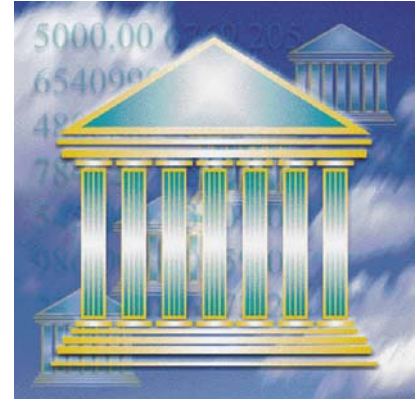




Catalogue no. 63-202-XIE

# The control and sale of alcoholic beverages in Canada

2004



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# The control and sale of alcoholic beverages in Canada

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*Canada owes the success of its statistical system to a long standing partnership between Statistics Canada, the citizens of Canada, its businesses, governments and other institutions. Accurate and timely statistical information could not be produced without their continued cooperation and goodwill.*

# Symbols

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The following standard symbols are used in Statistics Canada publications:

- . not available for any reference period
- .. not available for a specific reference period
- ... not applicable
- 0 true zero or a value rounded to zero
- 0<sup>s</sup> value rounded to 0 (zero) where there is a meaningful distinction between true zero and the value that was rounded
- P preliminary
- r revised
- x suppressed to meet the confidentiality requirements of the *Statistics Act*
- E use with caution
- F too unreliable to be published

## Acknowledgements

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## Highlights

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- Canadians increased their purchases of beer, wine and spirits last year, but the pace of growth cooled somewhat. As usual, beer was by far the most popular beverage.
- In total, Canada's beer and liquor stores and agencies sold more than \$16.1 billion worth of alcoholic beverages during the fiscal year ending March 31, 2004, up 4.9% from the year before. This rate of growth was slower than the 6.0% increase during the previous fiscal year.
- Revenue from the sale of alcoholic beverages plus the net income realized by provincial and territorial liquor authorities hit \$4.3 billion in 2003/2004, up 7.2% from the previous year. This was the largest year-over-year increase in the last 20 years.
- On average, each Canadian aged 15 and older bought 86.3 litres of beer, 13.3 litres of wine and 7.6 litres of spirits during the year. Total per capita purchases of alcoholic beverages amounted to \$623.60.

## Introduction

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This publication contains selected statistics on the control and sale of alcoholic beverages in Canada, namely:

- The value and volume of domestic and imported alcoholic beverages sold by the kind of beverage
- Imports and exports of alcoholic beverages
- The net income from the sale of alcoholic beverages by provincial and territorial liquor authorities
- The revenue derived by the provincial and territorial governments from the control of alcoholic beverages

The statistical tables are divided into two sections:

1. Sales of alcoholic beverages
2. Financial statistics

The first set of tables (Tables 1-1 to 7-2 ) provide detailed provincial and territorial statistics on the value and volume of alcoholic beverages sold by the type of beverage. Summary statistics are presented for both total sales and per capita sales (for the population aged 15 years and older). As well, tables are included on the import and export of alcoholic beverages.

The second set of tables (Tables 8 to 10) provides detailed current and summary historical statistics on the net income of the liquor authorities and the provincial and territorial government revenue from the control and sale of alcoholic beverages. To illustrate the connection between the different data series, reconciliation tables are included that link the net income statistics that are published in the annual reports of the liquor authorities to the data that are published in this report (Table 10 ).

Statistics on sales of alcoholic beverages by volume should not be equated with data on consumption. Sales volumes include only sales by liquor authorities and their agents, and sales by wineries and breweries and outlets that operate under license from the liquor authorities.

Consumption of alcoholic beverages would include all these sales, plus homemade wine and beer, wine and beer manufactured through brew-on-premises operations, all sales in duty-free shops and any unrecorded transactions.

Similarly, statistics on sales of alcoholic beverages by dollar value of sales should not be equated with consumer expenditures on alcoholic beverages. The sales data refer to the revenues received by liquor authorities etc, and these revenues include sales to licensed establishments such as bars and restaurants. The sales data do not, therefore, reflect the total amount spent by consumers on alcoholic beverages since the prices paid in licensed establishments are greater than the price paid by those establishments to the liquor authorities.

Per capita data is based on the population aged 15 and over.



# Analysis

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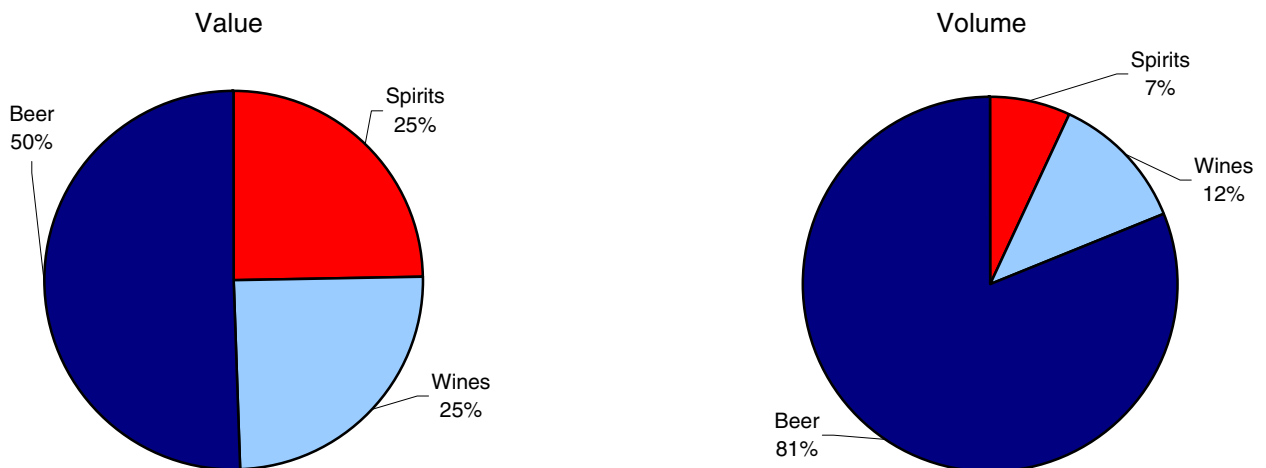
Canadians increased their purchases of beer, wine and spirits last year, but the rate of growth cooled somewhat, according to new data on sales.

In total, Canada's beer and liquor stores and agencies sold more than \$16.1 billion worth of alcoholic beverages during the fiscal year ending March 31, 2004, up 4.9% from the year before. This rate of growth was slower than the 6.0% increase during the previous fiscal year.

As usual, beer was by far the most popular beverage. In terms of dollar value, beer captured 50.7% of sales, spirits, 24.7%; and wine 24.6%.

### Chart 1

**Distribution of sales of alcoholic beverages by value and volume**



Although Canadian products are still dominant in the beer market, imported beer is gaining ground. In 2003/2004, volume of sales of imported beer captured 11% of the Canadian market, up from 10.2% in the previous fiscal year and less than 3% a decade ago.

In the wine market, red wine was by far the preferred choice of Canadians. Red varieties accounted for 49% of the volume of sales, while white brands had only 36% and unidentified wine 15%.

Revenue from the sale of alcoholic beverages plus the net income realized by provincial and territorial liquor authorities hit \$4.3 billion in 2003/2004, up 7.2% from the previous year. This was the largest year-over-year increase in the last 20 years.

Provincially, net income increased most in British Columbia (+11.1%) and in Ontario (+9.4%).

Text table 1

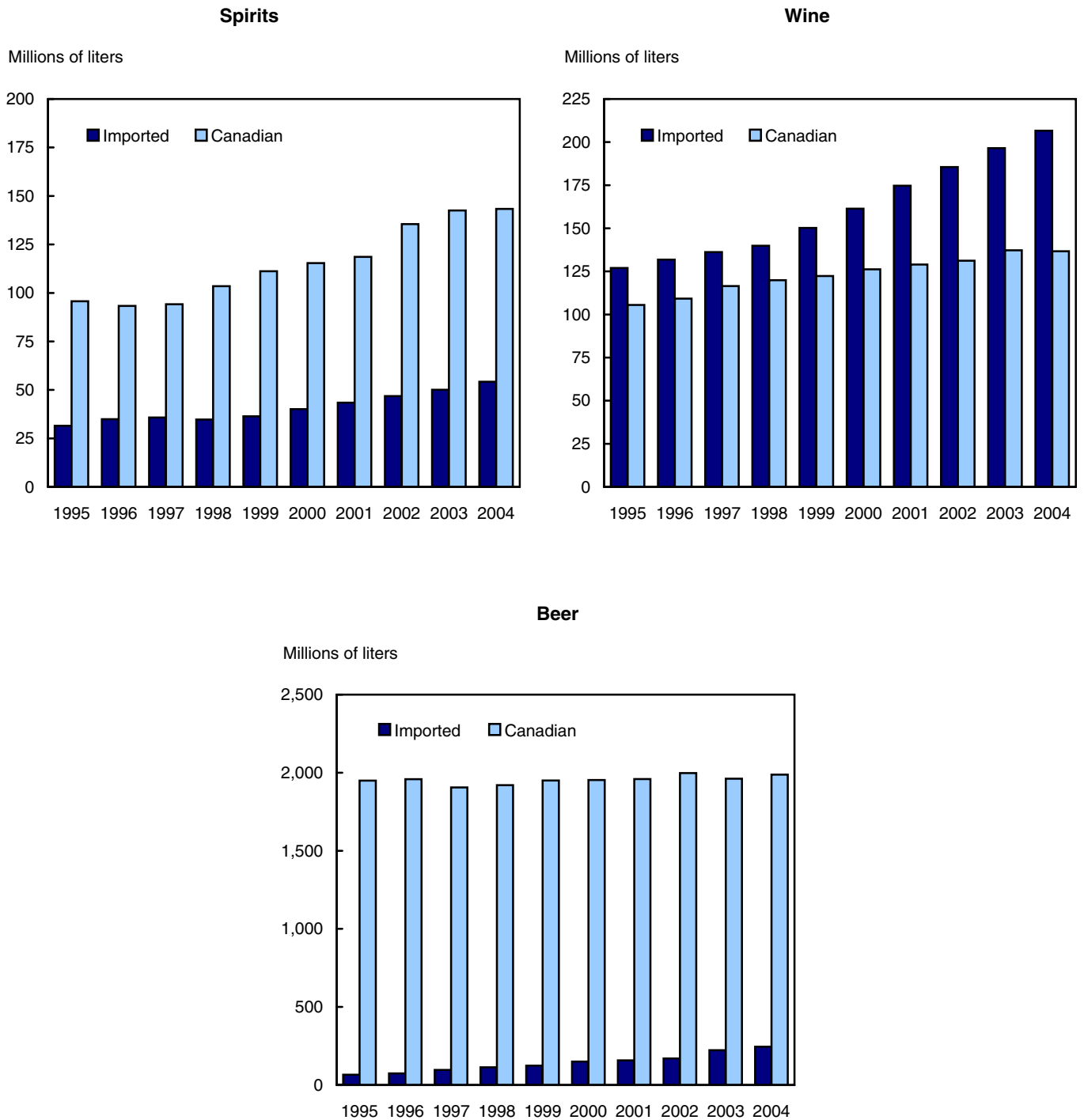
Value of sales of alcoholic beverages per capita 15 years and over - Fiscal years ended March 31

Province	2003	2004	Percent change
	dollars		
N.L.	669.0	733.8	9.7
P.E.I.	549.7	573.6	4.3
N.S.	579.8	613.0	5.7
N.B.	525.5	551.7	5.0
Que.	665.0	682.1	2.6
Ont.	584.2	601.7	3.0
Man.	506.3	530.1	4.7
Sask.	495.0	524.0	5.9
Alta.	595.9	615.8	3.3
B.C.	603.0	631.9	4.8
Y.T.	1,003.0	1,035.2	3.2
N.W.T. <sup>1</sup>	862.0	858.9	-0.4
Nvt. <sup>1</sup>	..	..	..
<b>Canada</b>	<b>602.4</b>	<b>623.6</b>	<b>3.5</b>

1. No per capita data available for Nunavut. The per capita sales of the Northwest Territories and Nunavut are combined since the distribution centre in Nunavut is not representative of all sales of the territory.

