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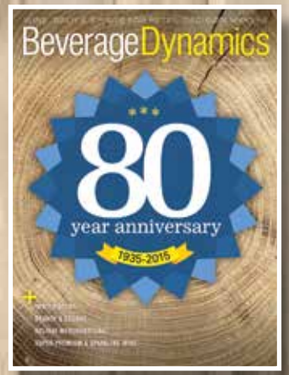
A LOOK BACK



THIS MAGAZINE HAS BEEN ANYTHING BUT STAGNANT OVER THE PAST 80 YEARS. Not only the name has changed with the times — the content and readership has also undergone massive shifts, as the country and culture has changed.

This publication began as *Liquor Store & Dispenser* in 1935, as a trade magazine serving the needs of retail beverage alcohol sellers, most of whom had no experience with the industry due to Prohibition. Its first decade featured many patriotic covers, including a number that tracked the dwindling whiskey stockpiles during World War II, when distilleries were converted to alternative uses.

Not long after, the first name change took place, with Dispenser dropped from the title. The first issue of *Liquor Store* debuted in 1950, at a time when alcohol sales were steadily increasing as the American middle class grew, and strong post-war economies drove sales higher (see charts later in this section for a breakdown of total sales over time).

The following decades were not only a period of political and cultural change, but a also huge shift in beverage alcohol, as chain stores appeared for the first time. Distributors and suppliers also experienced a period of consolidation: previously family-owned brands became public corporations (later to expand into global market leaders). >>

www.beveragedynamics.com

By the 1970s, technology was making its way into retail stores as electronic cash registers were introduced in 1978. The first computerized point of sale system, created by AT&T, would hit the market eight years later. Also during that time, brown spirits began to wane as vodka exploded in the U.S., eventually dominating all other spirit categories in sales.

In 1989, *Liquor Store* magazine finally became *Beverage Dynamics*, the most comprehensive and respected trade publication for off-premise retailers. A few years later, in 1996, BeverageDynamics.com was created as a web portal for information related to off-premise retailing.

Aside from a short stint as *Beverage & Food Dynamics* in the early 90s, the magazine has maintained a consistent mission and editorial direction for the past 26 years. But that's not to say the industry was as stable during that time — in fact, during the 1990s, a wave of mergers and acquisitions swept the spirits, wine and beer industries, setting in motion changes that still reverberate today.

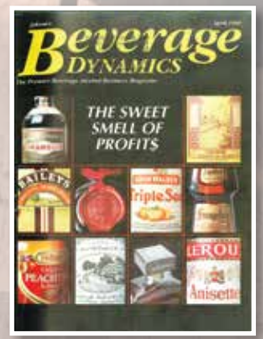
Remember Allied Domecq? How about Grand Metropolitan, Seagram's and Heublein? Brand swapping, buyouts and mergers during the 1990s and early 2000s created Diageo in 1997 and established the balance of power in the spirits industry that still exists today. Soon after, the same thing would happen in the beer industry, creating SAB Miller and AB InBev as the dominant suppliers (who have announced a merger agreement as of press time).

In 2004, Beverage Dynamics was proud to be named Best B2B Magazine by *Folio*. In 2007, BeverageDynamics.com was redesigned as a more modern website. It received an additional update in 2014 to correspond with a complete redesign of the printed publication for the first time in nearly two decades.

Today, the *Beverage Dynamics* editorial staff is proud to celebrate this 80th anniversary, and to say we're looking forward to the next 80 years. Thank you to our readers, industry members and everyone who's been a part of the *Beverage Dynamics* family over the years for contributing to our sustained success. We couldn't have done it without you. ■

▲1935
***Liquor Store & Dispenser* publishes its first issue**

▲1950
The magazine's name changes to *Liquor Store*



▲1989
Liquor Store* magazine is renamed *Beverage Dynamics

▲1996
BeverageDynamics.com is first launched online, as part of BeverageIndustry.com

▲2014
***Beverage Dynamics* and BeverageDynamics.com undergo major redesigns**

The World IN 1935

A LOT CHANGES IN 80 YEARS. In 1935, Franklin Delano Roosevelt was president. He created the Works Progress Administration, dedicated the Hoover Dam and signed the Social Security Act into law. Babe Ruth played in his final Major League Baseball game and Amelia Earhart became the first person to fly solo from Hawaii to California. The Dust Bowl heat wave reached its peak, and notable births included Elvis Presley, Jerry Lee Lewis, Woody Allen and Sandy Koufax. And that's all in one year!

