

**Maine State Liquor and Lottery Commission**  
Minutes of Meeting  
Tuesday, March 11, 2025  
Virtual Component using Zoom

**Call to Order:**

Commission Chair Fitzgerald called the meeting to order at approximately 10:00 A.M.

**Roll Call**

Commissioners in Attendance: Chair Elizabeth Fitzgerald, Julie Sheehan, Kim Monaghan, Stacey Fitts, John Schneck

BABLO/DAFS Staff in Attendance:

Louis Luchini, Director; Michael Boardman, Deputy Director; Tracy Willett, Acting Deputy Director; Daniel Meaney, Marketing Specialist; Terry Meehan, Financial Analyst; Philip Mantis, Department of the Attorney General; Jennifer Griffin, DAFS; Deanna Lefebvre, DAFS; Nicholle Clark, Liquor Operations Associate and Acting Clerk of the Commission

Pine State Spirits in attendance (Spirits portion only): Sheila Gibbons and Tammy Tyler

Scientific Games in attendance (Lottery portion only): Greta Cerce and Darrell Frecker

Fuseideas in attendance (Lottery portion only): Steve Mason

**Approval of Minutes:**

Commission Chair Fitzgerald asked for a motion that the minutes of the February 11, 2025, meeting be approved. A motion was made by Commissioner Sheehan to accept the minutes; the motion was seconded by Commissioner Schneck. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously.

**Liquor Operations:**

Director's Report.

Director Luchini reported on that BABLO started to work on the Spirits Pricing review, that relates to the bill that was passed last session. He reported there will be a public hearing coming out soon on this.

Director Luchini reported on February sales as follows:

**Sales Report for February:**

- Shipping days: 20 TY vs. 21 LY

- Cases Sold were 98,913 TY vs. 108,714 LY; down -9.01%
- Dollar Sales were \$16,826,994 TY vs. \$18,375,677 LY; down -8.43%
  - Bailment collected \$239,252
  - Depletion Allowances \$635,668

**Sales Report Year to Date:**

- Cases sold YTD: 966,740 TY vs. 969,294 LY; down -0.26%
- Dollar sales YTD: \$168,591,851 TY vs. \$166,334,160 LY; up 1.36%
- Shipping days YTD: 173 TY vs. 171 LY
- Spirits Financial Activity Year to Date
  - Spirits Operating Profit- \$4,238,150 vs. \$4,612,291; down -8.11%
  - Spirits Profit Transfer for February was \$4,579,206 vs. \$4,359,183; up 5.05%

Acting Deputy Director Tracy Willett presented:

- Maine county case analysis
- Top 25 Agency Liquor Stores in 3 Month Case Sales Increase

**New Business: None**

**Old Business: None**

**New Product Listings:**

Acting Deputy Willett presented 48 new products to be listed in March. A motion was made by Commissioner Schneck to approve the 48 new items presented for listing; the motion was seconded by Commissioner Fitts. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously.

**Label Changes: None**

**Value Added Packages:**

Acting Deputy Willett presented 4 value added pack to be listed in March. A motion was made by Commissioner Sheehan to approve the value-added pack presented for listing; the motion was seconded by Commissioner Schneck. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously.

### **Quarterly Price Adjustments:**

Acting Deputy Director Tracy Willett presented 65 price adjustments for quarterly price changes. A motion was made by Commissioner Schneck to accept the price changes; the motion was seconded by Commissioner Sheehan. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously.

### **Delisted Items:**

Acting Deputy Director Tracy Willett presented 78 items for delisting. A motion was made by Commissioner Sheehan to approve the items for delisting. The motion was seconded by Commissioner Schneck and the motion passed unanimously.

### **Rebates:**

Acting Deputy Willett presented 15 rebates/coupons for March 2025. These rebates/coupons were all standard in nature. A motion was made by Commissioner Sheehan to approve these rebates/coupons; the motion was seconded by Commissioner Schneck. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously.

### **Pine State Spirits:**

- Sheila Gibbons reported on the following:
  - Spring for Flavor
  - Spring cocktails and recipes
  - February 2025 App Content Trends
    - 1. Top Recipe Favorited
    - 2. Top Recipe
    - 3. Top Mood
  - February 2025 Social Media Performance
    - 4. Facebook Reach- 226.3K
    - 5. Facebook Engagement – 2,173
    - 6. Instagram Reach- 22.4K
    - 7. Instagram Engagement - 1,043
  - February 2025 Top Social Post
  - February push notifications results
  - February 2025 Email Marketing – 29% open rate
  - February 2025 In the Know Newsletter - 38% open rate
  - Maine Spirits App – Launched January 2018, Total Downloads – 151,594; New Downloads – 1,313
  - February Happy Hour Videos

- February Katya Videos
- 2025 Limited Release Lottery opened February 10, 2025, and closed at noon on February 20, 2025
  - 8. 2025 had great results
- 31 New Resets in February
- Spirits Quest 2025

**Other Business:** None

**Public Comments:** None

The next Commission Meeting is scheduled for Tuesday, April 8, 2025, at 10:00 A.M.

The May 2025 meeting is tentatively scheduled for Tuesday, May 13, 2025, at 10:00 A.M.

## **Lottery Operations**

### **Directors Report**

Director Luchini reported that Lisa Rodrigue has retired from her position as the Lottery Marketing Manager. He reported on a new bill that will most likely get passed, that anyone winning over \$100,000 can remain unknown to the public.

Director Luchini reported on the following YTD (through March 1, 2025) sales as follows:

- Draw Sales FY 25 \$52,225,750; down \$7,655,057 from FY24, or -12.78%
- Fast Play Sales FY 25 \$14,389,646; up \$4,319,028 from FY24, or 42.89%
- Instant Sales FY 25 \$209,753,850; down \$88,949 from FY24, or -0.05%
- Total Combined Sales FY25 \$246,862,210; down \$1,161,388 from FY24; or -0.55%
- Lottery Profit Transfer to General Fund
  - January \$5,315,713
  - YTD Actual FY25 \$43,734,305; up \$3,349,692 from budget, or up 8.29%
- Profit Transfer to Outdoor Heritage Fund
  - January \$70,689
  - YTD Actual \$244,413; Down \$217,123 from budget, or down -47.04%

**New Business:**

Adoption of The Mega Millions Rules.

Director Boardman presented the Mega Millions Rules to the Commission for adoption.

A motion was made by Commissioner Sheehan that the commission approve the Mega Millions Rules. The motion was seconded by Commissioner Schneck. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously.

**Old Business:** None

**Approval of New Games:** None

**Report on Tri-State Activities**

Commissioner Julie Sheehan reported they had their meeting on February 14, 2025. Commissioner Sheehan reported on financials, the report from the Marketing and Product Development and report from the Draw Committee. She also reported that Tri-State will be planning a two-day event in May.

**Report From Scientific Games**

Greta Cerce and Darrell Frecker presented on behalf of Scientific Games.

**Darrell presented the following.**

Sales:

- Casinos were down 27%
- Sports betting has been doing well
- Will be working on trying to promote instant tickets more to get the sales up again

System:

- Mega Millions is still being worked on but is doing well so far
- Done site testing and ready to start UAT testing
- Maintenance and upgrading systems
- 

**Greta presented the following.**

- Recent winner highlights
- Recent and upcoming game launches

- Fast Play and Instant Ticket launches
- March new games
- April new games
- RewardME
  - Upcoming promotions
    1. NASCAR Power Playoff Promotion
  - First Ticket Entered Report
  - Current Points for Drawings
- System Promotions
  - Upcoming Promotions
  - Results from Completed Promotions
- The Maine Lottery Minute
  - YouTube Performance Snapshot
  - Episode 7 Coming Soon on March 14, 2025

## **Report From Fuseideas**

Steve Mason presented an update for Fuseideas. Steve reported on the following.

- February 2025
  1. Cash POP Campaign 2/10-2/23
    - Tv
    - Radio
    - Digital
  2. Powerball Double Play 2/10/2/23
    - Radio
    - POS
    - Digital
- March 2025
  1. Responsible Gaming 3/3-3/11
    - Radio
  2. Tri-State Megabucks 3/3-3/23
    - Tv 3/3
    - Radio 3/12
    - Digital 3/3
  3. Fast Play 3/6-3/23
    - TV
    - Radio
    - POS
    - Digital
- April 2025
  1. Powerball NASCAR Promotion 4/1/-4/30
    - TV

- Radio

**Other Business:** None

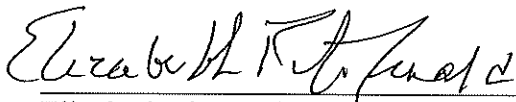
**Public Comments:** None

The next Commission Meeting is scheduled for Tuesday, April 8, 2025, at 10:00 A.M.

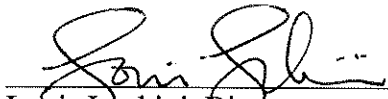
The April 2025 meeting is tentatively scheduled for Tuesday, May 13, 2025, at 10:00 A.M.

There being no further business, Commissioner Schneck made a motion to adjourn; the motion was seconded by Commissioner Fitts.

**Adjournment:** The meeting adjourned at 11:26.



Elizabeth Fitzgerald, Chair  
Maine State Liquor & Lottery Commission



Louis Luchini, Director  
Bureau of Alcoholic Beverages & Lottery Operations

**Maine State Liquor and Lottery Commission**  
**19 Union St. 3<sup>rd</sup> floor**  
**Augusta, ME**

Zoom Meeting using the following link:

<https://mainestate.zoom.us/j/83523747197>

**Meeting ID:**

835 2374 7197

**Tuesday, April 8, 2025, 10:00 a.m.**

**Agenda**

**Please note:** Meeting materials will be available on Monday, April 7 on the Commission's webpage on the Bureau's website. The link to the materials is under [Additional Resources - Meeting Materials for April 8, 2025](#) (use this link to open the page).