Chart 2

Sales of alcoholic beverages by volume



### The provinces: what Canadians like to buy

Stores and agencies sold almost 2.8 billion litres of alcoholic beverages in 2003/2004. Beer accounted for 80.5% of sales, wine 12.4% and spirits, 7.1%.

On average, each Canadian aged 15 and older purchased 107.2 litres of alcoholic beverages, up slightly from 106.2 litres during the previous fiscal year.

Of this total, Canadians bought 86.3 litres of beer, 13.3 litres of wine and 7.6 litres of spirits during the year. Their total per capita purchases of alcoholic beverages amounted to \$623.60.

Among provinces, consumers in Quebec and Newfoundland and Labrador led the pack, purchasing a high of just over 115 litres of alcoholic beverages per capita. In contrast, those in Saskatchewan purchased only 94.4 litres, lowest of all.

In volume, per capita purchases of beer were also highest in Newfoundland and Labrador and Quebec, and lowest in British Columbia.

Newfoundlanders also bought the highest per capita volumes in spirits. Quebeckers led the way with purchases of wine.

Per capita sales of wine, in volume, were above the national average in only three provinces: Quebec, Alberta and British Columbia. Red wine was the preferred choice in only four provinces: Quebec, where it accounted for almost 70% of the market compared with white; and Manitoba, Alberta and British Columbia, where it represented about 55% of the market.

Among spirits, rum was still most popular in Newfoundland and Labrador, Prince Edward Island and Nova Scotia. Whisky was the preferred choice for consumers from Ontario to British Columbia.

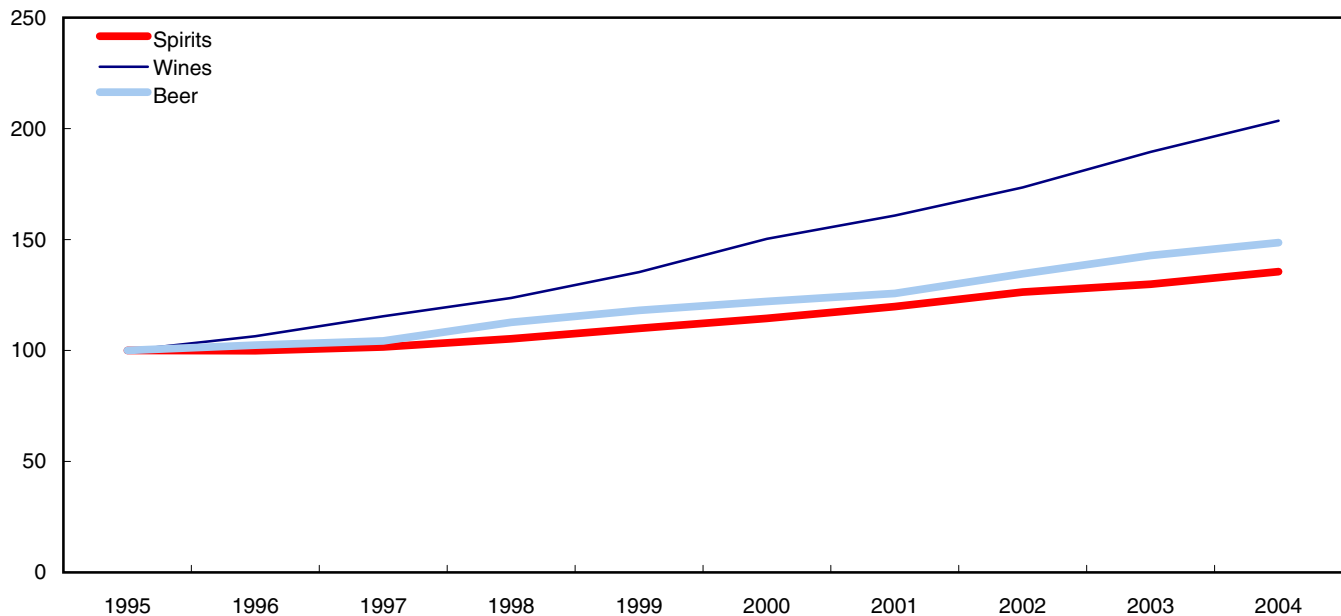
#### Text table 2

#### Proportions of the sales of domestic and imported alcoholic beverages by volume to the total - Fiscal years ended March 31

Fiscal year	Canadian products				Import products			
	Spirits	Wines	Beer	Total	Spirits	Wines	Beer	Total
	percent							
1995	75.2	45.4	96.7	90.5	24.8	54.6	3.3	9.5
1996	72.8	45.3	96.3	90.0	27.2	54.7	3.7	10.0
1997	72.4	46.1	95.2	88.7	27.6	53.9	4.8	11.3
1998	74.9	46.2	94.4	88.2	25.1	53.8	5.6	11.8
1999	75.4	44.9	94.0	87.5	24.6	55.1	6.0	12.5
2000	74.2	43.9	92.9	86.2	25.8	56.1	7.1	13.8
2001	73.2	42.5	92.6	85.5	26.8	57.5	7.4	14.5
2002	74.3	41.4	92.1	84.9	25.7	58.6	7.9	15.1
2003	74.0	41.1	89.8	82.7	26.0	58.9	10.2	17.3
2004	72.6	39.8	89.0	81.8	27.4	60.2	11.0	18.2

Chart 3

Value of sales of alcoholic beverages - 1993/1994 = 100



### Volume sales of domestic beverages rising more slowly than imported brands

During the past 10 years, volume sales of domestic alcoholic beverages have increased at much lower rates than imported products.

From 1993/1994 to 2003/2004, volume sales of Canadian spirits increased at an annual average rate of 4.0% compared with an average of 6.1% for imported products.

The contrast is even bigger in the beer market. During this 10-year period, the volume of imported beer sales more than quadrupled compared with a gain of only 3.1% for Canadian products.

In the wine market, the volume of sales of Canadian wine usually exceeded that of imported wine up to the fiscal year 1989/1990. Since then, however, the Canadian wine market has been dominated by imported products.

For red wine, imported products have captured three-quarters of the Canadian market, while imported brands account for about one-half of the white wine market.

### Beer: Sales surpass \$8-billion mark

Beer sales surpassed the \$8-billion mark in 2003/2004. In total, beer and liquor stores and agencies sold almost \$8.2 billion worth of beer, up 4.0% from the previous year.

On a per capita basis, this amounted to \$316.20 for every person aged 15 and over.

Consumers bought \$1.1 billion in imported beer, up 13.5% from the previous year. In contrast, sales of domestic brands rose 2.7% to \$7.1 billion.

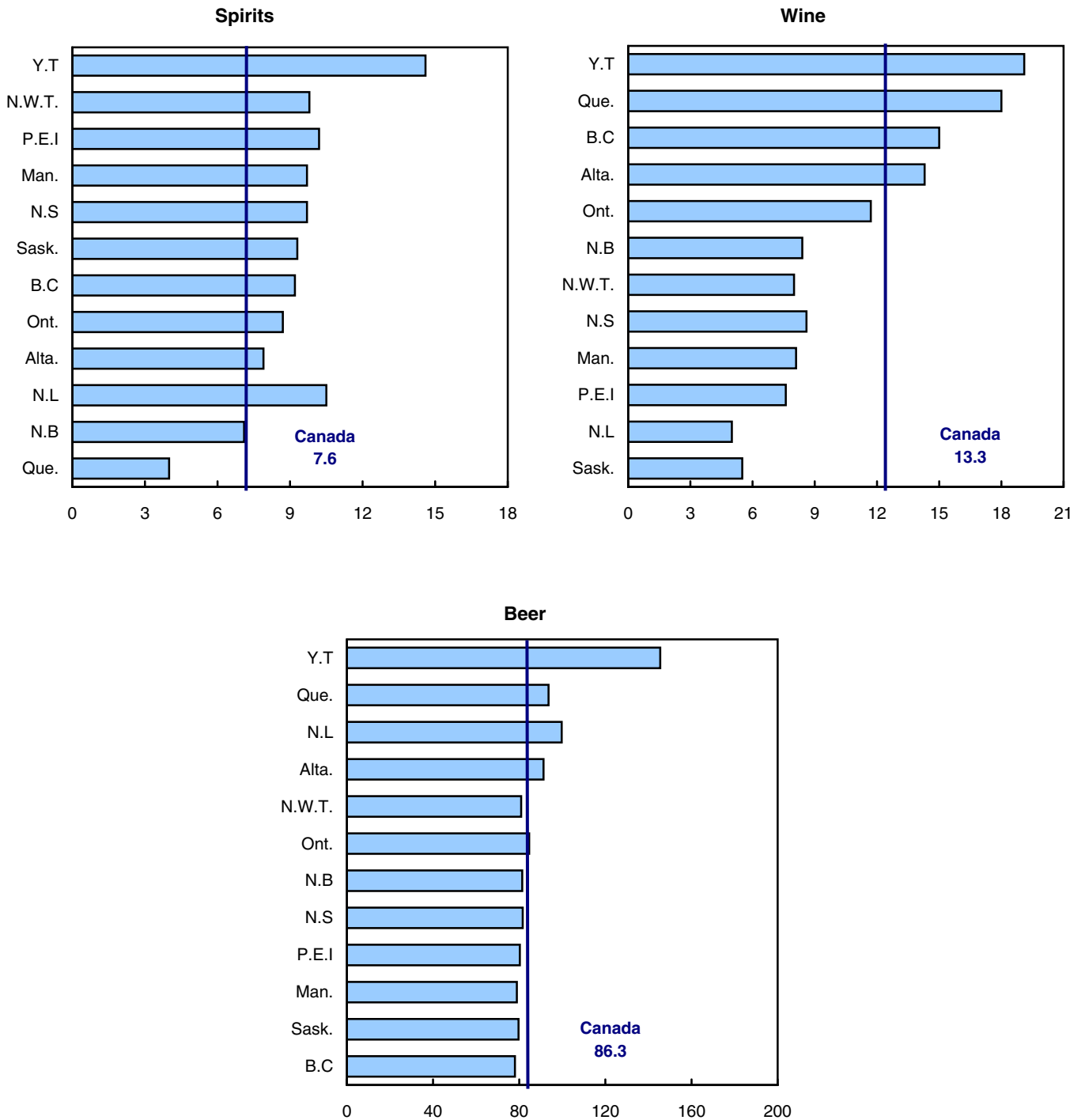
Text table 3

Sales of alcoholic beverages by value and by volume - Fiscal years ended March 31