A Changing ECONOMY

IF YOU HAD $100 IN 1935, it would be worth $1815.38 today, according to the American Institute for Economic Research. Other commodity comparisons include:

	1935	2015
Bread	$0.08	$1.44
Flour	$0.25	$2.63
Milk (1/2g)	$0.23	$3.50
Steak (lb.)	$0.41	$6.18
Sugar (5lb.)	$0.28	$3.30

Source: Infoplease.com

Eight Decades OF INNOVATION

80 year anniversary 1935-2015

OVER THE YEARS, a number of influential new beers, spirits and wines have hit the market and grown into today's leading brands. Here are 80 brands launched over the past 80 years, which are still with us today:

Year	Brand	Supplier
1936	Kahlúa	Pernod Ricard
1939 ^	Crown Royal	Diageo
1939	Rolling Rock	Anheuser-Busch InBev
1940	Wild Turkey	Campari Group
1942	Don Julio	Diageo
1943	Tecate	Heineken
1944 ^ ^	Captain Morgan	Diageo
1951	Black Velvet	Constellation Brands
1954	Chateau Ste. Michelle	Ste. Michelle Wine Estates
1955	Busch Bavarian Beer*	Anheuser-Busch InBev
1958	Maker's Mark	Beam Suntory
1966	Robert Mondavi Winery	Constellation Brands
1970	Finlandia Vodka	Brown-Forman
1972	Sutter Home White Zinfandel	Sutter Home Winery
1973	Miller Lite	SAB Miller
1974	Bailey's	Diageo
1974	Clos du Bois	Constellation Brands
1975	1800 Tequila	Proximo Spirits
1978	Midori Liqueur	Beam Suntory
1978	Coors Light	SAB Miller
1978	Carolans Irish Cream	Campari Group
1980	Sierra Nevada	Sierra Nevada Brewing
1981	Bud Light	Anheuser-Busch InBev
1982	Chambord	Brown-Forman
1984	Samuel Adams	Boston Beer
1984	Dr. McGillicuddy's Fireball Whisky**	Sazerac
1984	Alize	Kobrand
1985	Peachtree Schnapps	DeKuyper
1986	Barefoot Wine	E&J Gallo Winery
1987	Bombay Sapphire	Bacardi
1988	Gentleman Jack	Brown-Forman
1988	Rogue	Rogue Ales
1989	Busch Light	Anheuser-Busch InBev
1989	Patrón	Patrón Spirits Company
1991	New Belgium	New Belgium Brewing
1992	Knob Creek	Beam Suntory
1992	SKYY Vodka	Campari Group
1994	Ice Beers	Various Brewers
1995	Bacardi Limon	Bacardi
1995	Blue Moon	SAB Miller

Year	Brand	Supplier
1996	Woodford Reserve	Brown-Forman
1996	Menage a Trois Wine	Trinchero Family Estates
1997	Grey Goose Vodka	Bacardi
1997	Tito's Handmade Vodka	Fifth Generation
1998	Three Olives Vodka	Proximo Spirits
1998	Arbor Mist	Constellation Brands
1998	Russian Standard Vodka	Russian Standard
1998	Svedka	Constellation Brands
1999	Bulleit Bourbon	Diageo
1999	Mike's Hard Beverages	Mike's Hard Lemonade Co.
1999	Hendrick's Gin	William Grant & Sons
2000	Burnett's Vodka	Heaven Hill
2000	Yellow Tail	W.J Deutsch & Sons
2001	UV Vodka	Phillips Distilling
2001	Smirnoff Ice	Diageo
2001	Hpnotiq Liqueur	Heaven Hill
2002	Pinnacle Vodka	Beam Suntory
2003	Ciroc Vodka	Diageo
2004	TY KU	TY KU Sake & Spirits
2005	Heineken Light	Heineken
2005	Hudson Whiskey	William Grant & Sons
2006	PAMA Liqueur	Heaven Hill
2006	Shock Top	Anheuser-Busch InBev
2007	Midnight Moon	Piedmont Distillers
2007	New Amsterdam Gin	E&J Gallo Winery
2008	Bud Light Lime	Anheuser-Busch InBev
2009	Skinnygirl Cocktails	Beam Suntory
2009	RumChata	Agave Loco Brands
2010	Kraken Rum	Proximo Spirits
2010	Deep Eddy Vodka	Heaven Hill
2010	Ole Smoky Moonshine	Ole Smoky Distillery
2011	Jack Daniel's Tennessee Honey	Brown-Forman
2011	New Amsterdam Vodka	E&J Gallo Winery
2011	Angry Orchard Hard Cider	Boston Beer
2011	Skinnygirl Wine	Beam Suntory
2012	Bud Light Lime-a-Rita	Anheuser-Busch InBev
2013	Redd's Apple Ale	SAB Miller
2014	Menage a Trois Vodka	Trinchero Family Estates
2014	Roca Patrón	Patrón Spirits Company
2015	Viniq	E&J Gallo Winery