- 1. Call the meeting to order**
- 2. Approve the minutes of March 11, 2025, meeting**
- 3. Liquor Operations**
  - a. Director's Report
  - b. New Business
    - i. Spirits Pricing and Tariffs Impact
  - c. Old Business
  - d. New Product Listings
  - e. Label Changes
  - f. Value Added Packs
  - g. Coupons/Rebates
  - h. Report from Pine State Spirits
  - i. Other business that may properly come before the Commission
  - j. Public Comments
- 4. Confirm and set next meeting dates**
  - a. Confirm May meeting – May 13, 2025
  - b. Set June 2025 tentative meeting date (June 10, 2025)
- 5. Lottery Operations**
  - a. Director's Report
  - b. New Business
  - c. Old Business
  - d. Approval of New Games
  - e. Report on Tri-State Activities
  - f. Report from Scientific Games International, Inc.
  - g. Report from Fuseideas
  - h. Other business that may properly come before the Commission
  - i. Public Comments
- 6. Confirm next meeting dates**
  - a. Confirm May meeting – May 13, 2025
  - b. Set June 2024 tentative meeting date (June 10, 2025)
- 7. Adjournment**



**Maine Spirits Business Activity for  
February 2025  
Prepared by Pine State Spirits**

Sales Data    2/1/2025 - 2/28/2025			Monthly					
			Variance					
	Prior Year	Current Year	Actual	%				
Shipping Days	21	20	-1					
					Cs/Day LY	Cs/Day TY	Variance %	
Cases Sold	108,714	98,913	(9,800)	-9.01%	5,177	4,946	-4.47%	
					\$/Day LY	\$/Day TY	Variance %	
Dollar Sales	\$ 18,375,677	\$ 16,826,994	\$ (1,548,683)	-8.43%	\$ 875,032	\$ 841,350	-3.85%	
Cost of Goods Sold	\$ 12,631,235	\$ 11,534,257	\$ (1,096,978)	-8.68%				
Depletion Allowances	\$ (625,128)	\$ (635,668)						
Total Cost of Good Sold	\$ 12,006,107	\$ 10,898,589	\$ (1,107,518)	-9.22%				
Sales Data    7/1/2024 - 2/28/2025			Year to Date					
			Variance					
	Prior Year	Current Year	Actual	%				
Shipping Days	171	173	2					
					Cs/Day LY	Cs/Day TY	Variance %	
Cases Sold	969,294	966,740	(2,553)	-0.26%	5,668	5,588	-1.42%	
					\$/Day LY	\$/Day TY	Variance %	
Dollar Sales	\$ 166,334,160	\$ 168,591,851	\$ 2,257,691	1.36%	\$ 972,714	\$ 974,519	0.19%	
Cost of Goods Sold	\$ 115,621,302	\$ 117,183,332	\$ 1,562,030	1.35%				
Depletion Allowances	\$ (10,355,344)	\$ (10,290,597)						
Total Cost of Good Sold	\$ 105,265,957	\$ 106,892,735	\$ 1,626,777	1.55%				
Other Revenue			Monthly Data		Year to Date Data			
			Variance				Variance	
	Prior Year	Current Year	Actual	%	Prior Year	Current Year	Actual	%
Premium Tax	\$ 237,735	\$ 217,354	\$ (20,381)	-8.57%	\$ 2,112,784	\$ 2,110,837	\$ (1,947)	-0.09%
Bailment	\$ 245,083	\$ 239,252	\$ (5,831)	-2.38%	\$ 2,101,768	\$ 2,201,002	\$ 99,234	4.72%
Depletion Allowances	\$ 625,128	\$ 635,668	\$ 10,540	1.69%	\$ 10,355,344	\$ 10,290,597	\$ (64,747)	-0.63%

## SPIRITS OPERATING PROFITS - BUDGET TO ACTUAL - FY 2025

	Current Fiscal Year Performance					Past Fiscal Years' Performance			
	Budget	Actual	Variance	Variance		Actual	Actual	Actual	Actual
	<u>FY25</u>	<u>FY25</u>	<u>Dollars</u>	<u>%</u>		<u>FY24</u>	<u>FY23</u>	<u>FY22</u>	<u>FY21</u>
July	\$ 6,802,618	\$ 6,726,580	\$ (76,038)	-1.12%		\$ 6,191,327	\$ 6,067,999	\$ 5,721,184	\$ 6,048,387
August	\$ 7,428,286	\$ 6,623,538	\$ (804,749)	-10.83%		\$ 6,825,814	\$ 6,693,952	\$ 6,389,136	\$ 6,060,451
September	\$ 5,886,107	\$ 6,292,265	\$ 406,158	6.90%		\$ 6,424,337	\$ 6,567,615	\$ 5,406,476	\$ 4,690,123
October	\$ 5,518,811	\$ 5,547,885	\$ 29,074	0.53%		\$ 5,472,503	\$ 5,354,796	\$ 4,880,468	\$ 4,960,470
November	\$ 5,614,755	\$ 5,048,905	\$ (565,850)	-10.08%		\$ 5,364,221	\$ 5,339,086	\$ 4,736,689	\$ 4,571,261
December	\$ 6,224,961	\$ 6,092,461	\$ (132,500)	-2.13%		\$ 5,663,881	\$ 5,907,314	\$ 5,685,526	\$ 5,478,292
January	\$ 4,921,104	\$ 5,348,443	\$ 427,338	8.68%		\$ 5,497,927	\$ 5,568,271	\$ 5,022,547	\$ 5,310,870
February	\$ 5,083,144	\$ 4,238,150	\$ (844,995)	-16.62%		\$ 4,612,291	\$ 4,510,531	\$ 4,330,259	\$ 3,975,319
March	\$ 4,774,473	\$ -				\$ 4,658,942	\$ 4,894,100	\$ 4,927,032	\$ 4,769,398
April	\$ 5,174,097	\$ -				\$ 5,044,356	\$ 4,558,763	\$ 4,794,707	\$ 5,101,498
May	\$ 6,070,436	\$ -				\$ 5,549,153	\$ 5,529,234	\$ 5,176,444	\$ 4,866,595
June	\$ 6,477,029	\$ -				\$ 5,710,822	\$ 6,185,931	\$ 5,990,848	\$ 5,950,215
Current FY YTD	\$ 47,479,787	\$ 45,918,226	\$ (1,561,561)	-3.29%		\$ 67,015,575	\$ 67,177,591	\$ 63,061,316	\$ 61,782,878
Budget	\$ 69,975,821								
		FY23	Variance	%					
		YTD Profit	Dollars	Variance					
YOY Comparison		\$ 46,052,302	\$ (134,076)	-0.29%					
Projected	\$ 66,820,467								

## SPIRITS PROFIT TRANSFERS - BUDGET TO ACTUAL - FY 2025

	Current Fiscal Year Performance					Past Fiscal Years' Performance			
	Budget	Actual	Variance	Variance		Actual	Actual	Actual	Actual
	<u>FY25</u>	<u>FY25</u>	<u>Dollars</u>	<u>%</u>		<u>FY24</u>	<u>FY23</u>	<u>FY22</u>	<u>FY21</u>
July	\$ 5,000,000	\$ 8,073,739	\$ 3,073,739	61.47%		\$ 8,710,610	\$ 5,606,743	\$ 4,704,158	\$ 4,183,060
August	\$ 6,000,000	\$ 4,371,038	\$ (1,628,962)	-27.15%		\$ 4,145,035	\$ 7,385,895	\$ 7,356,027	\$ 7,102,434
September	\$ 5,500,000	\$ 9,324,552	\$ 3,824,552	69.54%		\$ 6,943,139	\$ 6,230,689	\$ 4,961,833	\$ 4,795,086
October	\$ 5,500,000	\$ 5,247,488	\$ (252,512)	-4.59%		\$ 8,364,754	\$ 8,482,477	\$ 5,452,318	\$ 4,833,933
November	\$ 5,500,000	\$ 4,782,262	\$ (717,738)	-13.05%		\$ 3,872,292	\$ 3,969,443	\$ 6,417,132	\$ 7,077,873
December	\$ 5,500,000	\$ 6,055,893	\$ 555,893	10.11%		\$ 3,584,743	\$ 3,837,013	\$ 3,086,738	\$ 1,893,254
January	\$ 5,500,000	\$ 5,129,704	\$ (370,296)	-6.73%		\$ 8,037,671	\$ 8,039,596	\$ 7,169,313	\$ 6,995,925
February	\$ 5,500,000	\$ 4,579,206	\$ (920,794)	-16.74%		\$ 4,359,183	\$ 5,146,656	\$ 5,115,925	\$ 3,374,817
March	\$ 5,500,000	\$ -				\$ 4,789,340	\$ 3,707,910	\$ 3,635,081	\$ 5,874,603
April	\$ 5,500,000	\$ -				\$ 5,917,046	\$ 4,087,320	\$ 4,110,132	\$ 3,679,997
May	\$ 5,500,000	\$ -				\$ 3,756,723	\$ 5,964,292	\$ 5,873,898	\$ 3,391,606
June	\$ 5,500,000	\$ -				\$ 4,666,222	\$ 4,222,768	\$ 4,205,352	\$ 7,516,843
Current FY YTD	\$ 44,000,000	\$ 47,563,883	\$ 3,563,883	8.10%		\$ 67,146,758	\$ 66,680,803	\$ 62,087,907	\$ 60,719,430
Budget	\$ 66,000,000								
		FY23	Variance	%					
		YTD Profit	Dollars	Variance					
YOY Comparison		\$ 48,017,426	\$ (453,543)	-0.94%					
Projected	\$ 66,512,530								

**SPIRITS FINANCIAL ACTIVITY - FY 2025 VS FY 2024**

	Spirits Sales Budgets			Spirits Sales				Expenses				Operating Profits				Outstanding Receivables/ Adjustments			Transfers to Undedicated Revenue		
	FY25	FY24		FY25	FY24	% Variance vs Prior FY		FY25	FY24	% Variance vs Prior FY		FY25	FY24	% Variance vs Prior FY		FY25	FY24		FY25*	FY24*	% Variance vs Prior FY
July	\$ 25,124,692	\$ 23,839,331		\$ 27,724,122	\$ 25,124,692	10.35%		\$ 20,997,542	\$ 18,933,365	10.90%		\$ 6,726,580	\$ 6,191,327	8.65%		\$ 1,347,160	\$ 2,519,283		\$ 8,073,739	\$ 8,710,610	-7.31%
August	\$ 27,407,361	\$ 22,779,895		\$ 26,217,478	\$ 27,407,361	-4.34%		\$ 19,593,940	\$ 20,581,546	-4.80%		\$ 6,623,538	\$ 6,825,814	-2.96%		\$ (2,252,500)	\$ (2,680,780)		\$ 4,371,038	\$ 4,145,035	5.45%
September	\$ 21,788,181	\$ 19,549,404		\$ 21,572,706	\$ 21,788,181	-0.99%		\$ 15,280,441	\$ 15,363,844	-0.54%		\$ 6,292,265	\$ 6,424,337	-2.06%		\$ 3,032,287	\$ 518,802		\$ 9,324,552	\$ 6,943,139	34.30%
October	\$ 20,445,885	\$ 19,364,299		\$ 21,274,890	\$ 20,445,885	4.05%		\$ 15,727,005	\$ 14,973,382	5.03%		\$ 5,547,885	\$ 5,472,503	1.38%		\$ (300,398)	\$ 2,892,251		\$ 5,247,488	\$ 8,364,754	-37.27%
November	\$ 20,797,829	\$ 18,125,677		\$ 20,721,505	\$ 20,797,829	-0.37%		\$ 15,672,601	\$ 15,433,608	1.55%		\$ 5,048,905	\$ 5,364,221	-5.88%		\$ (266,642)	\$ (1,491,929)		\$ 4,782,262	\$ 3,872,292	23.50%
December	\$ 23,019,035	\$ 23,592,555		\$ 24,909,460	\$ 23,019,035	8.21%		\$ 18,816,999	\$ 17,355,154	8.42%		\$ 6,092,461	\$ 5,663,881	7.57%		\$ (36,568)	\$ (2,079,138)		\$ 6,055,893	\$ 3,584,743	68.94%
January	\$ 18,268,178	\$ 16,751,480		\$ 18,123,914	\$ 18,268,178	-0.79%		\$ 12,775,472	\$ 12,770,251	0.04%		\$ 5,348,443	\$ 5,497,927	-2.72%		\$ (218,738)	\$ 2,539,744		\$ 5,129,704	\$ 8,037,671	-36.18%
February	\$ 18,860,218	\$ 17,165,600		\$ 17,337,061	\$ 18,860,218	-8.08%		\$ 13,098,911	\$ 14,247,927	-8.06%		\$ 4,238,150	\$ 4,612,291	-8.11%		\$ 341,057	\$ (253,109)		\$ 4,579,206	\$ 4,359,183	5.05%
March	\$ 17,737,547	\$ 19,136,483		\$ -	\$ 17,737,547			\$ -	\$ 13,078,605			\$ -	\$ 4,658,942			\$ -	\$ 130,398		\$ -	\$ 4,789,340	
April	\$ 19,192,171	\$ 17,303,554		\$ -	\$ 19,192,171			\$ -	\$ 14,147,815			\$ -	\$ 5,044,356			\$ -	\$ 872,690		\$ -	\$ 5,917,046	
May	\$ 22,454,510	\$ 19,070,481		\$ -	\$ 22,454,510			\$ -	\$ 16,905,357			\$ -	\$ 5,549,153			\$ -	\$ (1,792,430)		\$ -	\$ 3,756,723	
June	\$ 23,940,103	\$ 21,183,833		\$ -	\$ 21,452,269			\$ -	\$ 15,741,447			\$ -	\$ 5,710,822			\$ -	\$ (1,044,600)		\$ -	\$ 4,666,222	
Current FYTD	\$175,711,379	\$161,168,239		\$ 177,881,137	\$ 175,711,379	1.23%		\$ 131,962,911	\$ 129,659,077	1.78%		\$ 45,918,226	\$ 46,052,302	-0.29%		\$ 1,645,657	\$ 1,965,125		\$ 47,563,883	\$ 48,017,426	-0.94%

