

MAINE LUXURY SPIRITS 3 MONTH TREND

3 Month Trend	July Cases	August Cases	September Cases	Total 3 Months	% Change Prior Year	July \$	August \$	September \$	Total 3 Months	% Change Prior Year	July Profit \$	August Profit \$	September Profit \$	Total 3 Months	% Change Prior Year
FY23	4,680	4,955	4,437	14,072	35.36%	\$1,662,904	\$1,781,140	\$1,558,614	\$5,002,658	42.01%	\$451,186	\$499,789	\$417,480	\$1,368,455	52.31%
FY22	3,334	3,377	3,685	10,396		\$1,145,582	\$1,116,790	\$1,260,285	\$3,522,657		\$309,591	\$282,029	\$306,823	\$898,443	
Variance	1,346	1,578	752	3,676		\$517,322	\$664,350	\$298,329	\$1,480,001		\$141,595	\$217,760	\$110,657	\$470,012	

SPOTLIGHT ITEM FOR JULY-SEPT 2022

100104 Herradura Tequila 750 ML(54.99 special retail) With a \$5 retail savings, the sales increase is a up over 600% for this item in the last 3 month period vs. previous year.

Code	Description	Size	Pack	Retail	Special Retail	JULY-SEPT 9L Case Sales 2022	JULY-SEPT 9L Case Sales 2021	Increase over last year	% increase
100104	HERRADURA TEQUILA	750	6	\$59.99	\$54.99	39.66	5.17	34.49	667.12%