^ Introduced to U.S. in 1964
^ ^ Introduced to U.S. in 1984
*Rebranded as Busch Beer in 1979
**Rebranded as Fireball Cinnamon Whisky in 2007

LEADING *by example*

BEVERAGE DYNAMICS began presenting individual "Retailer of the Year" awards in 1996. Over the years, we've profiled dozens of industry leaders and these are the best of the best. In 2016, we'll expand the tradition by awarding our top award to two retailers to recognize both independent and chain off-premise stores.

1996 ABC Fine Wine & Spirits

1997 Sigel's Beverages

1998 Binny's Beverage Depot

1999 Prime Wine & Liquor (now Premier Wine, Liquor & Spirits)

2000 Beverages & More (now BevMo!)

2001 Sherry-Lehmann Wine & Spirits

2002 Centennial Liquor (now closed)

2003 Haskell's

2004 Frugal MacDoogal Wine and Liquor Warehouse

2005 Applejack Wine & Spirits

2006 Berbiglia Wine & Spirits

2007 Spec's Wines, Liquors, Finer Foods

2008 Total Wine & More

2009 Yankee Spirits

2010 Twin Liquors

2011 The Party Source

2012 Gary's Wine & Marketplace

2013 Premier Wine, Liquor & Spirits

2014 Brown Derby International Wine Center

2015 Trig's Cellar 70

2016 ???

80 year anniversary 1935-2015

Events that Shaped the INDUSTRY

THE HISTORY OF ALCOHOL IN AMERICA is tied closely to the history of the country. The first settlers landed in Jamestown and Plymouth with more beer in store than water. Wine and brandy were also carried over from Europe. When alcohol supplies ran out, settlers made more, using the natural resources of their new surroundings.

Records of distillation go as far back as the mid-17th century. Colonists throughout New England made rum, corn whiskey and apple liquor. From these humble origins, and despite several setbacks, the American alcohol industry grew strong.

LAW AND ORDER

Better known as a founding father and our first president, George Washington also helped shaped the future of American alcohol. He considered liquor a necessary instrument to maintain order within an army. For this reason, he even suggested erecting public distilleries throughout the states.

Washington was a distiller himself. Like many colonists, he made rum, at his Mount Vernon Estate. At the suggestion of his Scottish plantation manager, Washington later raised rye to distill whiskey.

He was also at the center of the new country's first skirmish between the alcohol industry and national government. Seeking to retire American debts owed from the Revolutionary War, Washington as president enacted new taxes on all spirits in 1791.

Many distillers objected. Tax collectors were tarred and feathered. In what became known as the Whiskey Rebellion, Washington successfully sent troops in 1794 to squash protests in Pennsylvania. The taxes stood (albeit reduced, and later repealed), and the government won.

The Whiskey Rebellion had another affect besides establishing the government's power over national alcohol makers. It scared many Pennsylvanian distillers into moving to Kentucky, helping grow the state's burgeoning whiskey industry.

BIRTH OF A BOTTLE

By the mid-1800s, several alcohol brands had attained name-brand recognition. This marketing accomplishment was owed in part to the rise of beverages being sold in recognizable bottles.

Among the pioneers in this technique was Adolphus Busch. Marrying into the Anheuser family and inheriting their brewery, Busch pioneered railcar refrigeration, which allowed bottles of his Budweiser beer to be shipped nationwide. This helped establish Budweiser as America's first national beer brand.

Widespread bottling — and branding — came into whiskey in 1870. Old Forester was the first to sell their whiskey only in sealed bottles. The goal was to assure the public of the contents within. At that time, whiskey retailers often blended together spirits shipped to them in casks before selling this mix to customers. You never quite knew what you were getting.

DRY NATION, NEW DEAL

Long before 1920, temperance movements existed in America. Ten states went dry around 1850, though all but one (Vermont) quickly repealed these laws.