\* The first \$7 million of profit each year is transferred to the General Fund with the remainder going to the Highway Fund

State of Maine Department of Administrative and Financial Services (DAFS)  
Bureau of Alcoholic Beverages and Lottery Operations (BABLO)

March 6, 2025

Liquor Operations Monthly and Annual Net Receipts Budget and Actual Performance Comparison  
State Fiscal Year 2025, as of February 2025

	July 2024	August 2024	September 2024	October 2024	November 2024	December 2024	January 2025	February 2025	March 2025	April 2025	May 2025	June 2025	Total
<b>Budget Projection</b>													
Gross Sales	25,124,692	27,407,361	21,788,181	20,445,885	20,797,829	23,019,035	18,268,178	18,860,218	17,737,547	19,192,171	22,454,510	23,940,103	259,035,710
Cost of Goods Sold	(16,017,000)	(17,472,000)	(13,890,000)	(13,034,000)	(13,259,000)	(14,675,000)	(11,646,000)	(12,023,000)	(11,308,000)	(12,235,000)	(14,315,000)	(15,262,000)	(165,136,000)
Warehousing & Distribution	(1,338,074)	(1,451,074)	(1,173,074)	(1,106,074)	(1,123,074)	(1,233,074)	(998,074)	(1,028,074)	(972,074)	(1,044,074)	(1,205,074)	(1,279,074)	(13,950,889)
Trade Marketing	(565,000)	(617,000)	(490,000)	(460,000)	(468,000)	(518,000)	(411,000)	(424,000)	(399,000)	(432,000)	(505,000)	(539,000)	(5,828,000)
<b>Gross Profit</b>	<b>7,204,618</b>	<b>7,867,286</b>	<b>6,235,107</b>	<b>5,845,811</b>	<b>5,947,755</b>	<b>6,592,961</b>	<b>5,213,104</b>	<b>5,385,144</b>	<b>5,058,473</b>	<b>5,481,097</b>	<b>6,429,436</b>	<b>6,860,029</b>	<b>74,120,821</b>
BABLO Operating Costs	(402,000)	(439,000)	(349,000)	(327,000)	(333,000)	(368,000)	(292,000)	(302,000)	(284,000)	(307,000)	(359,000)	(383,000)	(4,145,000)
DAFS Operating Costs	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>Operating Profit</b>	<b>6,802,618</b>	<b>7,428,286</b>	<b>5,886,107</b>	<b>5,518,811</b>	<b>5,614,755</b>	<b>6,224,961</b>	<b>4,921,104</b>	<b>5,083,144</b>	<b>4,774,473</b>	<b>5,174,097</b>	<b>6,070,436</b>	<b>6,477,029</b>	<b>69,975,821</b>
<b>Actual Performance</b>													
Gross Sales	27,724,122	26,217,478	21,572,706	21,274,890	20,721,505	24,909,460	18,123,914	17,337,061	-	-	-	-	177,881,137
Cost of Goods Sold	(18,939,800)	(17,460,314)	(13,630,482)	(13,822,537)	(13,857,381)	(16,837,546)	(11,101,021)	(11,534,257)	-	-	-	-	(117,183,337)
Warehousing & Distribution	(1,339,657)	(1,229,570)	(999,408)	(1,029,586)	(1,007,915)	(1,830,540)	(1,267,909)	(1,291,000)	-	-	-	-	(9,995,585)
Trade Marketing	(596,515)	(546,601)	(442,938)	(457,687)	(447,389)	-	-	-	-	-	-	-	(2,491,130)
<b>Gross Profit</b>	<b>6,848,149</b>	<b>6,980,993</b>	<b>6,499,879</b>	<b>5,965,080</b>	<b>5,408,820</b>	<b>6,241,374</b>	<b>5,754,984</b>	<b>4,511,804</b>	-	-	-	-	<b>48,211,085</b>
BABLO Operating Costs	(121,570)	(357,455)	(207,614)	(417,195)	(359,916)	(148,914)	(406,542)	(273,654)	-	-	-	-	(2,292,859)
DAFS Operating Costs	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>Operating Profit</b>	<b>6,726,580</b>	<b>6,623,538</b>	<b>6,292,265</b>	<b>5,547,885</b>	<b>5,048,905</b>	<b>6,092,461</b>	<b>5,348,443</b>	<b>4,238,150</b>	-	-	-	-	<b>45,918,226</b>
<b>Variance</b>													
Gross Sales	2,599,430	(1,189,882)	(215,475)	829,005	(76,324)	1,890,425	(144,264)	(1,523,158)	-	-	-	-	2,169,758
Cost of Goods Sold	(2,922,800)	11,686	259,518	(788,537)	(598,381)	(2,162,546)	544,979	488,743	-	-	-	-	(5,167,337)
Warehousing & Distribution	(1,583)	221,504	173,666	76,488	115,159	(597,466)	(269,835)	(262,926)	-	-	-	-	(544,992)
Trade Marketing	(31,515)	70,399	47,063	2,313	20,611	-	-	-	-	-	-	-	108,870
<b>Gross Profit</b>	<b>(356,468)</b>	<b>(886,293)</b>	<b>264,772</b>	<b>119,269</b>	<b>(538,935)</b>	<b>(869,586)</b>	<b>130,880</b>	<b>(1,297,341)</b>	-	-	-	-	<b>(3,433,701)</b>
BABLO Operating Costs	280,430	81,545	141,386	(90,195)	(26,916)	219,086	(114,542)	28,346	-	-	-	-	519,141
DAFS Operating Costs	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>Operating Profit</b>	<b>(76,038)</b>	<b>(804,749)</b>	<b>406,158</b>	<b>29,074</b>	<b>(565,850)</b>	<b>(650,500)</b>	<b>16,338</b>	<b>(1,268,995)</b>	-	-	-	-	<b>(2,914,561)</b>
<b>Transfer to Undedicated revenue</b>													
Operating Profit	6,726,580	6,623,538	6,292,265	5,547,885	5,048,905	6,092,461	5,348,443	4,238,150	-	-	-	-	45,918,226
Outstanding Receivables	1,347,160	(2,252,500)	3,032,287	(300,398)	(266,642)	(36,568)	(218,738)	341,057	-	-	-	-	1,645,657
Other Adjustments	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>Transfer to Undedicated revenue</b>	<b>8,073,739</b>	<b>4,371,038</b>	<b>9,324,552</b>	<b>5,247,488</b>	<b>4,782,262</b>	<b>6,055,893</b>	<b>5,129,704</b>	<b>4,579,206</b>	-	-	-	-	<b>47,563,883</b>
<b>Performance Indicators</b>													
<u>Actual/Budget Indicators</u>													
Sales	110.3%	95.7%	99.0%	104.1%	99.6%	108.2%	99.2%	91.9%					68.7%
COGS	118.2%	99.9%	98.1%	106.0%	104.5%	114.7%	95.3%	95.9%					71.0%
Operating Profit	98.9%	89.2%	106.9%	100.5%	89.9%	97.9%	108.7%	83.4%					65.6%
<u>Actual Performance Indicators</u>													
COGS/Sales	68.3%	66.6%	63.2%	65.0%	66.9%	67.6%	61.3%	66.5%					65.9%
Operating Profit/Sales	24.3%	25.3%	29.2%	26.1%	24.4%	24.5%	29.5%	24.4%					25.8%