Sales	Value			Volume		
	Total	Canadian	Imported	Total	Canadian	Imported
	thousands of dollars			thousands of litres		
<b>Spirits</b>						
1994	2,985,372	2,158,904	826,468	127,007	97,106	29,901
1995	2,941,808	2,078,913	862,895	127,252	95,715	31,537
1996	2,939,773	2,037,394	902,379	128,145	93,251	34,894
1997	2,988,762	2,049,343	939,419	130,036	94,189	35,847
1998	3,097,913	2,146,286	951,627	138,251	103,541	34,710
1999	3,236,044	2,229,032	1,007,012	147,578	111,201	36,377
2000	3,367,329	2,271,056	1,096,272	155,415	115,358	40,057
2001	3,523,617	2,325,421	1,198,197	162,007	118,638	43,369
2002	3,716,100	2,437,980	1,278,121	182,313	135,537	46,777
2003	3,820,693	2,483,540	1,337,152	192,648	142,517	50,131
2004	3,986,293	2,561,759	1,424,534	197,470	143,288	54,183
<b>Wines</b>						
1994	1,902,079	686,164	1,215,915	226,935	104,184	122,751
1995	1,949,953	690,414	1,259,539	232,535	105,514	127,021
1996	2,075,644	730,683	1,344,961	240,997	109,200	131,797
1997	2,250,592	796,920	1,453,671	252,606	116,452	136,154
1998	2,411,376	842,319	1,569,057	259,894	119,945	139,948
1999	2,638,270	879,499	1,758,771	272,539	122,316	150,223
2000	2,931,337	926,886	2,004,451	287,622	126,187	161,435
2001	3,136,467	954,844	2,181,623	303,712	128,993	174,720
2002	3,383,031	1,004,209	2,378,822	316,688	131,182	185,506
2003	3,696,056	1,093,938	2,602,118	333,661	137,174	196,486
2004	3,967,816	1,112,898	2,854,918	343,299	136,682	206,617
<b>Beer</b>						
1994	5,431,852	5,253,154	178,698	1,985,690	1,928,834	56,856
1995	5,506,941	5,296,652	210,289	2,014,933	1,948,991	65,942
1996	5,639,698	5,389,098	250,600	2,033,041	1,958,780	74,261
1997	5,742,539	5,391,159	351,380	2,002,504	1,905,824	96,680
1998	6,204,357	5,782,851	421,506	2,033,197	1,920,139	113,058
1999	6,501,073	6,038,690	462,383	2,074,152	1,950,048	124,104
2000	6,722,910	6,125,365	597,545	2,103,377	1,953,192	150,185
2001	6,924,528	6,298,640	625,888	2,117,122	1,959,595	157,527
2002	7,412,651	6,700,307	712,344	2,167,879	1,997,645	170,233
2003	7,864,437	6,904,827	959,610	2,184,657	1,961,878	222,779
2004	8,182,891	7,094,097	1,088,794	2,232,756	1,987,719	245,037
<b>Total</b>						
1994	10,319,303	8,098,222	2,221,081	2,339,632	2,130,124	209,508
1995	10,398,702	8,065,979	2,332,723	2,374,720	2,150,220	224,500
1996	10,655,115	8,157,175	2,497,940	2,402,183	2,161,231	240,952
1997	10,981,893	8,237,422	2,744,471	2,385,146	2,116,465	268,681
1998	11,713,647	8,771,457	2,942,189	2,431,342	2,143,626	287,716
1999	12,375,387	9,147,222	3,228,165	2,494,269	2,183,565	310,704
2000	13,021,576	9,323,307	3,698,269	2,546,414	2,194,737	351,677
2001	13,584,612	9,578,905	4,005,707	2,582,842	2,207,226	375,616
2002	14,511,782	10,142,496	4,369,286	2,666,880	2,264,394	402,486
2003	15,381,186	10,482,305	4,898,881	2,710,967	2,241,570	469,396
2004	16,137,000	10,768,754	5,368,246	2,773,525	2,267,688	505,837

Chart 4

Per capita sales by volume (aged 15 years and over) of alcoholic beverages by province and territory



**Note:** The per capita volume of Northwest Territories and Nunavut are combined since the distribution centre in Nunavut is not representative of all sales of this territory.

Canada exported 391 million litres of beer in 2003/2004, while it imported 220 million litres.

During the past decade, the volume of imported beer has increased at an annual average rate of 14.7%, compared with only 1.7% on average for our exports to the world.

More than 60% of all imported beer distributed on the Canadian market comes from the United States, Netherlands and Mexico. All of our exported beer went to the United States.

### **Wine: Market dominated by imports**

Liquor stores and their agencies sold nearly \$4.0 billion worth of wines in 2003/2004, up 7.4% from the previous year.

Value of sales of imported red wines rose 9.7% in 2003/2004, compared with a 6.5% gain among domestic red wines.

Between 1993/1994 and 2003/2004, imports of wine increased at an annual average rate of 6.0% to 285 million litres.

More than 60% of all imported wine distributed in Canada came mainly from three countries: France, Italy and the United States.

On the other hand, 85% of our export of wines went to the United States in 2003/2004.

### **Spirits: Whisky top seller**

Liquor stores sold nearly \$4.0 billion worth of spirits in 2003/2004, up 4.3% from the previous year.

Sales of imported spirits climbed 6.5% to \$1.4 billion, while sales of domestic spirits grew 3.1% to \$2.6 billion.

Among Canadian products, whisky was the top seller, followed by rum and vodka. The leading imported product was liqueurs.

In the spirits market, based on litres of absolute alcohol, Canada imported 33 million litres of spirits in 2003/2004, an annual average gain of 5.0% from a decade earlier.

American products accounted for more than 30% of all imported products, followed by those from the United Kingdom, at 21.5%.



Text table 4

**Provincial and territorial government revenue from the control and sale of alcoholic beverages - Fiscal years ended March 31**

Fiscal year	Net income from sales by liquor authorities <sup>1</sup>		Revenue from the control of the retail sale (licences, permits, etc.)		Total	
	Millions of dollars	Annual growth rate	Millions of dollars	Annual growth rate	Millions of dollars	Annual growth rate
1995	2,474	3.6	731	3.0	3,204	3.4
1996	2,526	2.1	736	0.8	3,262	1.8
1997	2,614	3.5	722	-2.0	3,336	2.3
1998	2,726	4.3	719	-0.3	3,446	3.3
1999	2,864	5.0	741	3.0	3,605	4.6
2000	2,958	3.3	769	3.8	3,727	3.4
2001	3,060	3.4	766	-0.4	3,825	2.6
2002	3,160	3.3	769	0.4	3,929	2.7
2003	3,236	2.4	775	0.8	4,011	2.1
2004	3,567	10.2	732	-5.6	4,298	7.2

1. Available for distribution to provincial and territorial governments.

## Related products

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### Selected publications from Statistics Canada

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68-213-S	Public sector statistics: Supplement
68-213-X	Public sector statistics
68F0023X	Financial Management System (FMS)
96-328-M	Canadian agriculture at a glance - Teacher's Kit

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**Selected CANSIM tables from Statistics Canada**


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183-0002	Public sector employment, wages and salaries
183-0003	Federal government employment, wages and salaries in census metropolitan areas for the month of September
183-0004	Department of National Defence, military personnel and wages and salaries
183-0005	Total of net income of liquor authorities and provincial and territorial government revenue, fiscal years ended March 31
183-0006	Sales of alcoholic beverages by volume, value and per capita 15 years and over, fiscal years ended March 31
183-0015	Sales of alcoholic beverages of liquor authorities, wineries and breweries, by value and volume, fiscal years ended March 31
183-0016	Imports and exports of alcoholic beverages, by value and volume for selected countries, fiscal years ended March 31
183-0017	Net income of provincial and territorial liquor authorities and government revenue from the control and sale of alcoholic beverages, fiscal years ended March 31
183-0018	Reconciliation of net income of liquor authorities with total revenue specifically derived from the control and sale of alcoholic beverages, fiscal years ended March 31
183-0019	Volume of sales of alcoholic beverages in litres of absolute alcohol and per capita 15 years and over, fiscal years ended March 31
183-0020	Provincial and territorial retail trade of alcoholic beverages, fiscal years ended March 31
183-0021	Federal public sector employment reconciliation of Treasury Board of Canada Secretariat, Public Service Commission of Canada and Statistics Canada statistical universes, as at December 31
385-0001	Consolidated federal, provincial, territorial and local government revenue and expenditures, for fiscal year ending March 31
385-0002	Federal, provincial and territorial general government revenue and expenditures, for fiscal year ending March 31
385-0003	Local government revenue and expenditures, year ending December 31
385-0004	Local general government revenue and expenditures, year ending December 31
385-0005	Federal, provincial and territorial non-autonomous pension plans, revenue and expenditures, for fiscal year ending March 31
385-0006	Canada and Quebec Pension Plans revenue and expenditures, for fiscal year ending March 31
385-0007	University and college revenue and expenditures, for fiscal year ending March 31
385-0008	Health and social service institutions revenue and expenditures, for fiscal year ending March 31
385-0009	School board revenue and expenditures, year ending December 31
385-0010	Federal government debt, for fiscal year ending March 31

385-0011	Federal government enterprise finance, income and expenses, year ending December 31
385-0012	Federal government enterprise finance, unappropriated surplus, year ending December 31
385-0013	Federal government enterprise finance, balance sheet, year ending December 31
385-0014	Balance sheet of federal, provincial and territorial general and local governments
385-0015	Income and expenses of provincial, territorial and local government enterprises, by industry
385-0016	Assets, liabilities and net worth of provincial and territorial government enterprises, by industry, year ending January 1
385-0017	Federal, provincial, territorial and local government net and consolidated debt
385-0018	Federal, provincial and territorial non-autonomous pension plans balance sheet, for fiscal year ending March 31
385-0019	Canada and Quebec Pension Plans (CPP and QPP) balance sheet, for fiscal year ending March 31
385-0021	Reconciliation of expenditures of universities and colleges on a Financial Management System (FMS) basis to expenditures on postsecondary education as per Centre for Education Statistics (CES), for fiscal year ending March 31
385-0022	Reconciliation of provincial and territorial government revenue and expenditures from budgetary documents to the Financial Management System (FMS), for fiscal year ending March 31
385-0023	Reconciliation of federal government revenue and expenditures from public accounts to the Financial Management Systems (FMS), for fiscal year ending March 31
385-0024	Local general government revenue and expenditures, current and capital accounts, year ending December 31
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1702	Local Government Assets and Liabilities
1709	Federal Government Assets and Liabilities
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1715	Federal Government Finance - Estimates and Actual Data
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- *Canadian Statistics - Consolidated federal, provincial, territorial and local government assets and liabilities*
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- *Provincial and territorial governments, assets and liabilities, by province and territory*
- *Local governments, assets and liabilities*
- *Local governments, assets and liabilities, by province and territory*
- *Canadian Statistics - Consolidated provincial, territorial and local general government, provinces and territories*
- *Consolidated provincial, territorial and local general governments, assets and liabilities*
- *Canadian Statistics - Federal government debt*
- *Public sector employment, wages and salaries*

- *Canadian Statistics - Federal government employment, wages and salaries, by census metropolitan areas*
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- *University and college revenue, by province and territory*
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- *Consolidated federal, provincial, territorial and local government revenue and expenditures*
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- *Consolidated provincial, territorial and local government revenue and expenditures, by province and territory*
- *Consolidated provincial and territorial government revenue and expenditures*
- *Consolidated provincial and territorial government revenue and expenditures, by province and territory*

# Statistical tables

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Table 1-1

Sales of alcoholic beverages of liquor authorities, wineries and breweries - Canadian and imported beverages — Value