At the turn of the 20th century, temperance again gained steam. The alcohol industry was growing larger. Insufficiently regulated, it gained a reputation for being uncivil, especially among women. Temperance supporters were more outspoken and effective than alcohol's defenders, and succeeded in gaining the ears of politicians. By 1910, an estimated 45 percent of America was already dry.

When America entered WWI in 1917, national measures to conserve supplies included banning distillation of alcohol beverages. Three years later, Prohibition passed. America was officially dry.

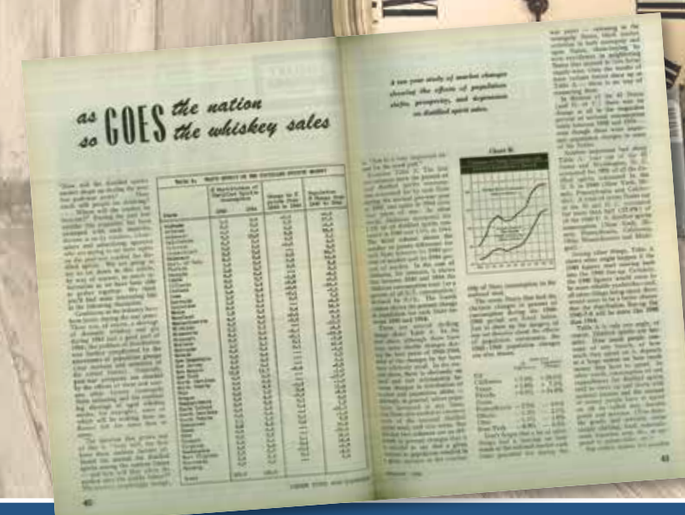
This crippled the alcohol industry. But it also gave rise to the Roaring '20s, with bootleg booze and bathtub gin. The spike in alcohol-related crime, and the common disregard for the temperance law, both led to the 20th Amendment, which repealed Prohibition in 1933.

That same year, as part of the New Deal, President Franklin Delano Roosevelt asked the recently legalized alcohol companies to write their own fair trade codes. This, in turn, led to the formations of the Distilled Spirits Institute, a predecessor of the Distilled Spirits Council of the United States (DISCUS), and the Federal Alcohol Control Administration, which later became part of the U.S. Bureau of Alcohol, Tobacco, and Firearms (ATF).

MODERN MOMENTS

In the 1970s, there was an unsuccessful push to move America onto the metric system. However, in 1979, DISCUS and the ATF agreed to measure bottles of distilled spirits using the metric sizes still in use today.

More recently, in 2005, the wine industry scored a 5-4 victory in the U.S. Supreme court, when it was found unconstitutional to ban vineyards from shipping to out-of-state customers.



Beverage Retail Embraces TECHNOLOGY

TECHNOLOGY IS A MAJOR FOCUS FOR BEVERAGE RETAILERS. It affects their operations on a daily basis. And as tech changes and improves through the years, so too changes the ways that stores do businesses.

Once upon a time, cash registers were mechanical, with sales recorded by hand on paper. How we got from there to employees armed with iPads is a journey through technology's evolution.

CASH REGISTERS

The "ka-ching" cash register of olden times was invented in the late 19th century by Ohio saloon-owner James Ritty. His motivation was to stop a number of corrupt employees from pocketing cash. "Ritty's Incorruptible Cashier" became an immediate hit.

Ritter, however, quickly cashed out and sold his patent. After changing hands a second time, it ended up under the control in 1884 of a coal yard manager named John H. Patterson. He forever changed retail transactions by fixing a flaw in the original patent design. Patterson placed a paper roll on the register to record sales on the spot. Thus was born the paper receipt.

Cash registers grew quicker in function with the addition of electric motors in the early 1900s. They then improved only gradually for decades, until IBM rolled out the first computerized POS system in 1973.

POS SOFTWARE

The electronic cash registers introduced by IBM could be connected to a mainframe computer in each store. This system performed normal checkout operations, plus data collection and dissemination.

A year later in 1974, microprocessors entered into cash-register systems on a large scale, when McDonald's installed a touch-order system with numeric keys. In 1978, restaurateur Gene Moshel created a primitive POS system that worked on Apple computers.

Graphical POS software came into existence in 1986. Featuring a color graphic touchscreen interface, and driven by widgets, Gene Mosher's ViewTouch is the grandfather of modern POS.

Such systems became more universally available, and less expensive, in 1992. Martin Goodwin and Bob Henry created the first POS software that could run on Microsoft Windows. Additional developments since — like local processing power, local data storage, cloud computing, enhanced graphics and touchscreen capabilities — have begat today's POS systems that can run on a series of handheld tablets.