**Maine County Case Analysis through February 2025**

Sales Region	Cases Last 3 Months	Cases Last 3 Months Prior Year	% Change	Case Diff vs. Prior Year	Cases Last 6 Months	Cases Last 6 Months Prior Year	% Change	Case Diff vs. Prior Year	Cases Last 9 Months	Cases Last 9 Month Prior Year	% Change	Case Diff vs. Prior Year
State of Maine	325,979	330,022	-1.23%	-4,043	664,971	670,812	-0.87%	-5,841	1,080,045	1,098,108	-1.64%	-18,062
ANDROSCOGGIN	29,177	31,051	-6.03%	-1,874	56,152	58,481	-3.98%	-2,329	90,211	93,791	-3.82%	-3,580
AROOSTOOK	13,397	13,558	-1.18%	-160	26,484	27,137	-2.40%	-652	40,843	41,832	-2.36%	-989
CUMBERLAND	87,506	87,171	0.38%	336	181,888	176,527	3.04%	5,361	300,809	299,562	0.42%	1,247
FRANKLIN	10,004	10,030	-0.26%	-26	18,145	18,220	-0.41%	-76	28,456	28,343	0.40%	113
HANCOCK	12,579	13,057	-3.66%	-477	29,816	30,857	-3.37%	-1,041	54,211	56,276	-3.67%	-2,066
KENNEBEC	31,192	31,205	-0.04%	-13	61,605	62,971	-2.17%	-1,366	96,646	98,860	-2.24%	-2,214
KNOX	8,583	8,913	-3.71%	-330	17,726	18,107	-2.11%	-382	28,363	29,287	-3.16%	-924
LINCOLN	7,677	8,023	-4.31%	-346	16,548	17,097	-3.21%	-550	27,537	28,913	-4.76%	-1,376
OXFORD	10,679	10,735	-0.53%	-57	21,448	21,775	-1.50%	-327	33,541	34,462	-2.67%	-921
PENOBSCOT	39,518	39,412	0.27%	105	80,051	80,898	-1.05%	-847	124,320	126,200	-1.49%	-1,881
PISCATAQUIS	3,481	3,688	-5.62%	-207	7,203	7,793	-7.57%	-590	12,055	12,779	-5.67%	-724
SAGadahoc	8,445	8,466	-0.25%	-21	16,599	16,870	-1.61%	-271	25,849	26,208	-1.37%	-359
SOMERSET	10,856	11,006	-1.36%	-150	21,941	21,989	-0.22%	-48	34,461	34,407	0.16%	54
WALDO	6,483	6,541	-0.88%	-57	13,439	13,445	-0.04%	-6	21,031	21,455	-1.97%	-423
WASHINGTON	6,873	7,214	-4.72%	-340	14,593	15,260	-4.37%	-667	23,370	24,181	-3.36%	-811
YORK	39,529	39,953	-1.06%	-424	81,333	83,384	-2.46%	-2,051	138,344	141,553	-2.27%	-3,208
Months Included:	Feb 25, Jan 25, Dec 24	Feb 24, Jan 24, Dec 23			Feb 25, Jan 25, Dec 24, Nov 24, Oct 24, Sep 24	Feb 24, Jan 24, Dec 23, Nov 23, Oct 23, Sep 23			Feb 25, Jan 25, Dec 24, Nov 24, Oct 24, Sep 24, Aug 24, Jul 24, Jun 24	Feb 24, Jan 24, Dec 23, Nov 23, Oct 23, Sep 23, Aug 23, Jul 23, Jun 23		

\*Cases are 9Lt Equivalent

\*Excludes Bailments, Depletions, and In-State Distillers

RANK	Acct #	Customer	License #	Location	County	Mar-25	Feb-25	Jan-25	Cases Last 3 Months	Cases Last 3 Months Prior Year	% Change	Case Diff
1	937656	STOMPERS	AGN-18-103544	HOLDEN ,ME	PENOBSCOT	999.35	1,486.76	783.00	3,269.10	2,846.29	14.85%	422.81
2	932210	OQUOSSOC GROCERY	AGN-09-101358	OQUOSSOC ,ME	FRANKLIN	290.56	416.11	480.56	1,187.22	876.22	35.49%	311.00
3	936484	DAMON'S BEV WATERVILLE	AGN-17-106016	WATERVILLE ,ME	KENNEBEC	1,115.08	1,187.47	1,482.99	3,785.55	3,568.84	6.07%	216.71
4	927749	SHAW'S #4560 SANFORD	AGN-93-100390	SANFORD ,ME	YORK	173.05	292.61	277.33	743.00	551.87	34.63%	191.13
5	928408	GRAVES SNS #8137 PRESQUE	AGN-02-100776	PRESQUE ISLE ,ME	AROOSTOOK	271.87	404.43	332.30	1,008.60	844.46	19.44%	164.14
6	926253	SHAW'S #2550 AUBURN	AGN-03-100845	AUBURN ,ME	ANDROSCOGGIN	311.96	288.76	378.08	978.80	837.55	16.87%	141.26
7	929950	JOHN'S SHURFINE FOOD	AGN-04-100936	FORT KENT ,ME	AROOSTOOK	115.78	110.21	133.23	359.22	234.32	53.31%	124.91
8	928382	HANNAFORD #8231 BRUNSWICK	AGN-02-100775	BRUNSWICK ,ME	CUMBERLAND	463.13	394.26	441.56	1,298.95	1,203.91	7.89%	95.04
9	936682	ROOPERS OXFORD	AGN-17-102518	OXFORD ,ME	OXFORD	401.21	338.17	355.80	1,095.18	1,005.76	8.89%	89.42
10	935999	C FARMS #5606 WINSLOW	AGN-15-102394	WINSLOW ,ME	KENNEBEC	157.33	145.95	153.81	457.10	369.63	23.66%	87.46
11	938548	C FARMS #5619 YARMOUTH	AGN-19-104747	YARMOUTH ,ME	CUMBERLAND	61.13	62.02	62.54	185.69	111.43	66.64%	74.26
12	939439	FRESHIES - AIRPORT	AGN-20-106044	BANGOR ,ME	PENOBSCOT	162.96	161.24	154.24	478.44	408.03	17.26%	70.41
13	935049	CIRCLE K #4707122 RAYMOND	AGN-14-102267	RAYMOND ,ME	CUMBERLAND	76.19	58.19	60.34	194.72	131.77	47.77%	62.94
14	940403	CIGARET SHOPPER #4 WALDOB	AGN-22-107276	WALDOBORO ,ME	LINCOLN	117.05	101.01	171.12	389.18	330.62	17.71%	58.56
15	937821	LEADBETTER QUICK STOP	AGN-18-103188	ORONO ,ME	PENOBSCOT	52.63	72.55	52.59	177.77	121.07	46.83%	56.70
16	927954	BRACKETT'S MARKET -BATH	AGN-97-100505	BATH ,ME	SAGADAHOC	170.51	183.43	186.11	540.04	483.92	11.60%	56.13
17	928556	SHAW'S #0057 ELLSWORTH	AGN-03-100848	ELLSWORTH ,ME	HANCOCK	219.33	213.42	276.65	709.40	654.39	8.41%	55.02
18	939181	TRADEWINDS ENI #2341 ORLA	AGN-20-104472	ORLAND ,ME	PENOBSCOT	90.42	84.10	80.64	255.16	200.27	27.41%	54.89
19	937540	WALGREENS #19078 WESTBROO	AGN-18-103517	WESTBROOK ,ME	CUMBERLAND	35.56	12.36	82.39	130.31	77.01	69.22%	53.30
20	930792	BOOTLEGGERS LISBON	AGN-09-101389	LISBON ,ME	ANDROSCOGGIN	168.70	199.68	199.22	567.60	515.99	10.00%	51.61
21	936609	TRADEWINDS #8808 CLINTON	AGN-17-103407	CLINTON ,ME	KENNEBEC	113.98	119.55	111.55	345.08	295.77	16.67%	49.31
22	933424	HANNAFORD #8251 GRAY	AGN-11-101747	GRAY ,ME	CUMBERLAND	304.53	345.62	354.67	1,004.82	956.81	5.02%	48.01
23	927731	HANNAFORD #8141 DAMARISCO	AGN-92-100353	DAMARISCOTTA ,ME	LINCOLN	478.80	500.79	438.30	1,417.88	1,372.69	3.29%	45.19
24	940874	LEVANT CORNER STORE	AGN-22-106536	LEVANT ,ME	PENOBSCOT	52.53	54.04	65.14	171.71	127.51	34.66%	44.20
25	933994	FLYING POND VARIETY	AGN-12-101894	MT VERNON ,ME	KENNEBEC	36.54	39.27	60.62	136.42	92.73	47.11%	43.69
				<b>TOTALS</b>		6,440.16	7,272.00	7,174.77	20,886.94	18,218.85	14.64%	2,668.09

Sales Region				Cases Last 3 Months	Cases Last 3 Months Prior Year	% Change	Case Diff vs. Prior Year
State of Maine				286,486	302,672	-5.35%	-16,186

Top 25 Agents % of 3 month Business

7.29%

6.02%

New Items for Commission Approval  
March 11, 2025

Broker	Supplier	NABCA #	Description	Size	Pack	FOB	Retail Price	Class	Approved
MARTIGNETTI	E.J. GALLO WINERY	63420	SALT POINT GREYHOUND 355ML	355	6	\$55.66	\$17.99	COCKTAILS	
MARTIGNETTI	E.J. GALLO WINERY	63424	SALT POINT MOSCOW MULE 355ML	355	6	\$55.66	\$17.99	COCKTAILS	
MARTIGNETTI	E.J. GALLO WINERY	63804	SALT POINT RUM DAIQUIRI CKTL 4P 355ML	355	6	\$55.66	\$17.99	COCKTAILS	
MARTIGNETTI	MHW, LTD	76305	DUBLINER FIERY (IRISH WHSKY & CINNAMON)	750	6	\$101.22	\$29.99	CORDIALS	
MARTIGNETTI	MARTIGNETTI	65659	CHINOLA MANGO LIQUEUR	750	6	\$125.05	\$36.99	CORDIALS	
MARTIGNETTI	PARK STREET IMPORTS	66729	SHANKY'S WHIP BLACK IRISH	375	12	\$93.72	\$14.99	CORDIALS	
MARTIGNETTI	PRESTIGE BEVERAGE GROUP	21677	2XO THE SNEAKERHEAD BLEND KSBW	750	6	\$338.10	\$99.99	BOURBON	
MARTIGNETTI	PRESTIGE BEVERAGE GROUP	65151	IL TRAMONTO AMARETTO LIQUEUR	750	6	\$65.18	\$19.49	CORDIALS	
MARTIGNETTI	WILLIAM GRANT & SONS INC.	84946	MILAGRO REPOSADO TEQUILA	200	24	\$141.49	\$11.49	TEQUILA	
MARTIGNETTI	WILLIAM GRANT & SONS INC.	84948	MILAGRO SILVER TEQUILA	200	24	\$123.05	\$9.99	TEQUILA	
MS WALKER	M.S. WALKER, INC.	43858	PLANTATION 3 STAR JAMAICA/BARBADOS/TRNDD	1750	6	\$123.91	\$35.99	RUM	
RNDC NEW HAMPSHIRE LLC	CONSTELLATION BRANDS	84934	MI CAMPO BLANCO TEQUILA	1750	3	\$77.23	\$44.99	TEQUILA	
RNDC NEW HAMPSHIRE LLC	CONSTELLATION BRANDS	84935	MI CAMPO REPOSADO TEQUILA	1750	3	\$84.16	\$48.99	TEQUILA	



