

Item #	Description	Size	Case Pack*	Unit Retail Price	Agency Stores Selling**	R 52 Wk Sales TY Standard Cases	R 52 Wk Sales LY Standard Cases	Variance Cases	% Change	R 52 Wk Total 50ML Bottles Shipped TY	R 52 Wk Total 50ML Bottles Shipped LY	Variance Bottles	% Change	R 52 Wk Sales \$ TY	R 52 Wk Sales \$ LY	Variance Sales \$	% Change	R 52 Wk State Gross Profit \$ TY	R 52 Wk State Gross Profit \$ LY	Variance Profit \$	% Change	Supplier
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NOTES:

1	R52 TY = 5/29/16 thru 5/27/17 and R52 LY = 5/31/15 thru 5/28/16 (comparing shipping periods Monday thru Friday)																					
2	Items with a // in description have been discontinued and are no longer offered for sale in Maine.																					
3	*Case pack is the number of individual bottles in a master case as shipped in to the bailment warehouse. Agency stores order by the bottle. Bottle orders are rounded up to the nearest inner sleeve quantity and shipped by inner sleeve or case. Sleeve counts vary by item.																					
4	**Agency Stores Selling was determined by an order placed for item in last 13 weeks.																					
5	Items highlighted in yellow are the top 5 sellers in cases and/or dollar sales. Though Pinnacle Whipped Vodka and Black Velvet each sold more cases, Absolute Vodka has a higher price point, thus generating higher dollar sales, which moved Absolut into the top 5.																					

SIZE	TY CASES	% TOTAL	TY SALES \$	% TOTAL SALES \$	TY GROSS PROFIT	% of TOTAL GROSS
50ML	84,864.42	7.37%	\$ 10,088,636	6.10%	\$ 4,071,961	6.63%
100ML	475.78	0.04%	\$ 67,896	0.04%	\$ 28,937	0.05%
200ML	3,034.95	0.26%	\$ 642,793	0.39%	\$ 259,150	0.42%
250ML	161.83	0.01%	\$ 8,467	0.01%	\$ 3,476	0.01%
375ML	46,087.55	4.00%	\$ 7,646,039	4.62%	\$ 3,163,874	5.15%
750ML	401,895.78	34.90%	\$ 68,640,567	41.52%	\$ 26,145,640	42.56%
1L	104,848.75	9.11%	\$ 17,905,060	10.83%	\$ 6,408,364	10.43%
1.75L	510,115.23	44.30%	\$ 60,329,935	36.49%	\$ 21,352,122	34.76%
TOTAL	1,151,484.29	100.00%	\$ 165,329,393	100.00%	\$ 61,433,525	100.00%

NOTES:

TY: 5/29/16 - 5/27/17
250ML is Gosling's Dark & Stormy 59618 Standard Cases