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba
thousands of dollars							
<b>Canadian</b>							
<b>Spirits</b>							
Alcohol	0	2	3	86	7,091	367	0
Brandy	382	101	604	545	14,522	7,135	1,003
Gin	859	187	1,537	2,352	29,597	19,906	1,943
Liqueurs	1,043	381	2,074	3,327	26,653	40,629	5,086
Rum	46,157	7,226	63,410	23,033	43,221	185,256	24,177
Whisky	21,913	4,010	21,012	23,377	18,463	388,377	61,271
Vodka	9,221	4,054	25,078	14,772	56,620	195,246	25,994
Others	2	86	23	3,867	171	7,636	215
Coolers	8,781	2,711	15,059	7,121	48,140	142,799	14,264
<b>Total spirits</b>	<b>88,358</b>	<b>18,758</b>	<b>128,802</b>	<b>78,479<sup>5</sup></b>	<b>244,478</b>	<b>987,350</b>	<b>133,952</b>
<b>Wines</b>							
Cider	0	7	372	816	15,788	2,624	1,415
Sparkling	1,809	74	2,381	3,918	5,897	26,772	1,801
Others	5,353	4,039	20,690	17,409	166,233	386,113	20,988
Coolers	207	244	1,062	5,539 <sup>1</sup>	2,068	5,570	427
<b>Total wines</b>	<b>7,369</b>	<b>4,365</b>	<b>24,506</b>	<b>27,683<sup>5</sup></b>	<b>189,986</b>	<b>421,079</b>	<b>24,630</b>
<b>Beer</b>	<b>180,013</b>	<b>32,236</b>	<b>223,652</b>	<b>201,632<sup>5</sup></b>	<b>2,043,704<sup>6</sup></b>	<b>2,460,465</b>	<b>207,310</b>
<b>Total - Canadian beverages</b>	<b>275,740</b>	<b>55,359<sup>3</sup></b>	<b>376,959</b>	<b>307,794<sup>5</sup></b>	<b>2,478,168<sup>6</sup></b>	<b>3,868,894</b>	<b>365,893</b>
<b>Imported</b>							
<b>Spirits</b>							
Alcohol	0	0	0	0	0	0	0
Brandy	568	84	915	517	43,737	82,955	2,793
Gin	669	247	2,263	1,435	20,457	34,552	3,018
Liqueurs	8,151	1,465	12,306	3,357	94,319	94,823	19,053
Rum	1,203	470	3,378	1,922	14,555	17,238	5,093
Whisky	3,803	754	7,604	2,466	48,379	171,841	9,711
Vodka	516	307	3,512	947	23,661	90,741	9,175
Others	400	253	1,376	1,870	15,809	92,971	1,543
Coolers	112	141	988	0	2,619	31,192	933
<b>Total spirits</b>	<b>15,422</b>	<b>3,721</b>	<b>32,343</b>	<b>12,514<sup>5</sup></b>	<b>263,538</b>	<b>616,314</b>	<b>51,320</b>
<b>Wines</b>							
Cider	142	0	120	0	59	4,377	43
Sparkling	835	301	2,842	607	47,520	50,483	4,909
Others	19,081	4,184	50,017	20,239	1,194,721	872,371	49,816
Coolers	1,107	0	0	2,111 <sup>1</sup>	421	1,513	4
<b>Total wines</b>	<b>21,166</b>	<b>4,485</b>	<b>52,979</b>	<b>22,957<sup>5</sup></b>	<b>1,242,720</b>	<b>928,744</b>	<b>54,772</b>
<b>Beer</b>	<b>6,021</b>	<b>543</b>	<b>13,844</b>	<b>1,184<sup>5</sup></b>	<b>249,274<sup>6</sup></b>	<b>573,753</b>	<b>19,357</b>
<b>Total - Imported beverages</b>	<b>42,608</b>	<b>8,748<sup>3</sup></b>	<b>99,165</b>	<b>36,655<sup>5</sup></b>	<b>1,755,532<sup>6</sup></b>	<b>2,118,811</b>	<b>125,450</b>

See footnotes at the end of the table.



Table 1-1 – continued

## Sales of alcoholic beverages of liquor authorities, wineries and breweries - Canadian and imported beverages — Value

	Saskatchewan	Alberta	British Columbia	Yukon Territory	Northwest Territories	Nunavut	Canada
thousands of dollars							
<b>Canadian</b>							
<b>Spirits</b>							
Alcohol	0	0	67	0	..	..	7,616
Brandy	537	1,017	2,925	16	..	..	28,786
Gin	1,244	5,013	10,405	87	..	..	73,131
Liqueurs	3,256	7,356	14,487	285	..	..	104,577
Rum	26,992	73,457	87,956	1,008	..	..	581,891
Whisky	46,273	132,684	120,134	1,673	..	..	839,188
Vodka	35,137	98,645	105,909	1,686	..	..	572,362
Others	960	8,362	13,772	46	..	..	35,140
Coolers	13,823	0	50,711	766	762 <sup>6</sup>	..	304,937
<b>Total spirits</b>	<b>128,222</b>	<b>326,534</b>	<b>406,366</b>	<b>5,567</b>	<b>14,090<sup>6</sup></b>	<b>804</b>	<b>2,561,759</b>
<b>Wines</b>							
Cider	1,194	6,393	32,791	645	..	..	62,046
Sparkling	959	2,500	4,880	26	..	..	51,018
Others	15,743	55,926	230,718	1,559	..	..	924,771
Coolers	1,046	50,091	5,771	0	562 <sup>6</sup>	0	72,587
<b>Total wines</b>	<b>18,942</b>	<b>114,909</b>	<b>274,160</b>	<b>2,230</b>	<b>2,928<sup>6</sup></b>	<b>110</b>	<b>1,112,898</b>
<b>Beer</b>	<b>215,683</b>	<b>655,042</b>	<b>841,678</b>	<b>12,385</b>	<b>17,620<sup>2</sup></b>	<b>2,677</b>	<b>7,094,097</b>
<b>Total - Canadian beverages</b>	<b>362,848</b>	<b>1,096,486</b>	<b>1,522,203</b>	<b>20,182<sup>4</sup></b>	<b>34,637<sup>6</sup></b>	<b>3,591</b>	<b>10,768,754</b>
<b>Imported</b>							
<b>Spirits</b>							
Alcohol	0	0	59	0	..	..	59
Brandy	638	13,471	10,754	127	..	..	156,559
Gin	1,532	7,915	19,011	169	..	..	91,268
Liqueurs	14,609	54,008	71,241	971	..	..	374,304
Rum	1,033	15,452	7,906	78	..	..	68,327
Whisky	6,566	37,554	59,381	591	..	..	348,649
Vodka	3,154	17,105	36,318	181	..	..	185,618
Others	1,035	23,846	14,555	170	..	..	153,830
Coolers	1,117	0	6,637	23	48 <sup>6</sup>	..	43,810
<b>Total spirits</b>	<b>29,683</b>	<b>169,351</b>	<b>225,861</b>	<b>2,309</b>	<b>2,039<sup>6</sup></b>	<b>120</b>	<b>1,424,534</b>
<b>Wines</b>							
Cider	0	2,770	1,004	0	..	..	8,515
Sparkling	1,094	10,248	18,653	117	..	..	137,608
Others	16,881	185,556	274,056	2,108	..	..	2,689,032
Coolers	2,184	7,502	2,948	34	49 <sup>6</sup>	..	17,873
<b>Total wines</b>	<b>20,159</b>	<b>206,077</b>	<b>296,661</b>	<b>2,259</b>	<b>1,834<sup>6</sup></b>	<b>106</b>	<b>2,854,918</b>
<b>Beer</b>	<b>2,574</b>	<b>88,440</b>	<b>132,300</b>	<b>658</b>	<b>734</b>	<b>111</b>	<b>1,088,794</b>
<b>Total - Imported beverages</b>	<b>52,416</b>	<b>463,867</b>	<b>654,822</b>	<b>5,226<sup>4</sup></b>	<b>4,607<sup>6</sup></b>	<b>337</b>	<b>5,368,246</b>

1. New Brunswick wine coolers include unidentifiable amount of spirit based coolers.
2. Includes unidentifiable amount of cider.
3. Includes health tax of 25% on retail selling amounting to \$12,004.
4. Includes liquor tax of 10 cents to 25 cents on volume of retail sales amounting to \$2,514.
5. The distribution of the spirits, the wine and the beer for New Brunswick is based on 1997/1998 data.
6. Estimated data.

Table 1-2

**Sales of alcoholic beverages of liquor authorities, wineries and breweries - Canadian and imported beverages — Volume**

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba
thousands of litres							
<b>Canadian</b>							
<b>Spirits</b>							
Alcohol	0	0	0	3	278	14	0
Brandy	14	4	21	19	606	278	10
Gin	32	7	53	85	1,328	789	78
Liqueurs	40	14	68	121	1,094	1,783	209
Rum	1,638	275	2,320	836	1,903	7,464	961
Whisky	767	154	745	848	768	15,126	2,406
Vodka	331	159	915	536	2,449	7,820	1,047
Others	0	8	2	167	4	430	8
Coolers	1,219	394	2,258	1,327	7,307	26,910	2,467
<b>Total spirits</b>	<b>4,041</b>	<b>1,014</b>	<b>6,383</b>	<b>3,942<sup>3</sup></b>	<b>15,737</b>	<b>60,614</b>	<b>7,186</b>
<b>Wines</b>							
Cider	0	1	65	116	1,473	602	331
Sparkling	194	7	267	347	631	3,097	230
Others	532	463	2,542	1,542	23,604	41,205	2,900
Coolers	17	46	195	1,036 <sup>1</sup>	354	1,001	118
<b>Total wines</b>	<b>743</b>	<b>516</b>	<b>3,069</b>	<b>3,041<sup>3</sup></b>	<b>26,062</b>	<b>45,905</b>	<b>3,579</b>
<b>Beer<sup>2</sup></b>	<b>42,310</b>	<b>8,861</b>	<b>60,223</b>	<b>50,551</b>	<b>539,511</b>	<b>701,145</b>	<b>68,256</b>
<b>Total - Canadian beverages</b>	<b>47,094</b>	<b>10,390</b>	<b>69,676</b>	<b>57,534<sup>3</sup></b>	<b>581,310</b>	<b>807,664</b>	<b>79,021</b>
<b>Imported</b>							
<b>Spirits</b>							
Alcohol	0	0	0	0	0	0	0
Brandy	18	2	24	19	1,367	2,554	85
Gin	24	9	76	52	869	1,387	113
Liqueurs	261	45	365	122	3,085	3,163	638
Rum	42	17	109	70	581	621	191
Whisky	112	21	221	90	1,517	5,190	289
Vodka	17	11	120	34	970	3,696	365
Others	10	8	100	81	452	3,689	67
Coolers	18	13	133	0	212	5,333	49
<b>Total spirits</b>	<b>502</b>	<b>126</b>	<b>1,147</b>	<b>468<sup>3</sup></b>	<b>9,053</b>	<b>25,633</b>	<b>1,797</b>
<b>Wines</b>							
Cider	20	0	21	0	9	883	6
Sparkling	51	20	175	54	1,697	2,298	416
Others	1,167	314	3,445	1,791	83,832	66,880	3,519
Coolers	179	0	0	342 <sup>1</sup>	44	253	0
<b>Total wines</b>	<b>1,417</b>	<b>334</b>	<b>3,641</b>	<b>2,187<sup>3</sup></b>	<b>85,582</b>	<b>70,314</b>	<b>3,941</b>
<b>Beer<sup>2</sup></b>	<b>947</b>	<b>116</b>	<b>3,159</b>	<b>296<sup>4</sup></b>	<b>41,233<sup>4</sup></b>	<b>140,337</b>	<b>4,869</b>
<b>Total - Imported beverages</b>	<b>2,866</b>	<b>576</b>	<b>7,946</b>	<b>2,951<sup>3</sup></b>	<b>135,868</b>	<b>236,284</b>	<b>10,607</b>

See footnotes at the end of the table.