New Items for Commission Approval  
March 11, 2025

Broker	Supplier	NABCA #	Description	Size	Pack	FOB	Retail Price	Class	Approved
RNDC NEW HAMPSHIRE LLC	DISARONNO INTERNATIONAL	65838	ZUCCA RABARBARO LIQUEUR	700	6	\$107.54	\$31.99	CORDIALS	
RNDC NEW HAMPSHIRE LLC	LUXCO, INC.	84767	EL MAYOR BLANCO TEQUILA	1750	6	154.46	\$44.99	TEQUILA	
RNDC NEW HAMPSHIRE LLC	LUXCO, INC.	84769	EL MAYOR REPOSADO TEQUILA	1750	6	154.46	\$44.99	TEQUILA	
RNDC NEW HAMPSHIRE LLC	MACH FLYNT, INC.	44899	KIRKLAND SIG BRL AGED 15 YR WHITE LBL	750	12	\$206.05	\$31.49	RUM	
RNDC NEW HAMPSHIRE LLC	MHW, LTD	37360	NUE VODKA	750	12	\$67.70	\$11.99	VODKA	
RNDC NEW HAMPSHIRE LLC	MHW, LTD	37362	NUE VODKA	1750	6	\$59.60	\$19.99	VODKA	
RNDC NEW HAMPSHIRE LLC	PARK STREET IMPORTS	44168	THE REAL MCCOY 3 YR SGL BLENDED RUM	700	6	\$65.64	\$19.99	RUM	
RNDC NEW HAMPSHIRE LLC	RNDC NEW HAMPSHIRE LLC	78419	SUGARLANDS CHERRY LIMEADE RYDER CUP MNSH	50	48	\$73.51	\$2.99	CORDIALS	
RNDC NEW HAMPSHIRE LLC	RNDC NEW HAMPSHIRE LLC	78396	SUGARLANDS CHERRY LIMEADE RYDER CUP MNSH	750	6	\$91.18	\$26.99	CORDIALS	
SOUTHERN GLAZERS LLC	BACARDI USA, INC	76193	ANGEL'S ENVY TRIPLE OAK KSBW	750	6	\$270.41	\$79.99	BOURBON	
SOUTHERN GLAZERS LLC	BEAM SUNTORY	44371	CRUZAN ISLAND RSV EXTRA AGED 13 YR RUM	750	6	\$131.93	\$39.99	RUM	
SOUTHERN GLAZERS LLC	BEAM SUNTORY	78401	HORNITOS PINEAPPLE PLATA TEQUILA	750	12	\$198.84	\$29.99	TEQUILA	
SOUTHERN GLAZERS LLC	DISTILLER SALES CO.	75939	MEMBER'S MARK COCONUT RUM	1750	6	\$43.50	\$16.49	RUM	

New Items for Commission Approval  
March 11, 2025

Broker	Supplier	NABCA #	Description	Size	Pack	FOB	Retail Price	Class	Approved
SOUTHERN GLAZERS LLC	HEAVEN HILL BRANDS	25736	HEAVEN HILL 19Y HERITAGE CL WHEAT 4TH ED	750	3	\$508.05	\$299.99	BOURBON	
SOUTHERN GLAZERS LLC	MAST JAGERMEISTER	84826	TEREMANA ANEJO TEQUILA	375	12	\$141.65	\$22.99	TEQUILA	
SOUTHERN GLAZERS LLC	MHW, LTD	102216	WHISTLEPIG BRL AGED SET:10Y/12Y&MPL SYR	375	6	\$405.93	\$119.99	WHISKEY	
SOUTHERN GLAZERS LLC	OLD ELK DISTILLERIES	20308	OLD ELK WHEATED BBN SGL BBN WHSK 110PR	750	6	\$270.00	\$79.99	BOURBON	
SOUTHERN GLAZERS LLC	PARK STREET IMPORTS	76269	WHISKEY JYPSI EXPLORER 6 YR BBN	750	6	\$236.42	\$69.99	BOURBON	
SOUTHERN GLAZERS LLC	PARK STREET IMPORTS	24474	WHISKEY JYPSI LEGACY ALCHEMIST 002	750	6	\$677.00	\$199.99	BOURBON	
SOUTHERN GLAZERS LLC	PARK STREET IMPORTS	22325	WHISKEY JYPSI TRIBUTE DBL BRL SBW	750	6	\$151.82	\$44.99	BOURBON	
SOUTHERN GLAZERS LLC	SAZERAC CO., INC.	84396	99 WATERMELON SCHNAPPS LIQUEUR	750	12	\$86.81	\$13.99	CORDIALS	
SOUTHERN GLAZERS LLC	SAZERAC CO., INC.	76295	BUCKHORN BLACK CHERRY WHISKEY	750	12	\$127.72	\$18.99	WHISKEY	
SOUTHERN GLAZERS LLC	SAZERAC CO., INC.	76297	BUCKHORN PEACH WHISKEY	750	12	\$127.72	\$18.99	WHISKEY	
SOUTHERN GLAZERS LLC	SAZERAC CO., INC.	62909	MIDNIGHT BEAN ESPRESSO MARTINI VDK CKTL	750	12	\$123.81	\$19.99	COCKTAILS	
SOUTHERN GLAZERS LLC	SAZERAC CO., INC.	76375	PAUL MASSON ICE FROSTY CITRUS FLV BRANDY	750	12	\$48.62	\$9.99	BRANDY	
SOUTHERN GLAZERS LLC	SAZERAC CO., INC.	75953	RECIPE 21 SILVER TEQ W/NATURAL FLV PET	1000	12	\$51.06	\$10.99	TEQUILA	

New Items for Commission Approval  
March 11, 2025

Broker	Supplier	NABCA #	Description	Size	Pack	FOB	Retail Price	Class	Approved
SOUTHERN GLAZERS LLC	SAZERAC CO., INC.	66368	ROMANA AMARO CLASSIC EXTRA LIQUEUR	750	12	\$168.31	\$24.99	CORDIALS	
SOUTHERN GLAZERS LLC	SAZERAC CO., INC.	24997	TRAVELLER BLEND NO 40 WHISKEY	1750	6	\$245.22	\$69.99	WHISKEY	
SOUTHERN GLAZERS LLC	STATESIDE BRANDS	38670	STATESIDE URBANCRAFT VODKA	750	6	\$74.00	\$21.99	VODKA	
SOUTHERN GLAZERS LLC	STATESIDE BRANDS	38672	STATESIDE URBANCRAFT VODKA	1750	6	\$124.07	\$34.99	VODKA	
SOUTHERN GLAZERS LLC	DIAGEO NORTH AMERICA INC	6435	CAOL ILA 11 YR CASK STRGTH SPECIAL RLS	750	6	\$374.03	\$109.99	SCOTCH	
SOUTHERN GLAZERS LLC	MOET HENNESSY USA	4476	ARDBEG BIZARREBQ ULTIMATE ISLAY SGL MLT	750	6	\$288.75	\$84.99	SCOTCH	
SOUTHERN GLAZERS LLC	PERNOD RICARD USA	24883	JEFFERSON'S STRAIGHT RYE WHISKEY	750	6	\$117.00	\$34.99	WHISKEY	
SOUTHERN GLAZERS LLC	PERNOD RICARD USA	26424	RABBIT HOLE BOXERGRAIL 8Y FOUNDERS CLL	750	3	\$508.00	\$299.99	WHISKEY	
UNBROKERED	DOOM FOREST DISTILLERY	59355	CHADWICK'S MAPLE CRAFT SPIRITS	750	12	\$186.00	\$27.99	CORDIALS	
Total New Items - 48									

**Coupons/Rebates for Commission Approval**  
**March 11, 2025**

Product	Size	Offer	Effective	Expiration	Approved
OLD FORESTER - 86 OR 100 PROOF	750ML	\$2 IRC	4/1/2025	5/31/2025	
OLD FORESTER - 86 OR 100 PROOF	750ML	\$3 DIGITAL OR MIR	4/1/2025	5/31/2025	
EL JIMADOR TEQUILA	750ML	\$5 DIGITAL OR MIR	4/1/2025	5/31/2025	
EL JIMADOR TEQUILA	1.75L	\$10 DIGITAL OR MIR	4/1/2025	5/31/2025	
JOHNNIE WALKER BLEND SCOTCH WHISKY - ANY VARIANT; KETEL ONE VODKA - ORIGINAL OR ANY FLAVOR; OR TANQUERAY GIN - ANY VARIANT	750ML OR LARGER	\$3 IRC	6/1/2025	6/30/2025	
OLD PULTENEY SCOTCH WHISKY	750ML	\$10 MIR	9/1/2025	3/31/2026	
WRITERS TEARS - COPPER POT AND/OR DOUBLE OAK	(1-2) 750ML	\$4-\$10	9/1/2025	3/31/2026	
SPEYBURN SINGLE MALT WHISKY - 10YR	750ML	\$8 MIR	9/1/2025	3/31/2026	
HINE COGNAC	750ML	\$12 MIR	9/1/2025	3/31/2026	
HIRSCH WHISKEY - ANY VARIANT	(1-2) 750ML	\$5-\$12 MIR	9/1/2025	3/31/2026	
LUXARDO LIQUEUR - ANY VARIANT	750ML	\$4 MIR	9/1/2025	3/31/2026	
DON JULIO - BLANCO, REPOSADO OR ANEJO	750ML OR LARGER	\$3 DIGITAL	3/1/2025	3/31/2025	
EL JIMADOR TEQUILA - ANY VARIANT	1.75L	\$10 IRC	4/1/2025	5/31/2025	
BROKEN SHED VODKA	(1-2) 750ML OR LARGER	\$5-\$20 MIR OR DIGITAL	3/1/2025	12/31/2025	
HERRADURA - SILVER, REPOSADO, ANEJO ULTRA OR LEGEND	750ML OR LARGER	\$5 IRC	6/1/2025	9/3/2025	
HERRADURA - SILVER, REPOSADO, ANEJO ULTRA OR LEGEND	750ML OR LARGER	\$5 MIR OR DIGITAL	6/1/2025	9/3/2025	
<b>Total Coupons/Rebates - 15</b>					

Quarterly Price Adjustments for Commission Approval  
March 11, 2025 (effective May 1, 2025)

