522	20,777	\$39.95	\$829,937
554	5102	4346 Frankford Ave	Philadelphia	19124	50,647	\$16.38	\$829,432
555	2004	211 E Erie St	Linesville	16424	24,827	\$33.32	\$827,274
556	0270	3643 California Ave	Pittsburgh	15212	32,777	\$24.20	\$793,070
557	4619	24 E 4th St	Bridgeport	19405	26,056	\$29.30	\$763,450
558	1303	221 Delaware Ave	Palmerton	18071	27,439	\$27.77	\$762,042
559	5701	121 W Main St	Dushore	18614	26,668	\$28.38	\$756,932
560	4202	124 Fraley St	Kane	16735	23,755	\$31.63	\$751,269
561	2341†**	3735 West Chester Pike, Ste 201	Newtown Square	19073	16,548	\$44.33	\$733,608
562	2205	529 S Market St	Lykens	17048	21,676	\$33.74	\$731,401
563	4618	504 W Marshall St	Norristown	19401	38,564	\$18.44	\$711,115
564	6712	Commerce Ctr, 2148 White St, Ste 3	York	17404	25,411	\$27.87	\$708,241

¹⁸ *Licensee Fulfillment Center

** Rebranded Store

^ Online Store

† Premium Collection Store

APPENDIX 2: TABLE 8

Table 8: Stores Ranked by Total Dollar Sales, RY 2016–17¹⁸ (continued)

Rank	Store	Address	City	Zip	Transaction Count	Avg. Value of Transaction	Dollar Sales
565	0911	510 S Oxford Valley Rd, Bldg 8	Fairless Hills	19030	27,040	\$26.06	\$704,618
566	2401	305 N Broad St	Ridgway	15853	20,612	\$33.70	\$694,613
567	0302	137 S Jefferson St	Kittanning	16201	17,497	\$38.68	\$676,756
568	6312	524 Front St, PO Box 874	Fredericktown	15333	16,690	\$40.11	\$669,511
569	2901	Ayr Town Ctr, 362 S 2nd St	Mcconnellsburg	17233	23,961	\$27.12	\$649,908
570	2512	66 N Main St	Union City	16438	22,728	\$28.57	\$649,363
571	2318	2709 W 9th St	Chester	19013	31,311	\$20.68	\$647,373
572	6503	925 Donner Ave	Monessen	15062	19,040	\$33.60	\$639,776
573	1402**	Hills Plz, 2051 S Atherton St	State College	16801	19,103	\$33.48	\$639,574
574	0303	163 3rd St	Leechburg	15656	17,043	\$36.13	\$615,720
575	3102	25 W Water St	Mt Union	17066	25,509	\$24.09	\$614,471
576	0803	752 Canton St	Troy	16947	18,681	\$32.36	\$604,549
577	0804	41871 Rte 6	Wyalusing	18853	19,591	\$30.07	\$589,073
578	4901	136 S Oak St	Mount Carmel	17851	19,825	\$29.60	\$586,756
579	6307	Kwik Stop Plz, 2038 Smith Twp Rd, Ste 2	Burgettstown	15021	19,482	\$30.04	\$585,254
580	1111	3670 Portage St, Ste 3	Portage	15946	18,222	\$32.08	\$584,483
581	1301	46 W Ridge St	Lansford	18232	25,996	\$21.94	\$570,259
582	0307	206 N Warren Ave	Apollo	15613	20,380	\$27.87	\$567,944
583	6508	310 Main St	Irwin	15642	15,438	\$36.10	\$557,351
584	4302	837 Sharon New Castle Rd	Farrell	16121	22,779	\$23.01	\$524,049
585	0405	508 Midland Ave	Midland	15059	18,630	\$27.66	\$515,368
586	1115	20th Ward Shopping Ctr, 358 N Sheridan St	Johnstown	15906	21,106	\$24.10	\$508,621
587	1004	102 Main St	Petrolia	16050	11,074	\$45.84	\$507,649
588	2702**	644 Elm St	Tionesta	16353	15,186	\$32.75	\$497,363
589	2604	1890 McClellandtown Rd	Masontown	15461	18,935	\$26.25	\$496,974
590	5803	The Shops, 191 Erie Blvd, Ste A	Susquehanna	18847	16,369	\$30.10	\$492,632
591	6522	111 Westmore Ave	New Stanton	15672	16,216	\$29.99	\$486,394
592	5904	126 W Main St	Westfield	16950	11,954	\$40.01	\$478,285
593	4612	225 N York Rd	Hatboro	19040	19,237	\$24.78	\$476,668
594	0926†	132 Veterans Ln	Doylestown	18901	11,082	\$41.88	\$464,131
595	2804	9 S Main St	Mercersburg	17236	11,275	\$40.52	\$456,865
596	1201	54 E 4th St	Emporium	15834	13,703	\$33.30	\$456,293
597	5801	605 Main St	Forest City	18421	16,178	\$27.38	\$442,935
598	2701	121 Chestnut St	Marienville	16239	11,443	\$35.22	\$403,066
599	5404	630 Centre St	Ashland	17921	14,749	\$27.30	\$402,591
600	4204	66 Mill St	Port Allegany	16743	13,213	\$29.71	\$392,555
601	1602	452 Broad St	New Bethlehem	16242	12,629	\$30.81	\$389,147
602	4203	433 W Main St	Smethport	16749	12,520	\$30.90	\$386,828

