



## **News for Immediate Release**

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### **Allegheny County Leads the State in Wine and Spirits Sales at Fine Wine & Good Spirits Stores According to the 4th Annual PLCB Retail Year in Review**

**Harrisburg** – The Pennsylvania Liquor Control Board (PLCB) today released the 2012-13 Retail Year in Review, a detailed analysis of wine and spirits sales at Fine Wine & Good Spirits stores in Pennsylvania.

According to the 58-page report, Allegheny County had more than \$260 million in wine and spirits sales followed by Philadelphia, Montgomery, Bucks and Chester Counties. All 67 counties in Pennsylvania are ranked based on aggregate dollar sales at the Fine Wine & Good Spirits stores in that particular county. In addition, the counties' overall share of PLCB sales is also documented. Wyoming, Bedford and Butler had the largest year-over-year percentage change based on dollar sales.

"The Retail Year in Review is a very unique report, in that it focuses solely on sales data from the retail side of the agency," said PLCB Chairman Joseph E. Brion. "It clearly illustrates consumer tastes and industry trends in the beverage alcohol market in Pennsylvania that we can then use to ensure we're providing the products people want at a fair price."

As in previous years, the most popular wine categories continue to be U.S. chardonnay, 5-liter box wine and U.S. cabernet. In spirits, vodka leads the way. However, flavored spirits showed very strong growth in 2012-13 which is consistent with national trends.

Some of the other highlights include:

- The top-selling market categories and brands
- The top 100 brands based on units sold
- The top 100 items based on dollar sales
- Stores ranked by dollar sales
- Highest sales days of the week and months of the year

"A number of years ago, we completely overhauled the computer operating system the PLCB used to support our business," Board Member Robert S. Marcus said. "The ERP or Enterprise Resource Planning System provides very specific data that we can then analyze to be responsive to consumers ever changing tastes and provide information to vendors to help them be successful in this market."

The report, which was created in-house, is available online at [www.lcb.state.pa.us](http://www.lcb.state.pa.us).

The PLCB regulates the distribution of beverage alcohol and also operates more than 600

Fine Wine & Good Spirits stores statewide. Taxes and store profits are returned to Pennsylvania's General Fund.

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