

## Sales Metrics for Beer, Wine & Spirits in Grocery Stores\* (Figure 1)

	Beer			Wine			Spirits		
	2008	2007	2006	2008	2007	2006	2008	2007	2006
<b>Sales (in Millions)</b>	\$8,352	\$8,056	\$7,670	\$5,418	\$5,161	\$4,811	\$2,631	\$2,509	\$2,396
<b>% Change</b>	3.7%	5.0%	1.6%	5.0%	7.3%	8.7%	4.9%	4.7%	5.4%
<b>% of In-Store Sales</b>	2.82%	2.80%	2.76%	1.83%	1.79%	1.73%	0.89%	0.87%	0.86%

\*Source: The Nielsen Company