SECURITY CAMERAS

Theft is an issue common to beverage retail throughout history. An effective service for combating this problem came about in the 20th century, with the spread of closed-circuit television systems.

The brainchild of German engineer Walter Bruch, video surveillance originated in World War II to observe V-2 rocket launches. Since there was no way to record and store information, initial systems required constant monitoring.

The ability to record video material on magnetic tape was developed in 1956 by Californian company Ampex, in order to pre-record Bing Crosby's TV shows.

VCR technology in the 1970s greatly improved the ability to record, store and replay video. Around the same time, Marie Van Brittan Brown invented the first home security system: four peepholes, and a camera that could slide up and down to look through each.

The arrival of digital multiplexing in 1990 allowed multiple cameras to record at once, on the same system (it also made motion-only recording possible). This advancement significantly reduced the cost of video surveillance, while greatly improving its capabilities. Consequently, security cameras became an affordable, widespread and effective deterrent to retail theft.

THE INTERNET

The VCR-based security systems of old have been gradually replaced with internet-connected cameras. Of course, it hasn't ended there — much of beverage retail has moved online.

The internet traces its roots back U.S. government experiments in the 1950s to build large-scale, secure communication channels via computer networks. One of the results of this, ARPANET, became the backbone of American military and academic network communications by the 1980s. Commercial use spread exponentially in the 1990s.

Advancements in the power of handheld technology in the 2000s allowed the internet to run on Smartphones and tablets. This, in turn, allowed beverage stores to move their POS, security systems, and other operations, onto gadgets that fit in the palm of a proprietor's hand.

EIGHT DECADES
of Research and Statistics

80 year anniversary 1935-2015

Top Ten Brands

THIS CHART SHOWS EACH YEAR'S TOP TEN SELLING BRANDS, ranked per 9-liter cases sold (sales numbers omitted for brevity). Seagram's whiskies dominated in the earlier decades, especially their 7 Crown. That brand lives on today as a Diageo product, but Seagram's the company — founded in 1857 — came apart in the 2000s. Its whiskey, however, along with the overall category, had lost its hold on top-selling spots long before the turn of the century. Americans turned towards vodka and rum in the 80s and 90s, fueled in part by craft cocktails and the Smirnoff craze. White spirits continue to post strong sales numbers today, but the whiskey resurgence is in full force, led by household brands and new, spicier variants.

TOP TEN SPIRITS BRANDS BY SALES (1967 - 2014)

Sales Rank / Year	1967	1972	1977	1982	1987	1992	1997	2002	2007	2012	2014
1	Seagram's 7 Crown	Seagram's 7 Crown	Seagram's 7 Crown	Bacardi	Bacardi	Bacardi	Bacardi	Bacardi	Bacardi	Smirnoff	Smirnoff
2	Seagram's VO	Seagram's VO	Smirnoff	Smirnoff	Smirnoff	Smirnoff	Smirnoff	Smirnoff	Smirnoff	Bacardi	Bacardi
3	Canadian Club	Smirnoff	Bacardi	Seagram's 7 Crown	Seagram's 7 Crown	Seagram's Gin	Absolut	Absolut	Captain Morgan	Captain Morgan	Captain Morgan
4	Smirnoff	Canadian Club	Seagram's VO	Jack Daniel's	Canadian Mist	Jim Beam	Jack Daniel's	Captain Morgan	Absolut	Jack Daniel's	Jack Daniel's
5	Gordon's Gin	Bacardi	Canadian Club	Seagram's VO	Jim Beam	Popov Vodka	Seagram's Gin	Jack Daniel's	Jack Daniel's	Absolut	Crown Royal
6	Old Crow	Gordon's Gin	Gordon's Gin	Canadian Mist	DeKuyper	Seagram's 7 Crown	Jim Beam	Jose Cuervo	Crown Royal	Crown Royal	Jim Beam Family
7	Jim Beam	J & B	Jim Beam	Jim Beam	Popov Vodka	Bacardi Breezer	Seagram's 7 Crown	Jim Beam	Jose Cuervo	Svedka	Absolut
8	Imperial	Jim Beam	J & B	Canadian Club	Jack Daniel's	Canadian Mist	Canadian Mist	Crown Royal	Grey Goose	Grey Goose	Svedka
9	Calvert Extra	Cutty Sark	Windsor Supreme	Windsor Supreme	Seagram's Gin	Jack Daniel's	Popov Vodka	Seagram's Gin	Jim Beam	Jose Cuervo	Fireball
10	Gilbey's Gin	Gilbey's Gin	Gilbey's Gin	Popov	Canadian Club	Absolut	Jose Cuervo	DeKuyper	Seagram's Gin	Jim Beam	E & J

Source: The Beverage Information & Insights Group. Visit www.bevinfostore.com for more information.

