



## **News for Immediate Release**

**Dec. 29, 2014**

### **Allegheny County Again Leads the State in Wine and Spirits Sales at Fine Wine & Good Spirits Stores**

PLCB releases 2013-14 Retail Year in Review

**Harrisburg** – The Pennsylvania Liquor Control Board (PLCB) released the 2013-14 Retail Year in Review, a detailed analysis of wine and spirits sales at Fine Wine & Good Spirits stores in Pennsylvania.

According to the report, Allegheny County had more than \$271 million in wine and spirits sales – about 13.7 percent of statewide dollar sales and an increase of more than \$11 million from the 2012-13 retail year.

The rest of the top five counties in Pennsylvania in RY13-14 were: Philadelphia, Montgomery, Bucks and Chester counties. Combined, they accounted for almost half of all dollar sales at Fine Wine & Good Spirits stores in Pennsylvania.

All 67 Pennsylvania counties are ranked based on aggregate dollar sales at the Fine Wine & Good Spirits stores in that county. Juniata, Snyder and Potter counties had the largest year-over-year percentage change based on dollar sales.

“The Retail Year in Review is one of the most interesting publications we produce because it shows what consumers are buying and where they’re buying it,” said PLCB Chairman Joseph E. Brion. “By tracking consumer tastes across Pennsylvania and beverage alcohol industry trends, the PLCB can continue to provide the best products at competitive prices in all 600-plus Fine Wine and Good Spirits stores.”

The Retail Year in Review shows that Pennsylvania consumers bought slightly more spirits products than wine products, 50.3 percent to 49.7 percent.

The top-selling product categories in RY13-14 were Vodka, Bourbon, Flavored Vodka, Spiced Rum and U.S. Chardonnay. While the number-one selling product in terms of dollar sales was Jack Daniel’s Black Label Whiskey, the product with the most growth was Fireball Cinnamon Whiskey. Sales of its 750mL bottles grew by 231 percent, and sales of its 1.75L bottles increased by 1,711 percent, however the 1.75L was not available for all of RY2012-13.

Some of the other highlights of the Retail Year in Review include:

- The top-selling market categories and brands

- The top 100 brands based on unit sales
- The top 100 items based on dollar sales
- Stores ranked by dollar sales
- Highest sales days of the week and months of the year

The report 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 wine and spirits stores statewide. Taxes and store profits are returned to Pennsylvania's General Fund. For more information about the Liquor Control Board, visit [www.lcb.state.pa.us](http://www.lcb.state.pa.us).

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