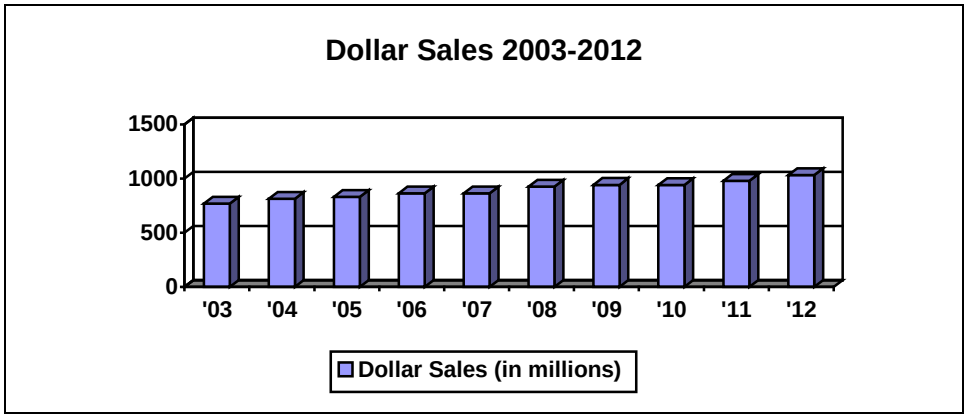
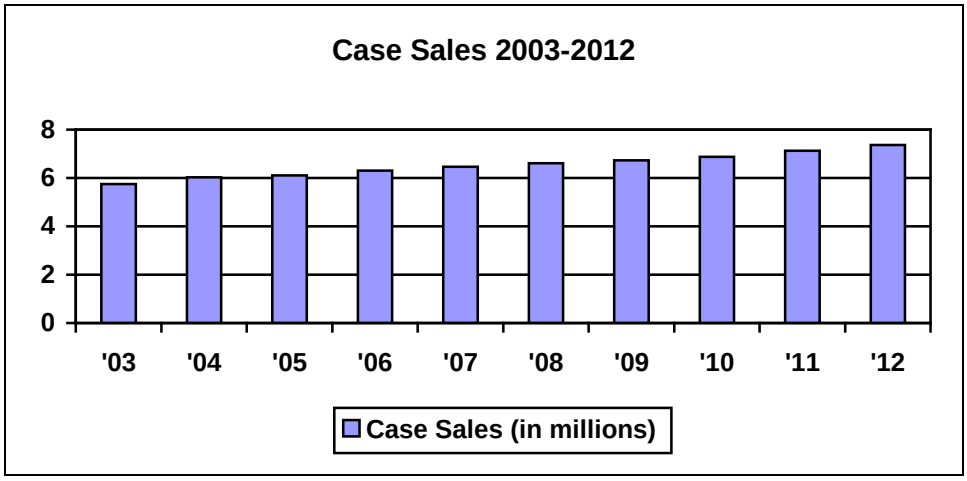
Trends

Dollar Sales

Since the 2003 fiscal year, there has been a 34.3% increase in dollar sales from $768.7m in FY 2003 to $1,032.2m in FY 2012. News groups are reporting that consumers are enamored with a wide variety of flavors. They are drinking fruit flavored products, products mixed with juices and colorful cocktails. The industry has responded with a broad spectrum of choices. Classic cocktail drinks have also made a comeback in the United States. New products have been introduced into the market at a fast pace.





Case Sales

The 10-year case sales history graph shows an increase in case sales every year since FY 2003. This trend continued in 2011-2012 with sales of 7,372,714 cases. This is an increase of 28.2% above the FY 2003 case sales figure of 5,752,264. These increases parallel the increase in dollar sales over the last ten years.