Table 1-2 – continued

## Sales of alcoholic beverages of liquor authorities, wineries and breweries - Canadian and imported beverages — Volume

	Saskatchewan	Alberta	British Columbia	Yukon Territory	Northwest Territories	Nunavut	Canada
	thousands of litres						
<b>Canadian</b>							
<b>Spirits</b>							
Alcohol	0	0	2	0	0	0	297
Brandy	23	42	126	1	0	0	1,144
Gin	47	211	420	3	4	0	3,057
Liqueurs	128	309	578	10	9	0	4,363
Rum	1,031	3,046	3,667	35	71	7	23,254
Whisky	1,770	5,504	4,695	55	79	5	32,922
Vodka	1,367	4,343	4,452	60	159	7	23,645
Others	22	404	444	1	0	0	1,490
Coolers	1,916	0	9,113	128	76	0	53,116
<b>Total spirits</b>	<b>6,304</b>	<b>13,859</b>	<b>23,497</b>	<b>293</b>	<b>398</b>	<b>20</b>	<b>143,288</b>
<b>Wines</b>							
Cider	351	1,794	7,953	142	65	0	12,892
Sparkling	125	334	482	3	4	0	5,721
Others	1,953	6,266	21,913	189	87	2	103,197
Coolers	292	10,401	1,353	..	58	0	14,872
<b>Total wines</b>	<b>2,721</b>	<b>18,795</b>	<b>31,701</b>	<b>334</b>	<b>213</b>	<b>2</b>	<b>136,682</b>
<b>Beer <sup>2</sup></b>	<b>62,615</b>	<b>206,619</b>	<b>240,393</b>	<b>3,462</b>	<b>3,304</b>	<b>470</b>	<b>1,987,719</b>
<b>Total - Canadian beverages</b>	<b>71,640</b>	<b>239,273</b>	<b>295,591</b>	<b>4,089</b>	<b>3,915</b>	<b>492</b>	<b>2,267,688</b>
<b>Imported</b>							
<b>Spirits</b>							
Alcohol	0	0	2	0	0	0	2
Brandy	24	345	431	4	2	0	4,876
Gin	53	306	694	5	2	0	3,590
Liqueurs	498	1,969	2,307	26	36	3	12,518
Rum	33	581	287	2	3	0	2,537
Whisky	199	1,174	1,696	13	13	1	10,535
Vodka	115	673	1,391	6	6	0	7,404
Others	20	1,113	406	3	4	0	5,953
Coolers	103	0	898	6	3	0	6,768
<b>Total spirits</b>	<b>1,045</b>	<b>6,161</b>	<b>8,112</b>	<b>65</b>	<b>70</b>	<b>4</b>	<b>54,183</b>
<b>Wines</b>							
Cider	0	592	189	0	4	0	1,724
Sparkling	57	635	796	5	6	0	6,211
Others	1,294	14,624	18,435	124	159	14	195,597
Coolers	255	1,593	412	5	2	0	3,085
<b>Total wines</b>	<b>1,606</b>	<b>17,444</b>	<b>19,832</b>	<b>134</b>	<b>172</b>	<b>14</b>	<b>206,617</b>
<b>Beer <sup>2</sup></b>	<b>524</b>	<b>24,706</b>	<b>28,451</b>	<b>108</b>	<b>283</b>	<b>8</b>	<b>245,037</b>
<b>Total - Imported beverages</b>	<b>3,175</b>	<b>48,311</b>	<b>56,395</b>	<b>307</b>	<b>524</b>	<b>26</b>	<b>505,837</b>

1. New Brunswick wine coolers include unidentifiable amount of spirit based coolers.

2. Includes beer coolers.

3. The distribution of the spirits, the wine and the beer for New Brunswick is based on 1997/1998 data.

4. Estimated data.

Table 2-1

**Sales of alcoholic beverages of liquor authorities, wineries and breweries - Total Canadian and imported beverages – Value**

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba
thousands of dollars							
<b>Canadian and imported beverages</b>							
<b>Spirits</b>							
Alcohol	0	2	3	86	7,091	367	0
Brandy	950	185	1,520	1,061	58,259	90,090	3,795
Gin	1,528	433	3,800	3,787	50,055	54,459	4,962
Liqueurs	9,195	1,846	14,380	6,683	120,972	135,452	24,139
Rum	47,359	7,696	66,788	24,955	57,776	202,493	29,270
Whisky	25,715	4,764	28,616	25,844	66,842	560,218	70,983
Vodka	9,737	4,361	28,591	15,719	80,281	285,987	35,169
Others	402	340	1,400	5,737	15,980	100,607	1,758
Coolers	8,894	2,852	16,047	7,121	50,760	173,991	15,197
<b>Total spirits</b>	<b>103,780</b>	<b>22,478</b>	<b>161,144</b>	<b>90,993</b>	<b>508,016</b>	<b>1,603,664</b>	<b>185,273</b>
<b>Wines</b>							
Cider	142	7	492	816	15,847	7,001	1,457
Sparkling	2,644	375	5,223	4,525	53,417	77,255	6,710
Others	24,435	8,224	70,707	37,648	1,360,954	1,258,484	70,804
Coolers	1,314	244	1,062	7,650 <sup>1</sup>	2,489	7,083	431
<b>Total wines</b>	<b>28,535</b>	<b>8,850</b>	<b>77,484</b>	<b>50,640<sup>6</sup></b>	<b>1,432,706</b>	<b>1,349,823</b>	<b>79,403</b>
<b>Beer</b>	<b>186,033</b>	<b>32,778</b>	<b>237,496</b>	<b>202,816<sup>6</sup></b>	<b>2,292,978<sup>7</sup></b>	<b>3,034,218</b>	<b>226,668</b>
<b>Total Canadian and imported beverages</b>	<b>318,349</b>	<b>64,107<sup>4</sup></b>	<b>476,124</b>	<b>344,449<sup>6</sup></b>	<b>4,233,700<sup>7</sup></b>	<b>5,987,705</b>	<b>491,343</b>
<b>Goods and Services Tax (GST) included</b>	<b>20,827</b>	<b>4,195</b>	<b>31,148</b>	<b>22,535</b>	<b>276,971</b>	<b>391,719</b>	<b>32,144</b>
<b>Discounts and rebates included</b>	<b>3,434</b>	<b>.</b>	<b>945</b>	<b>4,349</b>	<b>.</b>	<b>23,853</b>	<b>.</b>
	Saskatchewan	Alberta	British Columbia	Yukon Territory	Northwest Territories	Nunavut	Canada
thousands of dollars							
<b>Canadian and imported beverages</b>							
<b>Spirits</b>							
Alcohol	0	0	126	0	..	..	7,675
Brandy	1,175	14,488	13,679	143	..	..	185,345
Gin	2,777	12,928	29,415	256	..	..	164,399
Liqueurs	17,865	61,364	85,727	1,256	..	..	478,880
Rum	28,024	88,908	95,862	1,086	..	..	650,218
Whisky	52,839	170,238	179,515	2,264	..	..	1,187,837
Vodka	38,291	115,750	142,227	1,867	..	..	757,980
Others	1,994	32,208	28,327	216	..	..	188,970
Coolers	14,940	0	57,348	789 <sup>2</sup>	810 <sup>7</sup>	..	348,751
<b>Total spirits</b>	<b>157,905</b>	<b>495,885</b>	<b>632,227</b>	<b>7,876</b>	<b>16,129<sup>7</sup></b>	<b>923</b>	<b>3,986,293</b>
<b>Wines</b>							
Cider	1,194	9,163	33,795	645	..	..	70,561
Sparkling	2,052	12,748	23,534	144	..	..	188,626
Others	32,624	241,482	504,774	3,667	..	..	3,613,802
Coolers	3,230	57,593	8,718	34 <sup>2</sup>	611 <sup>7</sup>	..	90,464
<b>Total wines</b>	<b>39,101</b>	<b>320,986</b>	<b>570,820</b>	<b>4,489</b>	<b>4,762<sup>7</sup></b>	<b>216</b>	<b>3,967,816</b>
<b>Beer</b>	<b>218,258</b>	<b>743,482</b>	<b>973,978</b>	<b>13,043</b>	<b>18,354<sup>3</sup></b>	<b>2,788</b>	<b>8,182,891</b>
<b>Total Canadian and imported beverages</b>	<b>415,264</b>	<b>1,560,353</b>	<b>2,177,024</b>	<b>25,408<sup>5</sup></b>	<b>39,244<sup>7</sup></b>	<b>3,928</b>	<b>16,137,000</b>
<b>Goods and Services Tax (GST) included</b>	<b>27,167</b>	<b>102,079</b>	<b>142,422</b>	<b>1,485</b>	<b>2,567</b>	<b>256</b>	<b>1,055,515</b>
<b>Discounts and rebates included</b>	<b>..</b>	<b>..</b>	<b>55,417</b>	<b>..</b>	<b>.</b>	<b>.</b>	<b>87,998</b>

1. New Brunswick wine coolers include unidentifiable amount of spirit based coolers.

2. Spirit based coolers were previously included with wine based coolers.

3. Includes unidentifiable amount of cider.

4. Includes health tax of 25% on retail selling amounting to \$12,004.

5. Includes liquor tax of 10 cents to 25 cents on volume of retail sales amounting to \$2,514.

6. The distribution of the spirits, the wine and the beer for New Brunswick is based on 1997/1998 data.

7. Estimated data.

Table 2-2

## Sales of alcoholic beverages of liquor authorities, wineries and breweries - Total Canadian and imported beverages — Volume

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba
thousands of litres							
<b>Canadian and imported beverages</b>							
<b>Spirits</b>							
Alcohol	0	0	0	3	278	14	0
Brandy	32	6	45	38	1,973	2,832	95
Gin	56	15	130	137	2,197	2,176	191
Liqueurs	301	59	432	243	4,179	4,946	847
Rum	1,680	292	2,429	906	2,484	8,085	1,152
Whisky	879	175	966	938	2,285	20,316	2,695
Vodka	348	170	1,035	570	3,419	11,516	1,412
Others	10	16	102	248	456	4,119	75
Coolers	1,237	407	2,391	1,327	7,519	32,243	2,516
<b>Total spirits</b>	<b>4,543</b>	<b>1,140</b>	<b>7,530</b>	<b>4,410<sup>3</sup></b>	<b>24,790</b>	<b>86,247</b>	<b>8,983</b>
<b>Wines</b>							
Cider	20	1	86	116	1,482	1,485	337
Sparkling	245	27	442	401	2,328	5,395	646
Others	1,699	776	5,987	3,333	107,436	108,085	6,419
Coolers	196	46	195	1,378 <sup>1</sup>	398	1,254	118
<b>Total wines</b>	<b>2,160</b>	<b>850</b>	<b>6,710</b>	<b>5,228<sup>3</sup></b>	<b>111,644</b>	<b>116,219</b>	<b>7,520</b>
<b>Beer<sup>2</sup></b>	<b>43,257</b>	<b>8,977</b>	<b>63,382</b>	<b>50,847<sup>4</sup></b>	<b>580,744<sup>4</sup></b>	<b>841,482</b>	<b>73,125</b>
<b>Total Canadian and imported beverages</b>	<b>49,960</b>	<b>10,967</b>	<b>77,622</b>	<b>60,485<sup>3</sup></b>	<b>717,178</b>	<b>1,043,948</b>	<b>89,628</b>
thousands of litres							
<b>Canadian and imported beverages</b>							
<b>Spirits</b>							
Alcohol	0	0	4	0	0	0	299
Brandy	47	387	557	5	3	0	6,019
Gin	100	517	1,114	8	6	0	6,647
Liqueurs	626	2,278	2,885	36	46	3	16,881
Rum	1,064	3,627	3,954	37	74	7	25,791
Whisky	1,969	6,678	6,391	68	92	6	43,457
Vodka	1,482	5,016	5,843	66	164	8	31,049
Others	42	1,517	850	4	4	0	7,443
Coolers	2,019	0	10,011	134	79	0	59,883
<b>Total spirits</b>	<b>7,349</b>	<b>20,020</b>	<b>31,609</b>	<b>358</b>	<b>467</b>	<b>24</b>	<b>197,470</b>
<b>Wines</b>							
Cider	351	2,386	8,142	142	69	0	14,617
Sparkling	182	969	1,278	8	10	0	11,932
Others	3,247	20,890	40,348	313	246	15	298,794
Coolers	547	11,994	1,765	5	60	0	17,957
<b>Total wines</b>	<b>4,327</b>	<b>36,239</b>	<b>51,533</b>	<b>468</b>	<b>385</b>	<b>16</b>	<b>343,299</b>
<b>Beer<sup>2</sup></b>	<b>63,139</b>	<b>231,325</b>	<b>268,844</b>	<b>3,570</b>	<b>3,587</b>	<b>478</b>	<b>2,232,756</b>
<b>Total Canadian and imported beverages</b>	<b>74,815</b>	<b>287,584</b>	<b>351,986</b>	<b>4,396</b>	<b>4,439</b>	<b>518</b>	<b>2,773,525</b>