Category Consumption

THIS CHART TRACKS THE AMERICAN CONSUMPTION of major spirits categories, as far back as 1955. Whiskey drinkers will notice its past peak age, between 1965 and 1980, when brown spirits where the preferred drink in this country. That torch was gradually passed to vodka. It may surprise some, though, that this chart shows the white spirit trailing whiskey until the mid-2000s. However, that statistical oddity is likely due to the great scope of the whiskey category, which includes Canadian and Scotch brands. (That this chart ends at 2010 unfortunately cuts off the figures for the recent whiskey resurgence.) Growing in popularity as a sipper and cocktail ingredient, rum is shown here to be firmly on the rise. So too is brandy experiencing an upswing. Another spirit that has begun appealing to connoisseurs is tequila. This category also appears to have benefited from the craft boom. Its numbers climb steadily in recent decades. As does overall consumption in general, save for a dip during the late '90s and early 2000s.

DISTILLED SPIRIT CONSUMPTION BY CATEGORY (1955-2010)

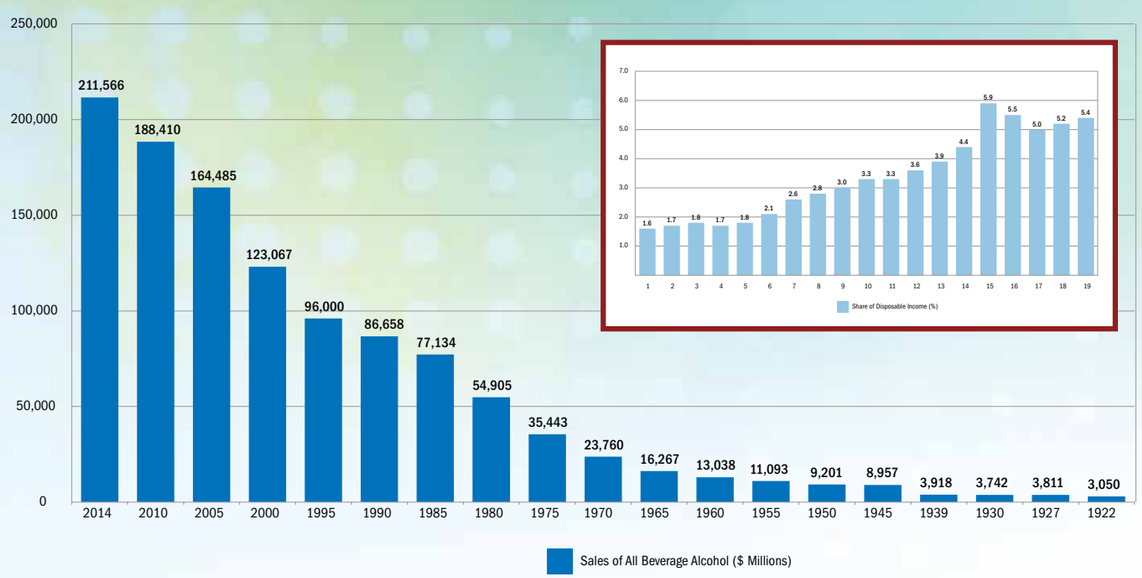
	1955	1960	1965	1970	1975	1980	1985	1990	1995	2000	2005	2010
U.S. Straights	16,494,771	22,471,110	26,377,097	29,227,541	24,798,650	22,180,776	17,765,200	16,607,400	13,803,000	13,203,000	14,201,000	15,280,000
U.S. Blends	30,607,387	27,733,977	27,442,141	27,019,062	19,405,061	14,784,616	11,169,000	9,578,200	6,891,000	5,771,000	5,256,000	5,075,000
Canadian	3,641,198	4,897,331	7,384,070	12,677,980	18,460,578	21,133,519	20,243,300	20,212,800	16,331,000	15,453,000	15,473,000	15,395,000
Scotch	5,136,030	7,949,840	12,141,854	18,863,935	21,015,098	21,102,779	16,553,000	13,317,100	10,131,000	9,234,000	8,976,000	8,590,000
Irish & Other							283,600	277,600	279,000	356,000	615,000	1,420,000
Bonds	5,032,790	3,794,649	2,909,984	2,310,417	1,466,710	1,004,537	493,600					
100% Lights							117,500					
Others	98,541	124,767	254,784	230,112	548,485	516,490	85,600					
Total Whiskey	**61,010,717**	**66,971,974**	**76,509,930**	**90,329,047**	**85,694,582**	**80,722,717**	**66,710,800**	**59,993,000**	**47,435,000**	**44,016,000**	**44,521,000**	**45,760,000**
Gin	7,240,314	8,188,968	11,276,533	13,320,700	15,141,044	15,505,084	13,590,700	13,471,500	11,843,000	11,192,000	109,004,000	11,090,000
Rum	1,133,630	1,501,808	2,476,400	4,174,961	5,955,164	11,327,024	12,699,900	13,564,100	12,093,000	16,992,000	22,040,000	25,540,000
Brandy	1,700,616	2,422,566	3,466,916	4,842,253	5,946,213	6,653,878	7,012,200	7,542,600	7,004,000	8,910,000	10,224,000	10,355,000
Cordials	2,427,290	3,387,489	4,701,903	6,880,213	9,877,215	13,535,189	16,370,600	17,636,500	16,443,000	17,446,000	20,725,000	19,650,000
Vodka	2,383,105	6,869,130	10,809,129	16,698,443	27,049,336	31,154,394	31,079,400	35,362,400	32,175,000	36,274,000	46,221,000	62,100,000
Tequila							3,112,600	4,419,900	5,070,000	7,341,000	9,020,000	11,640,000
Prepared Cocktails							3,468,700	7,199,800	5,267,000	6,638,000	6,641,000	6,010,000
Misc	341,779	502,420	1,429,117	1,922,410	5,158,871	6,691,906	128,900					
Total	**76,237,451**	**89,844,055**	**110,669,928**	**138,168,027**	**154,822,425**	**165,590,192**	**154,173,900**	**159,189,800**	**137,331,000**	**148,807,000**	**170,296,000**	**192,145,000**