Broker	Vendor	Item #	Description	Size	Pack	Current FOB	Current Retail	New FOB	New Retail	FOB Diff	Retail Diff	Category	Changed By	Approved
MARTIGNETTI	E.J. GALLO WINERY	18650	HORSE SOLDIER BOURBON 87P	750ML	6	\$185.70	\$54.99	\$168.76	\$49.99	(\$16.94)	(\$5.00)	WHISKEY	Supplier	
MARTIGNETTI	E.J. GALLO WINERY	26576	HORSE SOLDIER SMBTCH 95P	750ML	6	\$253.43	\$74.99	\$202.59	\$59.99	(\$50.84)	(\$15.00)	WHISKEY	Supplier	
MARTIGNETTI	REMY AMERIQUE INC	64778	COINTREAU 80P	1.75L	6	\$353.38	\$99.99	\$263.14	\$74.99	(\$90.24)	(\$25.00)	CORDIALS	Supplier	
MARTIGNETTI	REMY AMERIQUE INC	65897	METAXA OUZO 80P	700ML	12	\$164.68	\$24.49	\$154.67	\$22.99	(\$10.01)	(\$1.50)	CORDIALS	Supplier	
MARTIGNETTI	REMY AMERIQUE INC	43775	MT GAY BLACK BARREL 86P	750ML	6	\$148.46	\$44.99	\$140.96	\$42.99	(\$7.50)	(\$2.00)	RUM	Supplier	
MARTIGNETTI	REMY AMERIQUE INC	42666	MT GAY ECLIPSE 80P	750ML	12	\$151.16	\$22.99	\$144.20	\$21.99	(\$6.96)	(\$1.00)	RUM	Supplier	
MARTIGNETTI	REMY AMERIQUE INC	49180	REMY MARTIN VSOP 80P	375ML	12	\$193.12	\$30.99	\$166.96	\$26.99	(\$26.16)	(\$4.00)	COGNAC	Supplier	
MARTIGNETTI	REMY AMERIQUE INC	49186	REMY MARTIN VSOP COGN 80P	750ML	12	\$378.66	\$56.99	\$342.81	\$51.99	(\$35.85)	(\$5.00)	COGNAC	Supplier	
MARTIGNETTI	REMY AMERIQUE INC	49185	REMY MARTIN VSOP FLSK 80P	375ML	12	\$193.12	\$30.99	\$166.96	\$26.99	(\$26.16)	(\$4.00)	COGNAC	Supplier	
MARTIGNETTI	REMY AMERIQUE INC	50676	ST REMY XO AUTHENTIC 80P	750ML	12	\$151.90	\$23.49	\$155.20	\$23.99	\$3.30	\$0.50	BRANDY	Supplier	
MARTIGNETTI	WILLIAM GRANT&SONS INC.	34753	REYKA VODKA 80P	750ML	6	\$82.81	\$24.49	\$84.55	\$24.99	\$1.74	\$0.50	VODKA	Supplier	
MS WALKER	CALEDONIA SPIRITS	102528	BARR HILL TOM CAT VAP 86P	750ML	6	\$150.94	\$45.99	\$164.13	\$49.99	\$13.19	\$4.00	GIN	Supplier	
MS WALKER	M.S. WALKER, INC.	46627	99 RUM 80P	1L	12	\$55.89	\$11.49	\$60.90	\$11.99	\$5.01	\$0.50	RUM	Supplier	
MS WALKER	M.S. WALKER, INC.	37007	99 VODKA 80P	1L	12	\$55.89	\$11.49	\$60.90	\$11.99	\$5.01	\$0.50	VODKA	Supplier	
MS WALKER	WESTERN SPIRITS BEVERAGE	17178	CALUMET FARM 10YR 100P	750ML	6	\$270.34	\$79.99	\$304.24	\$89.99	\$33.90	\$10.00	BOURBON	Supplier	
RNDC NEW HAMPSHIRE LLC	CONSTELLATION BRANDS	16433	HIGH WEST BIB RYE 108P	750ML	6	\$270.41	\$80.49	\$270.34	\$79.99	(\$0.07)	(\$0.50)	WHISKEY	Supplier	
RNDC NEW HAMPSHIRE LLC	CONSTELLATION BRANDS	61212	HIGH WEST OLD FASHION 86P	375ML	12	\$125.00	\$20.49	\$124.93	\$19.99	(\$0.07)	(\$0.50)	WHISKEY	Supplier	
RNDC NEW HAMPSHIRE LLC	CONSTELLATION BRANDS	19908	NELSON BROS CLASSIC 93.3P	750ML	6	\$124.64	\$36.99	\$117.86	\$34.99	(\$6.78)	(\$2.00)	WHISKEY	Supplier	
RNDC NEW HAMPSHIRE LLC	EDRINGTON AMERICAS	5888	MACALLAN M BLACK 88P	750ML	1	\$4,403.25	\$7,749.99	\$4,687.37	\$8,249.99	\$284.12	\$500.00	SCOTCH	Supplier	
RNDC NEW HAMPSHIRE LLC	EDRINGTON AMERICAS	5510	MACALLAN M SINGLE 90P	750ML	1	\$3,835.00	\$6,749.99	\$4,119.19	\$7,249.99	\$284.19	\$500.00	SCOTCH	Supplier	
RNDC NEW HAMPSHIRE LLC	LUXCO, INC.	25995	EZRA BROOKS 7Y RY WSK114P	750ML	6	\$287.14	\$84.99	\$202.42	\$59.99	(\$84.72)	(\$25.00)	WHISKEY	Supplier	
RNDC NEW HAMPSHIRE LLC	LUXCO, INC.	62098	PARAMOUNT LONG ISLA 72.5P	1.75L	6	\$45.12	\$16.99	\$50.04	\$17.99	\$4.92	\$1.00	RUM	Supplier	
RNDC NEW HAMPSHIRE LLC	LUXCO, INC.	76711	PENELOPE RIO 98P	750ML	6	\$338.14	\$99.99	\$270.36	\$79.99	(\$67.78)	(\$20.00)	WHISKEY	Supplier	
RNDC NEW HAMPSHIRE LLC	LUXCO, INC.	28321	YELLOWSTONE AMER SGL 108P	750ML	6	\$185.52	\$54.99	\$168.58	\$49.99	(\$16.94)	(\$5.00)	WHISKEY	Supplier	
RNDC NEW HAMPSHIRE LLC	LUXCO, INC.	22244	YELLOWSTONE BOURBON 93P	750ML	6	\$134.76	\$39.99	\$117.86	\$34.99	(\$16.90)	(\$5.00)	BOURBON	Supplier	
RNDC NEW HAMPSHIRE LLC	LUXCO, INC.	73538	YELLOWSTONE RUM CASK 100P	750ML	6	\$168.65	\$49.99	\$151.70	\$44.99	(\$16.95)	(\$5.00)	WHISKEY	Supplier	
RNDC NEW HAMPSHIRE LLC	LUXCO, INC.	73588	YELLOWSTONE TOASTED 100P	750ML	6	\$168.65	\$49.99	\$151.70	\$44.99	(\$16.95)	(\$5.00)	WHISKEY	Supplier	
RNDC NEW HAMPSHIRE LLC	PARK STREET IMPORTS	43722	REAL MCCOY 12Y RUM 80P	750ML	6	\$165.08	\$49.99	\$187.98	\$56.99	\$22.90	\$7.00	RUM	Supplier	
RNDC NEW HAMPSHIRE LLC	RNDC NEW HAMPSHIRE LLC	72141	SEAFLOW GIN 80P	750ML	6	\$124.62	\$37.99	\$124.61	\$37.99	(\$0.01)	\$0.00	GIN	Supplier	
SOUTHERN GLAZERS LLC	BACARDI USA, INC	4000	ABERFELDY 12 YR 80P	750ML	6	\$193.60	\$56.99	\$198.73	\$58.99	\$5.13	\$2.00	SCOTCH	Supplier	
SOUTHERN GLAZERS LLC	BACARDI USA, INC	28206	BOMBAY GIN 86P	750ML	12	\$150.24	\$22.99	\$156.83	\$23.99	\$6.59	\$1.00	GIN	Supplier	
SOUTHERN GLAZERS LLC	BACARDI USA, INC	28208	BOMBAY GIN 86P	1.75L	6	\$125.15	\$36.99	\$132.00	\$38.99	\$6.85	\$2.00	GIN	Supplier	
SOUTHERN GLAZERS LLC	BACARDI USA, INC	89099	CAZADORES ANEJO 80P	750ML	6	\$109.33	\$32.99	\$99.33	\$29.99	(\$10.00)	(\$3.00)	TEQUILA	Supplier	
SOUTHERN GLAZERS LLC	BACARDI USA, INC	87306	CAZADORES BLANCO 80P	750ML	12	\$192.00	\$28.99	\$165.34	\$24.99	(\$26.66)	(\$4.00)	TEQUILA	Supplier	
SOUTHERN GLAZERS LLC	BACARDI USA, INC	89121	CAZADORES REPOSADO 80P	750ML	12	\$192.00	\$28.99	\$178.67	\$26.99	(\$13.33)	(\$2.00)	TEQUILA	Supplier	

Quarterly Price Adjustments for Commission Approval  
March 11, 2025 (effective May 1, 2025)