1. New Brunswick wine coolers include unidentifiable amount of spirit based coolers.

2. Includes beer coolers.

3. The distribution of the spirits, the wine and the beer for New Brunswick is based on 1997/1998 data.

4. Estimated data.

Table 3-1

Sales of alcoholic beverages — Value

	2000	2001	2002	2003	2004
thousands of dollars					
<b>Spirits</b>					
<b>Canada</b>	<b>3,367,329</b>	<b>3,523,617</b>	<b>3,716,100</b>	<b>3,820,693</b>	<b>3,986,293</b>
Newfoundland and Labrador	88,881	93,665	86,333	89,491	103,780
Prince Edward Island	19,101	19,995	20,002	21,587	22,478
Nova Scotia	140,174	143,238	148,379	154,447	161,144
New Brunswick	77,650	79,698	81,636	84,470	90,993
Quebec	389,724	422,552	463,940	497,017	508,016
Ontario	1,360,241	1,423,970	1,512,277	1,542,766	1,603,664
Manitoba	169,352	170,989	175,815	179,015	185,273
Saskatchewan	147,646	149,178	152,471	152,028	157,905
Alberta	428,829	449,825	474,872	470,479	495,885
British Columbia	524,423	548,221	576,182	604,581	632,227
Yukon Territory	7,147	7,250	7,558	7,645	7,876
Northwest Territories	13,282	14,114	15,744	16,267	16,129
Nunavut	880	922	891	899	923
<b>Wines</b>					
<b>Canada</b>	<b>2,931,337</b>	<b>3,136,467</b>	<b>3,383,031</b>	<b>3,696,056</b>	<b>3,967,816</b>
Newfoundland and Labrador	21,842	23,887	25,178	30,169	28,535
Prince Edward Island	6,401	7,025	8,947	8,159	8,850
Nova Scotia	52,142	55,498	60,345	68,320	77,484
New Brunswick	35,766	38,992	43,367	49,447	50,640
Quebec	987,278	1,101,040	1,197,553	1,324,596	1,432,706
Ontario	1,040,831	1,091,355	1,162,613	1,267,618	1,349,823
Manitoba	64,509	64,653	69,324	73,726	79,403
Saskatchewan	33,709	34,160	35,361	36,904	39,101
Alberta	229,687	245,365	276,132	299,007	320,986
British Columbia	451,971	467,138	496,158	529,525	570,820
Yukon Territory	3,648	3,701	3,888	4,141	4,489
Northwest Territories	3,347	3,452	3,962	4,233	4,762
Nunavut	206	203	203	211	216
<b>Beer</b>					
<b>Canada</b>	<b>6,722,910</b>	<b>6,924,528</b>	<b>7,412,651</b>	<b>7,864,437</b>	<b>8,182,891</b>
Newfoundland and Labrador	157,490	159,199	165,936	169,778	186,033
Prince Edward Island	27,980	28,644	29,882	31,214	32,778
Nova Scotia	204,508	202,853	214,787	224,592	237,496
New Brunswick	179,574	181,359	191,587	192,437	202,816
Quebec 1	1,969,668	1,926,958	2,069,098	2,266,905	2,292,978
Ontario	2,392,633	2,575,799	2,772,311	2,903,075	3,034,218
Manitoba	187,221	193,241	207,047	212,687	226,668
Saskatchewan	172,345	177,160	184,604	201,988	218,258
Alberta	581,327	604,814	672,415	712,906	743,482
British Columbia	821,169	844,551	873,077	915,801	973,978
Yukon Territory	11,623	11,648	11,918	12,363	13,043
Northwest Territories	15,057	15,712	17,294	17,977	18,354
Nunavut	2,314	2,592	2,695	2,715	2,788
<b>Total alcoholic beverages</b>					
<b>Canada</b>	<b>13,021,576</b>	<b>13,584,612</b>	<b>14,511,782</b>	<b>15,381,186</b>	<b>16,137,000</b>
Newfoundland and Labrador	268,213	276,750	277,447	289,437	318,349
Prince Edward Island	53,482	55,664	58,831	60,960	64,107
Nova Scotia	396,824	401,588	423,511	447,359	476,124
New Brunswick	292,989	300,048	316,589	326,354	344,449
Quebec 1	3,346,670	3,450,549	3,730,591	4,088,518	4,233,700
Ontario	4,793,705	5,091,124	5,447,201	5,713,459	5,987,705
Manitoba	421,082	428,883	452,186	465,429	491,343
Saskatchewan	353,700	360,498	372,436	390,920	415,264
Alberta	1,239,843	1,300,004	1,423,419	1,482,392	1,560,353
British Columbia	1,797,563	1,859,910	1,945,416	2,049,907	2,177,024
Yukon Territory	22,418	22,599	23,366	24,151	25,408
Northwest Territories	31,686	33,278	37,001	38,477	39,244
Nunavut	3,400	3,717	3,790	3,824	3,928

1. The current year figure for imported beer is estimated.

Table 3-2

## Sales of alcoholic beverages — Volume

	2000	2001	2002	2003	2004
	thousands of litres				
<b>Spirits</b>					
<b>Canada</b>	<b>155,415</b>	<b>162,007</b>	<b>182,313</b>	<b>192,648</b>	<b>197,470</b>
Newfoundland and Labrador	3,221	3,382	3,148	3,168	4,543
Prince Edward Island	824	883	942	1,073	1,140
Nova Scotia	5,989	6,433	6,888	6,985	7,530
New Brunswick	3,721	3,799	3,993	4,242	4,410
Quebec	16,225	17,832	21,899	24,952	24,790
Ontario	68,161	69,925	80,554	86,080	86,247
Manitoba	7,652	7,791	8,353	8,645	8,983
Saskatchewan	6,569	6,782	7,197	7,174	7,349
Alberta	18,448	19,105	19,956	18,999	20,020
British Columbia	23,860	25,316	28,619	30,468	31,609
Yukon Territory	302	299	332	332	358
Northwest Territories	418	433	407	508	467
Nunavut	25	27	25	23	24
<b>Wines</b>					
<b>Canada</b>	<b>287,622</b>	<b>303,712</b>	<b>316,688</b>	<b>333,661</b>	<b>343,299</b>
Newfoundland and Labrador	2,069	2,291	2,492	2,808	2,160
Prince Edward Island	695	741	575	820	850
Nova Scotia	5,572	5,732	6,001	6,188	6,710
New Brunswick	4,022	4,416	4,820	5,201	5,228
Quebec	91,812	98,985	102,777	107,240	111,644
Ontario	98,094	102,884	106,423	115,546	116,219
Manitoba	6,895	6,948	7,264	7,357	7,520
Saskatchewan	3,860	3,908	4,025	3,920	4,327
Alberta	28,144	30,757	33,757	34,458	36,239
British Columbia	45,692	46,279	47,758	49,284	51,533
Yukon Territory	423	430	422	440	468
Northwest Territories	329	329	361	385	385
Nunavut	15	13	13	14	16
<b>Beer</b>					
<b>Canada</b>	<b>2,103,377</b>	<b>2,117,122</b>	<b>2,167,879</b>	<b>2,184,657</b>	<b>2,232,756</b>
Newfoundland and Labrador	41,538	41,138	42,210	40,351	43,257
Prince Edward Island	8,479	8,538	9,386	8,748	8,977
Nova Scotia	60,806	60,380	61,627	61,336	63,382
New Brunswick	49,596	49,162	50,864	49,558	50,847
Quebec <sup>1</sup>	572,930	565,276	578,829	577,378	580,744
Ontario	769,104	785,781	800,964	824,799	841,482
Manitoba	68,585	69,456	71,302	70,562	73,125
Saskatchewan	59,837	59,019	61,491	60,687	63,139
Alberta	208,684	210,994	223,951	223,321	231,325
British Columbia	256,564	260,149	259,686	260,247	268,844
Yukon Territory	3,556	3,501	3,462	3,493	3,570
Northwest Territories	3,248	3,268	3,646	3,703	3,587
Nunavut	450	460	461	474	478
<b>Total alcoholic beverages</b>					
<b>Canada</b>	<b>2,546,414</b>	<b>2,582,842</b>	<b>2,666,880</b>	<b>2,710,967</b>	<b>2,773,525</b>
Newfoundland and Labrador	46,828	46,811	47,850	46,327	49,960
Prince Edward Island	9,998	10,162	10,903	10,642	10,967
Nova Scotia	72,367	72,545	74,516	74,509	77,622
New Brunswick	57,339	57,377	59,677	59,001	60,485
Quebec <sup>1</sup>	680,967	682,094	703,506	709,571	717,178
Ontario	935,359	958,590	987,941	1,026,425	1,043,948
Manitoba	83,132	84,195	86,919	86,564	89,628
Saskatchewan	70,266	69,709	72,713	71,781	74,815
Alberta	255,276	260,856	277,664	276,778	287,584
British Columbia	326,116	331,744	336,063	339,999	351,986
Yukon Territory	4,281	4,230	4,216	4,264	4,396
Northwest Territories	3,995	4,030	4,414	4,596	4,439
Nunavut	490	500	499	512	518

1. The current year figure for imported beer is estimated.

Table 4-1

Sales of alcoholic beverages per capita<sup>1</sup> 15 years and over — Value

	2000	2001	2002	2003	2004
	dollars				
<b>Spirits</b>					
<b>Canada</b>	<b>137.0</b>	<b>141.5</b>	<b>145.1</b>	<b>149.6</b>	<b>154.0</b>
Newfoundland and Labrador	200.2	211.0	194.6	206.9	239.2
Prince Edward Island	174.0	180.5	176.1	194.6	201.1
Nova Scotia	183.3	186.1	190.1	200.2	207.5
New Brunswick	126.0	128.7	130.5	136.0	145.7
Quebec	64.8	69.8	75.3	80.8	81.8
Ontario	147.1	151.3	154.6	157.7	161.1
Manitoba	188.1	188.8	192.1	194.7	199.9
Saskatchewan	184.3	186.1	190.4	192.5	199.2
Alberta	184.2	189.0	190.9	189.1	195.7
British Columbia	159.7	164.9	168.3	177.8	183.5
Yukon Territory	294.8	300.5	314.8	317.5	320.9
Northwest Territories <sup>3</sup>	304.6	319.9	341.6	349.8	339.3
Nunavut <sup>3</sup>	0.0	..	..	..	..
<b>Wines</b>					
<b>Canada</b>	<b>119.3</b>	<b>126.0</b>	<b>132.1</b>	<b>144.7</b>	<b>153.3</b>
Newfoundland and Labrador	49.2	53.8	56.8	69.7	65.8
Prince Edward Island	58.3	63.4	78.8	73.6	79.2
Nova Scotia	68.2	72.1	77.3	88.6	99.8
New Brunswick	58.0	63.0	69.3	79.6	81.1
Quebec	164.2	181.8	194.5	215.5	230.8
Ontario	112.6	116.0	118.8	129.6	135.6
Manitoba	71.6	71.4	75.8	80.2	85.7
Saskatchewan	42.1	42.6	44.2	46.7	49.3
Alberta	98.6	103.1	111.0	120.2	126.7
British Columbia	137.6	140.5	144.9	155.8	165.7
Yukon Territory	150.5	153.4	161.9	172.0	182.9
Northwest Territories <sup>3</sup>	76.4	77.8	85.5	90.6	99.0
Nunavut <sup>3</sup>	0.0	..	..	..	..
<b>Beer</b>					
<b>Canada</b>	<b>273.5</b>	<b>278.2</b>	<b>289.5</b>	<b>308.0</b>	<b>316.2</b>
Newfoundland and Labrador	354.7	358.7	374.1	392.4	428.8
Prince Edward Island	255.0	258.6	263.1	281.4	293.3
Nova Scotia	267.4	263.6	275.2	291.1	305.7
New Brunswick	291.4	292.8	306.2	309.8	324.9
Quebec <sup>2</sup>	327.6	318.2	336.0	368.7	369.4
Ontario	258.2	273.7	283.3	296.8	304.9
Manitoba	207.9	213.3	226.3	231.4	244.5
Saskatchewan	215.1	220.9	230.6	255.7	275.4
Alberta	249.7	254.1	270.4	286.6	293.4
British Columbia	250.0	254.0	255.1	269.4	282.7
Yukon Territory	479.5	482.8	496.3	513.5	531.4
Northwest Territories <sup>3</sup>	373.6	389.4	410.4	421.7	420.6
Nunavut <sup>3</sup>	0.0	..	..	..	..
<b>Total alcoholic beverages</b>					
<b>Canada</b>	<b>529.8</b>	<b>545.7</b>	<b>566.8</b>	<b>602.4</b>	<b>623.6</b>
Newfoundland and Labrador	604.1	623.6	625.5	669.0	733.8
Prince Edward Island	487.3	502.5	517.9	549.7	573.6
Nova Scotia	518.9	521.8	542.6	579.8	613.0
New Brunswick	475.5	484.5	506.0	525.5	551.7
Quebec <sup>2</sup>	556.6	569.7	605.8	665.0	682.1
Ontario	518.5	541.1	556.7	584.2	601.7
Manitoba	467.6	473.5	494.1	506.3	530.1
Saskatchewan	441.5	449.6	465.2	495.0	524.0
Alberta	532.5	546.2	572.3	595.9	615.8
British Columbia	547.3	559.4	568.3	603.0	631.9
Yukon Territory	924.8	936.8	973.1	1,003.0	1,035.2
Northwest Territories <sup>3</sup>	754.6	787.1	837.5	862.0	858.9
Nunavut <sup>3</sup>	0.0	..	..	..	..