Source: The Beverage Information & Insights Group. For more historical data, visit www.albevresearch.com.

Overall Consumption

Americans love their beer. This chart, depicting overall consumption trends, shows the disparity in terms of spending and drinking between beer, and wine and spirits. Consumer spent more on beer some years than on spirits and wine combined. (Interestingly, though, consumers spent more on spirits than beer in the 60s and early 70s, despite drinking more brews — perhaps owing to the price point gap.) Readers may also notice that the ratio between beer consumption and spending widens through the years. This is likely the result of the craft beer craze: discerning drinkers are willing to purchase pricier brews. Also noteworthy is the overall growth of wine, which appears to be at the cost of spirits. Beer consumption and spending percentages stay relatively static through the decades, while spirits lose ground as wine's shares grow.

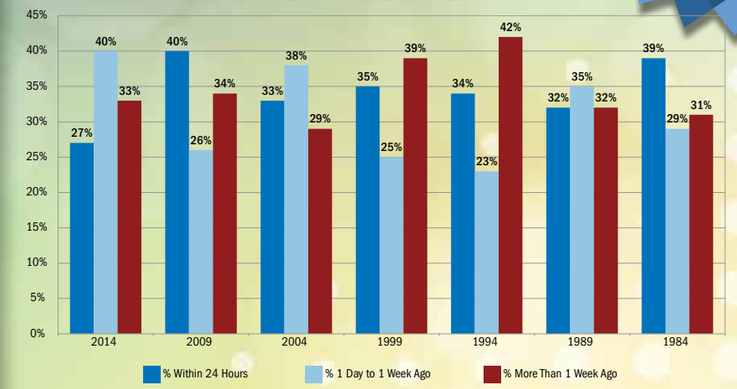
	WINE				SPIRITS				BEER			
	Consumption		Retail Spend		Consumption		Retail Spend		Consumption		Retail Spend	
Year	Gallons	% Share	Millions $	% Share	Gallons	% Share	Millions $	% Share	Gallons	% Share	Millions $	% Share
1967	197	5.1%	1,088	5.8%	325	8.5%	9,629	51.0%	3,313	86.4%	8,150	43.2%
1972	327	6.8%	2,505	8.9%	393	8.2%	13,849	49.3%	4,053	84.9%	11,718	41.7%
1977	401	7.0%	3,987	9.8%	433	7.5%	17,963	44.1%	4,898	85.5%	18,766	46.1%
1982	514	7.8%	7,289	11.8%	438	6.6%	22,049	35.7%	5,667	85.6%	32,443	52.5%
1987	591	8.7%	12,210	14.8%	388	5.7%	28,957	35.2%	5,803	85.6%	41,128	50.0%
1992	477	7.1%	12,195	13.2%	355	5.3%	29,906	32.4%	5,847	87.5%	50,197	54.4%
1997	510	7.5%	13,718	13.2%	330	4.9%	33,600	32.4%	5,922	87.6%	56,398	54.4%
2002	584	8.0%	20,530	15.0%	365	5.0%	42,150	30.7%	6,356	87.0%	74,435	54.3%
2007	694	9.0%	27,925	14.9%	432	5.6%	61,565	32.8%	6,586	85.4%	97,940	52.3%
2012	758	9.9%	28,890	14.4%	486	6.3%	72,760	36.2%	6,443	83.8%	99,120	49.4%
2014	781	10.2%	31,090	14.7%	504	6.6%	77,455	36.6%	6,372	83.2%	103,171	48.7%