¹⁸ *Licensee Fulfillment Center

** Rebranded Store

^ Online Store

† Premium Collection Store

APPENDIX 2: TABLE 8

Table 8: Stores Ranked by Total Dollar Sales, RY 2016–17¹⁸ (continued)

Rank	Store	Address	City	Zip	Transaction Count	Avg. Value of Transaction	Dollar Sales
603	2608	3532 Pittsburgh Rd, Ste A	Perryopolis	15473	14,140	\$25.94	\$366,806
604	5302	15 West St	Galeton	16922	11,850	\$30.73	\$364,194
605	0404**	Rochester Plz, 730 Ohio River Blvd	East Rochester	15074	10,568	\$33.33	\$352,194
606	1604	506 Main St	Knox	16232	8,621	\$40.48	\$348,943
607	0502	600 Main St	Saxton	16678	10,927	\$30.31	\$331,244
608	1703	821 Centennial St	Houtzdale	16651	11,206	\$29.07	\$325,771
609	3303	445 Main St	Brockway	15824	8,403	\$38.47	\$323,243
610	2298	Room 218, NWOB	Harrisburg	17124	3,049	\$99.46	\$303,248
611	1107	513 Chestnut St	East Conemaugh	15909	7,107	\$41.02	\$291,546
612	1803**	1677th St	Renovo	17764	7,468	\$34.85	\$260,245
613	5606	212 Ohio St	Boswell	15531	8,181	\$31.44	\$257,211
614	5406	7 S Main St	Mahanoy City	17948	8,320	\$29.60	\$246,259
615	0616**	200 W First St	Birdsboro	19508	9,577	\$25.10	\$240,372
616	3203	560 Franklin St	Clymer	15728	7,918	\$30.04	\$237,878
617	6513	214 5th St, PO Box 38	Avonmore	15618	6,979	\$32.07	\$223,807
618	5601	686 Market Sq	Meyersdale	15552	4,265	\$51.82	\$221,009
619	1704	449 State St	Curwensville	16833	7,171	\$28.23	\$202,458
620	6202	212 S Main St, PO Box 372	Sheffield	16347	5,871	\$33.20	\$194,922
621	3305	410 Main St	Reynoldsville	15851	6,270	\$29.98	\$187,979
622	2605	213 Penn St	Point Marion	15474	4,698	\$31.67	\$148,777
623	1403	15 W Olive St	Snow Shoe	16874	4,238	\$34.41	\$145,810

¹⁸ *Licensee Fulfillment Center

** Rebranded Store

^ Online Store

† Premium Collection Store



190 Fine Wine & Good Spirits
stores were rebranded
in RY 2016-17

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RETAIL YEAR

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