1. Per capita values may not add due to rounding (total products).

2. The current year figure for imported beer is estimated.

3. No per capita data available for Nunavut. The per capita sales of the Northwest Territories and Nunavut are combined since the distribution centre in Nunavut is not representative of all sales of the territory.



Table 4-2

Sales of alcoholic beverages per capita<sup>1</sup> 15 years and over — Volume

	2000	2001	2002	2003	2004
	litres				
<b>Spirits</b>					
<b>Canada</b>	<b>6.3</b>	<b>6.5</b>	<b>7.1</b>	<b>7.5</b>	<b>7.6</b>
Newfoundland and Labrador	7.3	7.6	7.1	7.3	10.5
Prince Edward Island	7.5	8.0	8.3	9.7	10.2
Nova Scotia	7.8	8.4	8.8	9.1	9.7
New Brunswick	6.0	6.1	6.4	6.8	7.1
Quebec	2.7	2.9	3.6	4.1	4.0
Ontario	7.4	7.4	8.2	8.8	8.7
Manitoba	8.5	8.6	9.1	9.4	9.7
Saskatchewan	8.2	8.5	9.0	9.1	9.3
Alberta	7.9	8.0	8.0	7.6	7.9
British Columbia	7.3	7.6	8.4	9.0	9.2
Yukon Territory	12.5	12.4	13.8	13.8	14.6
Northwest Territories <sup>3</sup>	9.5	9.8	8.9	10.8	9.8
Nunavut <sup>3</sup>	..	..	..	..	..
<b>Wines</b>					
<b>Canada</b>	<b>11.7</b>	<b>12.2</b>	<b>12.4</b>	<b>13.1</b>	<b>13.3</b>
Newfoundland and Labrador	4.7	5.2	5.6	6.5	5.0
Prince Edward Island	6.3	6.7	5.1	7.4	7.6
Nova Scotia	7.3	7.4	7.7	8.0	8.6
New Brunswick	6.5	7.1	7.7	8.4	8.4
Quebec	15.3	16.3	16.7	17.4	18.0
Ontario	10.6	10.9	10.9	11.8	11.7
Manitoba	7.7	7.7	7.9	8.0	8.1
Saskatchewan	4.8	4.9	5.0	5.0	5.5
Alberta	12.1	12.9	13.6	13.9	14.3
British Columbia	13.9	13.9	14.0	14.5	15.0
Yukon Territory	17.4	17.8	17.6	18.3	19.1
Northwest Territories <sup>3</sup>	7.4	7.3	7.7	8.1	8.0
Nunavut <sup>3</sup>	..	..	..	..	..
<b>Beer</b>					
<b>Canada</b>	<b>85.6</b>	<b>85.0</b>	<b>84.7</b>	<b>85.6</b>	<b>86.3</b>
Newfoundland and Labrador	93.6	92.7	95.2	93.3	99.7
Prince Edward Island	77.3	77.1	82.6	78.9	80.3
Nova Scotia	79.5	78.4	79.0	79.5	81.6
New Brunswick	80.5	79.4	81.3	79.8	81.4
Quebec <sup>2</sup>	95.3	93.3	94.0	93.9	93.6
Ontario	83.2	83.5	81.9	84.3	84.6
Manitoba	76.2	76.7	77.9	76.8	78.9
Saskatchewan	74.7	73.6	76.8	76.8	79.7
Alberta	89.6	88.6	90.0	89.8	91.3
British Columbia	78.1	78.2	75.9	76.6	78.0
Yukon Territory	146.7	145.1	144.2	145.1	145.5
Northwest Territories <sup>3</sup>	79.5	79.3	84.3	85.1	80.9
Nunavut <sup>3</sup>	..	..	..	..	..
<b>Total alcoholic beverages</b>					
<b>Canada</b>	<b>103.6</b>	<b>103.8</b>	<b>104.2</b>	<b>106.2</b>	<b>107.2</b>
Newfoundland and Labrador	105.5	105.5	107.9	107.1	115.2
Prince Edward Island	91.1	91.7	96.0	96.0	98.1
Nova Scotia	94.6	94.3	95.5	96.6	99.9
New Brunswick	93.1	92.6	95.4	95.0	96.9
Quebec <sup>2</sup>	113.3	112.6	114.2	115.4	115.5
Ontario	101.2	101.9	101.0	104.9	104.9
Manitoba	92.3	92.9	95.0	94.2	96.7
Saskatchewan	87.7	86.9	90.8	90.9	94.4
Alberta	109.6	109.6	111.6	111.3	113.5
British Columbia	99.3	99.8	98.2	100.0	102.2
Yukon Territory	176.6	175.3	175.6	177.1	179.1
Northwest Territories <sup>3</sup>	96.5	96.4	100.9	104.1	98.6
Nunavut <sup>3</sup>	..	..	..	..	..

1. Per capita values may not add due to rounding (total products).

2. The current year figure for imported beer is estimated.

3. No per capita data available for Nunavut. The per capita sales of the Northwest Territories and Nunavut are combined since the distribution centre in Nunavut is not representative of all sales of the territory.

Table 5-1

Sales of alcoholic beverages in litres of absolute alcohol — Volume

	2000	2001	2002	2003	2004
	thousands of litres				
<b>Spirits</b>					
<b>Canada</b>	<b>49,493</b>	<b>51,227</b>	<b>52,596</b>	<b>53,230</b>	<b>54,683</b>
Newfoundland and Labrador	1,233	1,291	1,193	1,195	1,324
Prince Edward Island	272	279	285	303	302
Nova Scotia	1,977	2,008	2,029	2,008	2,089
New Brunswick	1,133	1,153	1,143	1,214	1,251
Quebec	5,518	5,979	6,184	6,363	6,449
Ontario	20,285	20,974	21,619	21,932	22,225
Manitoba	2,464	2,461	2,465	2,467	2,543
Saskatchewan	2,115	2,117	2,128	2,069	2,108
Alberta	6,860	7,154	7,487	7,136	7,552
British Columbia	7,406	7,552	7,815	8,255	8,563
Yukon Territory	83	84	85	85	89
Northwest Territories	138	167	152	195	180
Nunavut	9	10	9	9	9
<b>Wine</b>					
<b>Canada</b>	<b>32,050</b>	<b>33,940</b>	<b>35,363</b>	<b>37,229</b>	<b>38,611</b>
Newfoundland and Labrador	195	212	225	247	232
Prince Edward Island	76	83	64	93	97
Nova Scotia	621	647	680	699	765
New Brunswick	400	430	456	494	505
Quebec	10,742	11,654	12,109	12,647	13,179
Ontario	11,292	11,901	12,291	13,234	13,515
Manitoba	768	782	822	839	845
Saskatchewan	419	428	439	425	454
Alberta	2,650	2,816	3,073	3,148	3,341
British Columbia	4,811	4,910	5,126	5,317	5,589
Yukon Territory	43	44	44	46	48
Northwest Territories	33	32	35	38	38
Nunavut	2	2	2	2	2
<b>Beer</b>					
<b>Canada</b>	<b>105,169</b>	<b>105,856</b>	<b>108,394</b>	<b>109,233</b>	<b>111,638</b>
Newfoundland and Labrador	2,077	2,057	2,111	2,018	2,163
Prince Edward Island	424	427	469	437	449
Nova Scotia	3,040	3,019	3,081	3,067	3,169
New Brunswick	2,480	2,458	2,543	2,478	2,542
Quebec <sup>1</sup>	28,647	28,264	28,941	28,869	29,037
Ontario	38,455	39,289	40,048	41,240	42,074
Manitoba	3,429	3,473	3,565	3,528	3,656
Saskatchewan	2,992	2,951	3,075	3,034	3,157
Alberta	10,434	10,550	11,198	11,166	11,566
British Columbia	12,828	13,007	12,984	13,012	13,442
Yukon Territory	178	175	173	175	179
Northwest Territories	162	163	182	185	179
Nunavut	23	23	23	24	24
<b>Total alcoholic beverages</b>					
<b>Canada</b>	<b>186,712</b>	<b>191,023</b>	<b>196,353</b>	<b>199,692</b>	<b>204,932</b>
Newfoundland and Labrador	3,505	3,559	3,528	3,459	3,719
Prince Edward Island	771	788	818	834	848
Nova Scotia	5,638	5,674	5,791	5,773	6,023
New Brunswick	4,013	4,041	4,142	4,185	4,298
Quebec <sup>1</sup>	44,907	45,896	47,234	47,878	48,665
Ontario	70,032	72,165	73,958	76,407	77,813
Manitoba	6,661	6,715	6,852	6,833	7,044
Saskatchewan	5,525	5,496	5,641	5,529	5,719
Alberta	19,944	20,519	21,757	21,451	22,460
British Columbia	25,045	25,469	25,925	26,585	27,594
Yukon Territory	304	303	302	306	316
Northwest Territories	334	363	370	418	398
Nunavut	33	35	34	34	35

1. The current year figure for imported beer is estimated.

Table 5-2

Sales of alcoholic beverages in litres of absolute alcohol — Volume per capita<sup>1</sup> 15 years and over