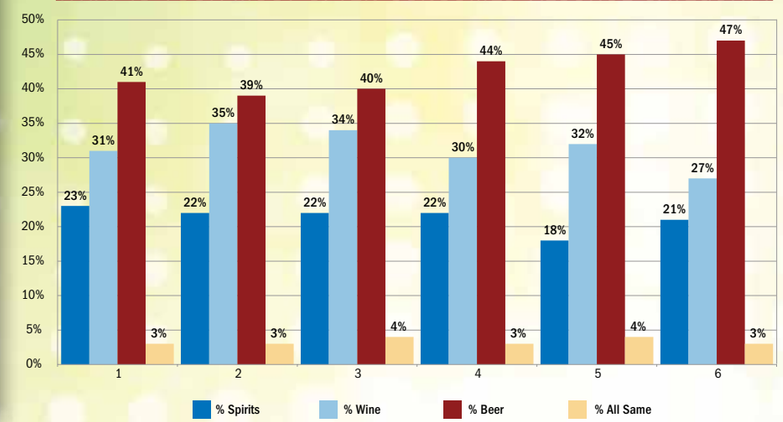
Gallup Data

Data depicted here derives from research conducted by Gallup, Inc., an American company that performs public opinion polls. Readers will notice that the percentage of beverage alcohol consumers has not waivered far from mid-60 percent, save for a dip in the late '80s. Given the near-static results over that extensive time period, there is no reason to think that the percentage of consumers will ever drift too far either way. The stats on when consumers have had their last drink contain an interesting, recent development. Within 24 hours, the percentage is down. But within one week, the percentage is up. One can imagine modern Americans too busy for a daily drink, but perhaps more willing to unwind on the weekends after a busy workweek. Data for the number of drinks consumed in the past seven days also supports this hypothesis. The results in the chart measuring the most consumed beverage alcohol back up findings elsewhere in this research section, showing that Americans most love to drink beer. BD

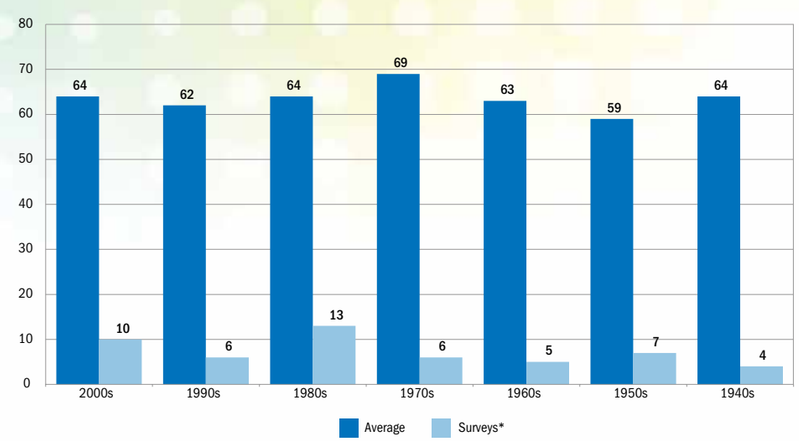
WHEN DID YOU HAVE YOUR LAST DRINK?



WHAT IS YOUR MOST OFTEN CONSUMED ALCOHOL CATEGORY?



AVERAGE PERCENTAGE OF AMERICANS WHO CONSUME ALCOHOL BY DECADE



*Number of Surveys conducted during given decade.

Source: The Gallup Organization