

Summary of 50ML Business
Sales reported from 5/29/16 through 5/27/17
Prepared by BABLO and Pine State Spirits

52 Week Sales (5/29/16-5/27/17) for 50ml Bottles*

- Case Sales – 84,864 - 51% increase over previous 52 week period
- Bottle Sales – 9,838,471 – 52% increase over previous 52 week period
- Dollar Sales - \$10,088,636 – 44% increase over previous year 52 week period
- State Gross Profit - \$4,070,663- 44% increase over previous year 52 week period
- Breakdown of Bottle Retail Prices
 - \$.99 = 197 SKUs
 - \$1.00 to \$1.99 = 91 SKUs
 - \$2.00 to \$2.99 = 52 SKUs
 - \$3.00 and higher = 64 SKUs
- 35 suppliers provided the 404 SKUs referenced on this report

**These sales are based on 404 SKUs which were active codes at the time of this report. 71 of which are no longer listed in Maine.*

Percent of Total Spirits Business

	% of Total Cases	% of Total Dollars	% of Total Gross Profit
50ML	7.37%	6.10%	6.63%
100ML	0.04%	0.04%	0.05%
200ML	0.26%	0.39%	0.42%
250ML	0.01%	0.01%	0.01%
375ML	4.00%	4.62%	5.15%
750ML	34.90%	41.52%	42.56%
1L	9.11%	10.83%	10.43%
1.75L	44.30%	36.49%	34.76%
TOTAL	100.00%	100.00%	100.00%

Top Five 50MLs

	Description	Total Cases	% of Total Cases		Description	Total Dollars	% of Total Dollars
1	Fireball Cinnamon Whisky	34,923.20	41.2%	1	Fireball Cinnamon Whisky	\$3,604,075.10	35.7%
2	Dr. McGillicuddy's Menthol	7,130.27	8.4%	2	Dr. McGillicuddy's Menthol	\$735,887.05	7.3%
3	Pinnacle Vodka	3,218.88	3.8%	3	Pinnacle Vodka	\$332,187.04	3.3%
4	Black Velvet	2,407.99	2.8%	4	Absolut Vodka	\$328,000.44	3.3%
5	Pinnacle Whipped Vodka	2,041.35	2.4%	5	Black Velvet	\$248,504.74	2.5%

Top 5 SKUs represent 58.6% of total case sales.

Top 5 SKUs represent 52.1% of total dollar sales.

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Estimated Cost to Implement and Maintain Redemption on 50mls

There is a cost associated with the implementation of bottle deposit on 50ml bottles. Bottle deposit for all other sizes was included in the current contract with Pine State Spirits. The costs estimated below represent the additional funds required to implement and maintain the process. Maine is the only state to require bottle redemption on the 50ml bottle. Because 50ml bottles are most often packaged in a “sleeve”, equipment is necessary for Pine State to repackage bottles after placing the redemption sticker on each bottle. The Legislature did not appropriate any funds for this process, so the cost will be funded by BABLO. The figures below are estimated, based on a proportional increase in the sales of 50ml bottles in Maine. This fiscal impact assumes that BABLO, through Pine State, will be required to sticker all 50ml bottles.

FY18 Cost –Implementation Preparation	
Equipment Cost	\$ 580,000
Additional staffing at Pine State	\$ 80,000
Warehouse alterations	\$ 100,000
Total	\$ 760,000
FY19 Cost (1/1/19 to 6/30/19- 1/2 year)	
Handling cost at Redemption	\$ 539,148
Additional staffing at Pine State	\$ 84,000
Fraudulent Redemption costs	\$ 205,706
Equipment Maintenance	\$ 50,000
Total	\$ 878,854
FY20 Cost (7/1/19-6/30/20)	
Handling cost at Redemption	\$ 1,477,266
Additional staffing at Pine State	\$ 88,200
Equipment Maintenance	\$ 50,000
Total	\$ 1,615,466