Broker	Vendor	Item #	Description	Size	Pack	Current FOB	Current Retail	New FOB	New Retail	FOB Diff	Retail Diff	Category	Changed By	Approved
SOUTHERN GLAZERS LLC	BACARDI USA, INC	64352	PATRON CITRONGE ORANGE70P	750ML	12	\$195.26	\$28.99	\$168.31	\$24.99	(\$26.95)	(\$4.00)	CORDIALS	Supplier	
SOUTHERN GLAZERS LLC	BACARDI USA, INC	88298	PATRON SILVER 80P	1.75L	3	\$210.72	\$121.99	\$207.29	\$119.99	(\$3.43)	(\$2.00)	TEQUILA	Supplier	
SOUTHERN GLAZERS LLC	BEAM SUNTORY	88551	HORNITOS PLATA 80P	50ML	120	\$276.91	\$4.49	\$308.45	\$4.99	\$31.54	\$0.50	TEQUILA	Supplier	
SOUTHERN GLAZERS LLC	BEAM SUNTORY	89831	HORNITOS REPOSADO TEQ 80P	50ML	120	\$276.91	\$4.49	\$308.45	\$4.99	\$31.54	\$0.50	TEQUILA	Supplier	
SOUTHERN GLAZERS LLC	CAMPARI AMERICA	89136	CABO WABO ANEJO TEQ 80P	750ML	6	\$166.00	\$49.99	\$149.33	\$44.99	(\$16.67)	(\$5.00)	TEQUILA	Supplier	
SOUTHERN GLAZERS LLC	CAMPARI AMERICA	87250	CABO WABO BLANCO TEQ 80P	750ML	6	\$132.67	\$39.99	\$109.33	\$32.99	(\$23.34)	(\$7.00)	TEQUILA	Supplier	
SOUTHERN GLAZERS LLC	CAMPARI AMERICA	89139	CABO WABO REPOSADO 80P	750ML	6	\$149.33	\$44.99	\$126.00	\$37.99	(\$23.33)	(\$7.00)	TEQUILA	Supplier	
SOUTHERN GLAZERS LLC	CAMPARI AMERICA	89519	ESPOLON ANEJO TEQUILA 80P	750ML	6	\$146.00	\$43.99	\$132.67	\$39.99	(\$13.33)	(\$4.00)	TEQUILA	Supplier	
SOUTHERN GLAZERS LLC	CAMPARI AMERICA	87615	ESPOLON BLANCO TEQ 80P	375ML	12	\$116.91	\$18.99	\$104.54	\$16.99	(\$12.37)	(\$2.00)	TEQUILA	Supplier	
SOUTHERN GLAZERS LLC	CAMPARI AMERICA	87619	ESPOLON BLANCO TEQ 80P	750ML	12	\$225.34	\$33.99	\$212.01	\$31.99	(\$13.33)	(\$2.00)	TEQUILA	Supplier	
SOUTHERN GLAZERS LLC	CAMPARI AMERICA	89286	ESPOLON REPOSADO TEQ 80P	750ML	12	\$238.67	\$35.99	\$232.01	\$34.99	(\$6.66)	(\$1.00)	TEQUILA	Supplier	
SOUTHERN GLAZERS LLC	CAMPARI AMERICA	88459	ESPOLON RESPOSADO TEQ 80P	375ML	12	\$123.09	\$19.99	\$116.91	\$18.99	(\$6.18)	(\$1.00)	TEQUILA	Supplier	
SOUTHERN GLAZERS LLC	CAMPARI AMERICA	22102	WILD TURKEY LONGBRANC 86P	750ML	6	\$134.87	\$39.99	\$124.39	\$36.99	(\$10.48)	(\$3.00)	BOURBON	Supplier	
SOUTHERN GLAZERS LLC	HEAVEN HILL BRANDS	89960	TEQUILA OCHO ANEJO 80P	750ML	6	\$232.67	\$69.99	\$249.33	\$74.99	\$16.66	\$5.00	TEQUILA	Supplier	
SOUTHERN GLAZERS LLC	HOTALING & CO., LLC	15967	NIKKA PURE MALT 86P	750ML	6	\$304.36	\$89.99	\$270.42	\$79.99	(\$33.94)	(\$10.00)	JAPANESE WHISKEY	Supplier	
SOUTHERN GLAZERS LLC	MHW, LTD	87172	CALIROSA ROSA BLANCO 80P	750ML	6	\$166.00	\$49.99	\$132.67	\$39.99	(\$33.33)	(\$10.00)	TEQUILA	Supplier	
SOUTHERN GLAZERS LLC	OLD ELK DISTILLERIES	86274	OLD ELK COGNAC 109.7P	750ML	6	\$303.00	\$89.99	\$253.00	\$74.99	(\$50.00)	(\$15.00)	BOURBON	Supplier	
SOUTHERN GLAZERS LLC	OLD ELK DISTILLERIES	26073	OLD ELK DBL WHEAT 107.1P	750ML	6	\$338.00	\$99.99	\$303.00	\$89.99	(\$35.00)	(\$10.00)	WHISKEY	Supplier	
SOUTHERN GLAZERS LLC	OLD ELK DISTILLERIES	20306	OLD ELK FOUR GRAIN 105.9P	750ML	6	\$338.00	\$99.99	\$303.00	\$89.99	(\$35.00)	(\$10.00)	WHISKEY	Supplier	
SOUTHERN GLAZERS LLC	OLD ELK DISTILLERIES	86273	OLD ELK PORT CASK 106.6P	750ML	6	\$303.00	\$89.99	\$253.00	\$74.99	(\$50.00)	(\$15.00)	BOURBON	Supplier	
SOUTHERN GLAZERS LLC	OLD ELK DISTILLERIES	23539	OLD ELK WHEAT N RYE 108P	750ML	6	\$338.00	\$99.99	\$303.00	\$89.99	(\$35.00)	(\$10.00)	WHISKEY	Supplier	
SOUTHERN GLAZERS LLC	OLD ELK DISTILLERIES	26208	WHISKEYSMITH BANANA 60P	750ML	12	\$167.00	\$24.99	\$114.00	\$16.99	(\$53.00)	(\$8.00)	WHISKEY	Supplier	
SOUTHERN GLAZERS LLC	OLD ELK DISTILLERIES	26210	WHISKEYSMITH CHOCOLAT 60P	750ML	12	\$167.00	\$24.99	\$114.00	\$16.99	(\$53.00)	(\$8.00)	WHISKEY	Supplier	
SOUTHERN GLAZERS LLC	OLD ELK DISTILLERIES	25257	WHISKEYSMITH SALT CAR 60P	750ML	12	\$167.00	\$24.99	\$114.00	\$16.99	(\$53.00)	(\$8.00)	WHISKEY	Supplier	
SOUTHERN GLAZERS LLC	PARK STREET IMPORTS	90015	FLECHA AZUL ANEJO 80P	750ML	6	\$232.50	\$69.99	\$199.33	\$59.99	(\$33.17)	(\$10.00)	TEQUILA	Supplier	
SOUTHERN GLAZERS LLC	PERNOD RICARD USA	87150	AVION SILVER TEQUILA 80P	750ML	6	\$182.00	\$54.99	\$132.65	\$39.99	(\$49.35)	(\$15.00)	TEQUILA	Supplier	
SOUTHERN GLAZERS LLC	PERNOD RICARD USA	101355	SKREWBALL PB MINI 8PK 70P	50ML	15	\$185.65	\$21.99	\$165.00	\$19.99	(\$20.65)	(\$2.00)	WHISKEY	Supplier	
SOUTHERN GLAZERS LLC	PHILLIPS PRODUCTS CO	6316	TOMATIN SCOTCH 86P	750ML	6	\$142.25	\$41.99	\$139.04	\$40.99	(\$3.21)	(\$1.00)	SCOTCH	Supplier	
SOUTHERN GLAZERS LLC	TERLATO WINES INT.	15935	WEST CORK IRISH WHISK 80P	750ML	6	\$97.71	\$29.99	\$107.54	\$32.99	\$9.83	\$3.00	IRISH WHISKEY	Supplier	
SOUTHERN GLAZERS LLC	TOTAL BEVERAGE SOLUTION	65102	GOZIO AMARETTO 48P	750ML	6	\$80.94	\$23.99	\$83.94	\$24.99	\$3.00	\$1.00	CORDIALS	Supplier	
Total Quarterly Price Adjustments - 65														

**Delisted Items for Commission Approval**

**March 11, 2025**

Item	Description	Size	UPC	Last Retail	Approved
68744	//1010 WHISKEY COCONUT 31P	750ML	8437014192018	\$29.99	
43992	//ADMIRAL NELSON BLACK 94P	1.75L	0-96749-000944	\$23.99	
72356	//BAILEYS ALMANDE 26P	750ML	0-82000-776284	\$31.99	
57360	//BARBOX BLUEBERRY SOUR 40P	1.75L	8-56492-006361	\$24.99	
57364	//BARBOX GIN LEMONADE 40P	1.75L	8-56492-006378	\$24.99	
101500	//BARENJAGER HONEY W/GLS70P	750ML	0-80368-533013	\$27.99	
22710	//BARRELL GRAY LBL SEA 133P	750ML	7-36040-004837	\$159.99	
22897	//BIRD DOG BLENDED 80P	750ML	812459013506	\$20.99	
72498	//BLACK FIG VODKA 60P	750ML	852118005008	\$37.99	
18010	//BUFFALO TRACE BARREL 90P	750ML	0-88004-063702	\$27.99	
101765	//CAMPARI W ROCKS GLASS 48P	750ML	7-21059-003346	\$34.99	
102383	//CAMPARI W ROCKS SPN 48P	750ML	7-21059-003643	\$34.99	
101044	//CAZADORES REP W/MIX 80P	750ML	0-80480-985769	\$24.99	
43382	//CHAIRMANS SPICED RUM 80P	750ML	7-86992-000609	\$31.99	
28417	//COLLECTIVE ARTS PLUM 87P	750ML	1-86360-500029	\$32.99	
29848	//CORSAIR BRL AGED GIN 92P	750ML	8-99119-002148	\$44.99	
22415	//CORSAIR DARK RYE 85P	750ML	8-99119-002261	\$49.99	
29846	//CORSAIR GIN 88P	750ML	8-99119-002049	\$34.99	
27482	//CORSAIR TRIPLE SMOKE 80P	750ML	8-99119-002186	\$56.99	
73372	//COWBOY COFFEE MOONSHI 60P	750ML	0-80687-535750	\$19.99	
58208	//CRAFTHOUSE SMOKY MA 24.4P	200ML	8-59122-005444	\$3.99	
101021	//DEWARS 12Y W/TONIC 86P	750ML	0-80480-985684	\$34.99	
102039	//DOS HOMBRES 2 ETCHED 84P	750ML	7-36040-005292	\$64.99	
29973	//DRY FLY GIN 80P	750ML	8-50548-004011	\$29.99	
27367	//DRY FLY STRAIGHT TRIT 90P	750ML	8-50548-004103	\$39.99	
27366	//DRY FLY WHEAT WHISKEY 90P	750ML	8-50548-004035	\$39.99	
102014	//ELIJAH CRAIG RYE OF 94P	750ML	0-96749-004591	\$34.99	
15755	//FIGHTING 69 IRISH 80P	750ML	8-69608-000122	\$36.99	
100535	//FIREBALL 50ML 15-PK 66P	50ML	0-88004-031961	\$14.99	
100938	//FIREBALL ANTI-VA 10PK 66P	50ML	0-88004-036959	\$9.99	
102031	//FIREBALL CINN GOLFCLB 66P	50ML	0-88004-057657	\$9.99	
100642	//FIREBALL CINN HALLO 66P	750ML	0-88004-146689	\$16.99	
18345	//FOUR ROSES 2024 LMT 114P	750ML	8-60007-585326	\$249.99	
5168	//GLENROTHES BOUR CASK 80P	750ML	0-87229-176020	\$54.99	
3115	//GOZIO AMARETTO W/2GL48P	750ML	8-14794-010448	\$23.99	
102391	//GRAND MARNIER W ROCKS 80P	750ML	7-21059-003650	\$41.99	
101766	//GRAND MARNIER W/ROCK 80P	750ML	7-21059-003353	\$41.99	
101990	//GREY GOOSE W 2 MARTINI80P	1.75L	0-80480-988814	\$49.99	
74135	//GRIFFINS WHARF 1773 60P	750ML	8-59214-006083	\$25.99	
78279	//HARD TRUTH COCO CRM 30P	50ML	8-50003-649535	\$2.99	
102389	//HEAVEN HILL 7Y GLASS 100P	750ML	0-96749-005277	\$49.99	
89330	//HERRADURA SEL SUPREM 80P	750ML	7-44607-015202	\$359.99	

**Delisted Items for Commission Approval**

**March 11, 2025**

Item	Description	Size	UPC	Last Retail	Approved
4043	//HORNITOS PLATA W/GLS 80P	750ML	0-80686-845676	\$29.99	
30648	//IRVINES AMERICAN DR 90P	750ML	7-51778-994328	\$24.99	
37464	//IRVINES PRECISION D 80P	750ML	7-51778-994335	\$15.99	
65254*	//JAGERMEISTER 70P	375ML	0-83089-660358	\$14.49	
101449	//JAGERMEISTER 12 REUSE 70P	750ML	0-83089-000246	\$25.99	
100727	//JIM BEAM W/COASTER 86P	750ML	0-80686-034377	\$25.99	
15670	//JOHN L SULLIVAN IRISH 80P	750ML	89552002724	\$25.99	
67523*	//KAHLUA 40P	200ML	0-89540-122731	\$9.99	
447	//KNOB CREEK W 2 ROCKS 100P	750ML	0-80686-008460	\$37.99	
101675	//KNOB CREEK W/HIGHBALL100P	750ML	0-80686-004202	\$37.99	
46409	//KOLOA KAUAI COCONUT 80P	50ML	8-13742-010189	\$1.99	
46501	//KRAKEN BLACK ROAST 66.6P	750ML	8-11538-016933	\$20.99	
51322	//LAPOSTOLLE PISCO 80P	750ML	7804387000546	\$35.99	
102036	//MAKER MARK W STRAINER 90P	1.75L	0-85246-502518	\$59.99	
101943	//MAKERS MARK SNOWFLAKE 90P	750ML	0-85246-502594	\$31.99	
65936	//METAXA 7 STAR 80P	750ML	0-87236-210229	\$28.99	
11083	//MOUNTAIN PASS GLACIER 80P	750ML	0-62798-784241	\$29.99	
66014	//MOZART CHOCOLATE CRM 34P	50ML	0-80368-930508	\$3.99	
86989	//MURLARKEY 3 TEA WHSKY 80P	750ML	8-59403-005286	\$29.99	
5687	//OLD ST ANDREWS /GOLF 80P	1L	0-80368-000553	\$46.49	
28759	//PORTERS MODERN CLASS 83P	750ML	5060732920002	\$36.99	
66163	//PORTERS TROP OLD TOM 80P	750ML	5060732920019	\$39.99	
77599	//RED EYE LOUIE VODQUIL 80P	750ML	8-23586-000017	\$29.99	
77192	//RUMCOJONES CINNAMON 66P	750ML	8-58317-003081	\$20.99	
65110	//TEMPUS F CLASSICO BIT 56P	750ML	0-94922-327635	\$34.99	
68884	//TEMPUS F CR DE CACAO 48P	750ML	0-87299-200038	\$34.99	
68886	//TEMPUS F CR DE MENTHE 56P	750ML	0-94922-370884	\$34.99	
68882	//TEMPUS F CREME DE BAN 52P	750ML	0-87229-200282	\$34.99	
26930	//THE CLOVER BOURBON 92P	750ML	8-51767-001768	\$54.99	
59414	//THE FINISH LONG DRINK 17P	355ML	8-60272-001477	\$15.99	
15865	//THE SEXTON 80P	750ML	8-11538-018098	\$24.99	
26205	//WHICKED PICKLE SPICY 70P	750ML	0-85592-163951	\$19.99	
102061	//WHISTLEPIG PB PIG SPT 92P	750ML	8-10080-550667	\$49.99	
22288	//WOODFORD RSV BATCH 121.1P	700ML	0-81128-003340	\$149.99	
101527*	//WRITERS TEARS W FLASK 80P	750ML	8-16511-905259	\$48.99	
44160	//ZAYA ALTA 16YR TRIN 115P	750ML	7-20815-950436	\$45.99	
<b>Total Delistings - 78</b>					

\*Delisted code was replaced by a new code



**VAP and/or Seasonal Listings for Commission Approval**  
**March 11, 2025**

Broker	Supplier	NABCA #	Description	Size	Pack	FOB	Retail Price	Class	Approved
SOUTHERN GLAZERS LLC	MAST JAGERMEISTER	102532	JAGERMEISTER SUMMER VAP/PAIR OF SUNGLASS	750	6	\$87.54	\$25.99	CORDIALS	
SOUTHERN GLAZERS LLC	DIAGEO NORTH AMERICA INC	102555	CROWN ROYAL DELUXE W/JUICER	750	6	\$97.17	\$29.99	CANADIAN WHISKEY	
SOUTHERN GLAZERS LLC	DIAGEO NORTH AMERICA INC	102497	DON JULIO BLANCO W/2 CANTAERITOS GLASSES	750	6	\$199.33	\$59.99	TEQUILA	
SOUTHERN GLAZERS LLC	DIAGEO NORTH AMERICA INC	102544	JOHNNIE WALKER BLACK W/GLASS ICE MOLD	750	6	\$134.42	\$39.99	SCOTCH	
<b>Total VAP/Seasonal Items - 4</b>									

## LOTTERY PROFIT TRANSFER TO GENERAL FUND - FY 2025

	Current Fiscal Year Performance					Past Fiscal Years' Performance			
	Budget	Actual	Variance	Variance		Actual	Actual	Actual	Actual
	<u>FY25</u>	<u>FY25</u>	<u>Dollars</u>	<u>%</u>		<u>FY24</u>	<u>FY23</u>	<u>FY22</u>	<u>FY21</u>
July	\$ 5,384,615	\$ 5,692,839	\$ 308,224	5.72%		\$ 9,806,382	\$ 9,717,486	\$ 6,947,748	\$ 5,271,349
August	\$ 6,730,769	\$ 7,102,466	\$ 371,697	5.52%		\$ 5,183,984	\$ 4,164,540	\$ 5,512,697	\$ 6,929,644
September	\$ 5,384,615	\$ 5,728,269	\$ 343,654	6.38%		\$ 6,731,498	\$ 3,493,085	\$ 4,726,583	\$ 4,822,725
October	\$ 5,384,615	\$ 5,799,518	\$ 414,903	7.71%		\$ 1,967,191	\$ 6,675,164	\$ 7,001,996	\$ 5,891,358
November	\$ 6,730,769	\$ 6,447,169	\$ (283,600)	-4.21%		\$ 5,635,499	\$ 7,184,011	\$ 4,207,005	\$ 4,884,356
December	\$ 5,384,615	\$ 7,648,330	\$ 2,263,715	42.04%		\$ 10,519,423	\$ 7,138,319	\$ 7,560,351	\$ 6,588,148
January	\$ 5,384,615	\$ 5,315,713	\$ (68,902)	-1.28%		\$ 13,908,262	\$ 6,858,726	\$ 5,233,306	\$ 10,216,388
February	\$ 5,384,615	\$ 6,508,073	\$ 1,123,458	20.86%		\$ 5,390,259	\$ 4,162,612	\$ 4,065,525	\$ 4,697,925
March	\$ 6,730,769					\$ 10,132,468	\$ 5,356,396	\$ 8,336,659	\$ 7,465,530
April	\$ 5,384,615					\$ 7,503,463	\$ 5,635,410	\$ 7,114,263	\$ 4,318,331
May	\$ 6,730,769					\$ 5,177,697	\$ 6,231,137	\$ 5,612,671	\$ 6,444,655
June	<u>\$ 5,384,619</u>					<u>\$ 6,717,158</u>	<u>\$ 5,467,786</u>	<u>\$ 5,005,102</u>	<u>\$ 3,117,308</u>
Current FY YTD	\$ 45,769,228	\$ 50,242,377	\$ 4,473,149	9.77%		\$88,673,283	\$ 72,084,673	\$ 71,323,906	\$ 70,647,717
Budget	\$ 70,000,000								
		FY23	Variance	%					
		YTD Profit	Dollars	Variance					
YOY Comparison		\$ 59,142,498	\$ (8,900,120)	-15.05%					
Projected	\$ 75,329,192								

## PROFIT TRANSFER TO OUTDOOR HERITAGE FUND - FY 2025

	Current Fiscal Year Performance					Past Fiscal Years' Performance			
	Budget FY25	Actual FY25	Variance Dollars	Variance %		Actual FY24	Actual FY23	Actual FY22	Actual FY21
July	\$ 61,538	\$ 42,125	\$ (19,413)	-31.55%		\$ 153,382	\$ 89,099	\$ 31,025	\$ 44,271
August	\$ 76,923	\$ 33,059	\$ (43,864)	-57.02%		\$ 125,007	\$ 106,400	\$ 15,870	\$ 61,305
September	\$ 61,538	\$ 28,075	\$ (33,463)	-54.38%		\$ 193,218	\$ 96,902	\$ 204,657	\$ 22,000
October	\$ 61,538	\$ (7,691)	\$ (69,229)	-112.50%		\$ 80,969	\$ 159,481	\$ 39,081	\$ 30,111
November	\$ 76,923	\$ 42,048	\$ (34,875)	-45.34%		\$ 80,510	\$ 54,908	\$ 61,385	\$ 25,152
December	\$ 61,538	\$ 36,107	\$ (25,431)	-41.33%		\$ 170,836	\$ 73,814	\$ 82,083	\$ 39,372
January	\$ 61,538	\$ 90,699	\$ 29,161	47.39%		\$ 6,751	\$ 60,536	\$ 57,444	\$ 117,214
February	\$ 61,538					\$ 100,517	\$ 61,158	\$ 24,591	\$ 13,392
March	\$ 76,923					\$ 188,446	\$ 69,357	\$ 49,369	\$ 11,061
April	\$ 61,538					\$ 73,441	\$ 85,448	\$ 35,089	\$ 22,323
May	\$ 76,923					\$ 66,264	\$ 79,279	\$ 36,210	\$ 60,231
June	\$ 61,542					\$ 169,856	\$ 171,189	\$ 105,123	\$ 25,904
Current FY YTD	\$ 461,536	\$ 264,423	\$ (197,113)	-42.71%		\$ 1,409,196	\$ 1,107,570	\$ 741,928	\$ 472,336
Budget	\$ 800,000								
		FY23 YTD Profit	Variance Dollars	% Variance					
YOY Comparison		\$ 810,673	\$ (546,250)	-67.38%					
Projected	\$ 459,648								

# Fiscal Year Comparison Through March 1, 2025



## Draw

Game		FY 24		FY 25	Variance	% Variance
Gimme5	\$	791,305	\$	758,744	\$ (32,561)	-4.11%
Lotto America	\$	1,327,049	\$	1,788,648	\$ 461,599	34.78%
Lucky for Life	\$	4,202,522	\$	4,259,352	\$ 56,830	1.35%
Pick 4	\$	3,112,926	\$	3,008,518	\$ (104,408)	-3.35%
Pick 3	\$	3,984,284	\$	3,807,096	\$ (177,188)	-4.45%
Megabucks	\$	9,101,066	\$	6,642,196	\$ (2,458,870)	-27.02%
Mega Millions	\$	12,943,842	\$	16,672,920	\$ 3,729,078	28.81%
Powerball	\$	24,417,813	\$	11,951,282	\$ (12,466,531)	-51.06%
World Poker Tour	\$	708,317	\$	-		
Cash POP	\$	-	\$	3,336,994		
<b>Total Draw Sales</b>	<b>\$</b>	<b>59,880,807</b>	<b>\$</b>	<b>52,225,750</b>	<b>\$ (7,655,057)</b>	<b>-12.78%</b>

<b>Fast Play</b>	<b>\$</b>	<b>10,070,618</b>	<b>\$</b>	<b>14,389,646</b>	<b>\$4,319,028</b>	<b>42.89%</b>
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## Instant

		FY 24		FY 25	Variance	% Variance
<b>Price Point</b>						
\$1	\$	3,559,868	\$	3,645,555	\$ 85,687	2.41%
\$2	\$	10,877,526	\$	9,266,900	\$ (1,610,626)	-14.81%
\$3	\$	13,663,989	\$	12,162,390	\$ (1,501,599)	-10.99%
\$5	\$	48,605,925	\$	53,517,530	\$ 4,911,605	10.10%
\$10	\$	51,669,550	\$	51,297,510	\$ (372,040)	-0.72%
\$20	\$	19,673,520	\$	20,403,100	\$ 729,580	3.71%
\$25	\$	26,441,800	\$	26,290,675	\$ (151,125)	-0.57%
\$30	\$	36,423,060	\$	33,170,190	\$ (3,252,870)	-8.93%
<b>Total Instants</b>	<b>\$</b>	<b>210,915,238</b>	<b>\$</b>	<b>209,753,850</b>	<b>\$ (1,161,388)</b>	<b>-0.55%</b>

<b>Total Combined</b>	<b>\$</b>	<b>280,866,663</b>	<b>\$</b>	<b>276,369,246</b>	<b>\$ (4,497,417)</b>	<b>-1.60%</b>
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