	2000	2001	2002	2003	2004
	litres				
<b>Spirits</b>					
<b>Canada</b>	<b>2.0</b>	<b>2.1</b>	<b>2.1</b>	<b>2.1</b>	<b>2.1</b>
Newfoundland and Labrador	2.8	2.9	2.8	2.8	3.1
Prince Edward Island	2.5	2.5	2.6	2.7	2.7
Nova Scotia	2.6	2.6	2.7	2.6	2.7
New Brunswick	1.8	1.9	1.8	2.0	2.0
Quebec	0.9	1.0	1.0	1.0	1.0
Ontario	2.2	2.2	2.3	2.2	2.2
Manitoba	2.7	2.7	2.7	2.7	2.7
Saskatchewan	2.6	2.6	2.7	2.6	2.7
Alberta	2.9	3.0	3.1	2.9	3.0
British Columbia	2.3	2.3	2.3	2.4	2.5
Yukon Territory	3.4	3.5	3.6	3.5	3.6
Northwest Territories <sup>3</sup>	3.2	3.8	3.4	4.2	3.8
Nunavut <sup>3</sup>					
<b>Wine</b>					
<b>Canada</b>	<b>1.3</b>	<b>1.4</b>	<b>1.4</b>	<b>1.5</b>	<b>1.5</b>
Newfoundland and Labrador	0.4	0.5	0.5	0.6	0.5
Prince Edward Island	0.7	0.7	0.6	0.8	0.9
Nova Scotia	0.8	0.8	0.9	0.9	1.0
New Brunswick	0.6	0.7	0.7	0.8	0.8
Quebec	1.8	1.9	2.0	2.1	2.1
Ontario	1.2	1.3	1.3	1.4	1.4
Manitoba	0.9	0.9	0.9	0.9	0.9
Saskatchewan	0.5	0.5	0.6	0.5	0.6
Alberta	1.1	1.2	1.3	1.3	1.3
British Columbia	1.5	1.5	1.5	1.6	1.6
Yukon Territory	1.8	1.8	1.8	1.9	2.0
Northwest Territories <sup>3</sup>	0.7	0.7	0.8	0.8	0.8
Nunavut <sup>3</sup>					
<b>Beer</b>					
<b>Canada</b>	<b>4.3</b>	<b>4.3</b>	<b>4.3</b>	<b>4.3</b>	<b>4.3</b>
Newfoundland and Labrador	4.7	4.6	4.9	4.7	5.0
Prince Edward Island	3.9	3.9	4.3	3.9	4.0
Nova Scotia	4.0	3.9	4.0	4.0	4.1
New Brunswick	4.0	4.0	4.1	4.0	4.1
Quebec <sup>2</sup>	4.8	4.7	4.8	4.7	4.7
Ontario	4.2	4.2	4.2	4.2	4.2
Manitoba	3.8	3.8	3.9	3.8	3.9
Saskatchewan	3.7	3.7	3.9	3.8	4.0
Alberta	4.5	4.4	4.6	4.5	4.6
British Columbia	3.9	3.9	3.9	3.8	3.9
Yukon Territory	7.3	7.3	7.2	7.3	7.3
Northwest Territories <sup>3</sup>	4.0	4.0	4.3	4.3	4.0
Nunavut <sup>3</sup>					
<b>Total alcoholic beverages</b>					
<b>Canada</b>	<b>7.6</b>	<b>7.7</b>	<b>7.8</b>	<b>7.8</b>	<b>7.9</b>
Newfoundland and Labrador	7.9	8.0	8.2	8.0	8.6
Prince Edward Island	7.0	7.1	7.4	7.5	7.6
Nova Scotia	7.4	7.4	7.6	7.5	7.8
New Brunswick	6.5	6.5	6.7	6.7	6.9
Quebec <sup>2</sup>	7.5	7.6	7.8	7.8	7.8
Ontario	7.6	7.7	7.7	7.8	7.8
Manitoba	7.4	7.4	7.5	7.4	7.6
Saskatchewan	6.9	6.9	7.1	7.0	7.2
Alberta	8.6	8.6	9.0	8.6	8.9
British Columbia	7.6	7.7	7.7	7.8	8.0
Yukon Territory	12.6	12.6	12.6	12.7	12.9
Northwest Territories <sup>3</sup>	7.9	8.5	8.4	9.2	8.6
Nunavut <sup>3</sup>					

1. Per capita values may not add due to rounding.

2. The current year figure for imported beer is estimated.

3. The per capita sales of the Northwest Territories and Nunavut are combined since the distribution centre in Nunavut is not representative of all sales of the territory.

Table 6-1

## Sales of wines by type — Value

	2000			2001			2002		
	Canadian	Imported	Total	Canadian	Imported	Total	Canadian	Imported	Total
thousands of dollars									
<b>Red wines</b>									
<b>Canada</b>	<b>262,308</b>	<b>983,682</b>	<b>1,245,989</b>	<b>270,057</b>	<b>1,167,069</b>	<b>1,437,126</b>	<b>296,887</b>	<b>1,321,688</b>	<b>1,618,575</b>
Newfoundland and Labrador	1,172	5,420	6,592	1,341	6,355	7,696	1,472	6,673	8,145
Prince Edward Island	678	788	1,466	802	866	1,668	988	957	1,945
Nova Scotia	3,273	13,084	16,356	3,872	15,362	19,234	4,170	18,101	22,272
New Brunswick <sup>1</sup>	2,504	6,351	8,855	2,726	6,936	9,662	3,056	7,639	10,695
Quebec	62,671	445,619	508,290	68,481	549,491	617,972	69,376	637,763	707,139
Ontario	100,435	323,931	424,366	99,771	345,890	445,661	109,906	383,335	493,241
Manitoba	5,837	19,214	25,051	5,993	22,610	28,603	6,535	22,812	29,347
Saskatchewan	5,121	7,695	12,816	5,146	7,866	13,012	5,198	8,343	13,541
Alberta	19,493	42,252	61,745	14,351	82,021	96,372	17,116	94,583	111,699
British Columbia	60,723	118,571	179,294	67,135	128,882	196,017	78,554	140,560	219,114
Yukon Territory	401	757	1,158	438	790	1,228	516	921	1,437
Northwest Territories	0	0	0	0	0	0	0	0	0
Nunavut	0	0	0	1	0	1	0	0	0
<b>White wines</b>									
<b>Canada</b>	<b>431,759</b>	<b>764,822</b>	<b>1,196,580</b>	<b>421,766</b>	<b>667,484</b>	<b>1,089,250</b>	<b>424,449</b>	<b>696,720</b>	<b>1,121,169</b>
Newfoundland and Labrador	3,878	5,412	9,290	3,751	5,255	9,006	3,683	5,232	8,915
Prince Edward Island	2,367	1,108	3,475	2,425	1,111	3,536	2,492	1,376	3,868
Nova Scotia	10,015	14,559	24,574	9,943	14,208	24,151	10,005	15,612	25,617
New Brunswick <sup>1</sup>	9,675	7,229	16,904	10,533	7,894	18,427	11,810	8,695	20,505
Quebec	78,712	256,008	334,720	76,948	230,205	307,153	73,867	241,122	314,989
Ontario	193,410	287,618	481,028	178,919	259,456	438,375	175,735	269,686	445,421
Manitoba	11,032	17,494	28,526	10,495	14,942	25,437	10,851	15,701	26,552
Saskatchewan	7,217	5,403	12,620	7,252	5,523	12,775	7,325	5,858	13,183
Alberta	17,257	86,541	103,798	22,328	50,340	72,668	24,413	54,340	78,753
British Columbia	97,707	82,684	180,391	98,668	77,874	176,542	103,731	78,391	182,122
Yukon Territory	489	766	1,255	503	676	1,179	537	707	1,244
Northwest Territories	0	0	0	0	0	0	0	0	0
Nunavut	0	0	0	1	0	1	0	0	0
<b>Unidentified wines</b>									
<b>Canada</b>	<b>170,446</b>	<b>123,503</b>	<b>293,949</b>	<b>198,850</b>	<b>202,919</b>	<b>401,769</b>	<b>214,895</b>	<b>203,481</b>	<b>418,376</b>
Newfoundland and Labrador	3,198	1,333	4,531	4,154	1,468	5,622	5,037	1,434	6,471
Prince Edward Island	758	284	1,042	1,005	357	1,362	2,296	253	2,549
Nova Scotia	5,790	2,010	7,801	6,014	2,467	8,481	5,950	2,559	8,508
New Brunswick <sup>1</sup>	6,111	1,556	7,667	6,653	1,699	8,352	7,459	1,871	9,330
Quebec	16,962	62,718	79,680	16,443	87,441	103,884	17,030	80,050	97,080
Ontario	40,544	26,801	67,345	60,277	75,645	135,922	69,308	78,585	147,893
Manitoba	4,933	1,779	6,712	4,650	1,733	6,383	4,690	4,200	8,890
Saskatchewan	3,648	2,420	6,068	3,665	2,473	6,138	3,701	2,623	6,324
Alberta	40,174	8,944	49,118	47,993	12,280	60,273	54,008	13,607	67,615
British Columbia	47,402	15,588	62,990	47,056	17,244	64,300	44,578	18,185	62,763
Yukon Territory	926	70	996	940	112	1,052	839	114	953
Northwest Territories	0	0	0	0	0	0	0	0	0
Nunavut	0	0	0	0	0	0	0	0	0
<b>Total wines</b>									
<b>Canada</b>	<b>926,886</b>	<b>2,004,451</b>	<b>2,931,337</b>	<b>954,844</b>	<b>2,181,623</b>	<b>3,136,467</b>	<b>1,004,209</b>	<b>2,378,822</b>	<b>3,383,031</b>
Newfoundland and Labrador	8,825	13,017	21,842	9,893	13,993	23,887	10,905	14,273	25,178
Prince Edward Island	4,068	2,333	6,401	4,528	2,496	7,025	6,180	2,767	8,947
Nova Scotia	20,413	31,729	52,142	21,217	34,281	55,498	21,533	38,811	60,345
New Brunswick <sup>1</sup>	19,570	16,196	35,766	21,306	17,686	38,992	23,888	19,479	43,367
Quebec	169,429	817,849	987,278	173,203	927,837	1,101,040	171,492	1,026,060	1,197,553
Ontario	357,796	683,035	1,040,831	362,695	728,660	1,091,355	379,795	782,817	1,162,613
Manitoba	23,328	41,181	64,509	22,618	42,035	64,653	23,621	45,703	69,324
Saskatchewan	17,105	16,604	33,709	17,187	16,972	34,160	17,360	18,002	35,361
Alberta	82,309	147,379	229,687	90,599	154,766	245,365	102,225	173,907	276,132
British Columbia	220,098	231,872	451,971	227,612	239,525	467,138	242,587	253,571	496,158
Yukon Territory	1,943	1,705	3,648	2,013	1,688	3,701	2,024	1,864	3,888
Northwest Territories	1,894	1,453	3,347	1,973	1,479	3,452	2,494	1,468	3,962
Nunavut	106	100	206	0	203	203	104	100	203

See footnotes at the end of the table.

Table 6-1 – continued

## Sales of wines by type — Value

	2003			2004		
	Canadian	Imported	Total	Canadian	Imported	Total
thousands of dollars						
<b>Red wines</b>						
<b>Canada</b>	<b>354,031</b>	<b>1,515,978</b>	<b>1,870,009</b>	<b>377,002</b>	<b>1,663,044</b>	<b>2,040,046</b>
Newfoundland and Labrador	1,794	8,217	10,011	1,479	9,878	11,357
Prince Edward Island	1,005	1,884	2,889	1,154	2,109	3,263
Nova Scotia	4,906	22,464	27,370	5,159	27,847	33,006
New Brunswick <sup>1</sup>	3,490	8,695	12,185	3,542	9,003	12,545
Quebec	76,832	729,901	806,733	82,407	802,927	885,334
Ontario	145,706	452,266	597,972	151,336	486,452	637,788
Manitoba	7,265	25,353	32,618	7,426	27,714	35,140
Saskatchewan	5,348	7,644	12,992	5,888	8,563	14,451
Alberta	20,673	105,668	126,341	23,662	117,036	140,698
British Columbia	87,012	153,886	240,898	94,273	170,272	264,545
Yukon Territory	0	0	0	675	1,244	1,919
Northwest Territories	0	0	0	0	0	0
Nunavut	0	0	0	0	0	0
<b>White wines</b>						
<b>Canada</b>	<b>472,459</b>	<b>737,322</b>	<b>1,209,781</b>	<b>470,084</b>	<b>781,976</b>	<b>1,252,060</b>
Newfoundland and Labrador	4,024	5,919	9,943	4,159	6,598	10,757
Prince Edward Island	2,070	1,636	3,706	2,239	1,792	4,031
Nova Scotia	10,709	16,346	27,055	11,441	18,885	30,325
New Brunswick <sup>1</sup>	13,485	9,896	23,381	13,686	10,246	23,932
Quebec	74,861	258,505	333,366	74,079	276,345	350,424
Ontario	212,166	286,208	498,375	199,887	295,933	495,820
Manitoba	10,956	16,326	27,282	11,387	19,098	30,485
Saskatchewan	7,369	5,823	13,192	7,582	6,030	13,612
Alberta	26,538	56,069	82,607	28,317	59,062	87,379
British Columbia	110,281	80,593	190,874	116,718	87,239	203,957
Yukon Territory	0	0	0	589	749	1,338
Northwest Territories	0	0	0	0	0	0
Nunavut	0	0	0	0	0	0
<b>Unidentified wines</b>						
<b>Canada</b>	<b>191,354</b>	<b>175,091</b>	<b>366,446</b>	<b>190,167</b>	<b>221,314</b>	<b>411,481</b>
Newfoundland and Labrador	6,511	1,730	8,241	1,249	3,305	4,554
Prince Edward Island	756	274	1,030	686	292	978
Nova Scotia	6,747	2,679	9,426	6,303	2,781	9,084
New Brunswick <sup>1</sup>	8,517	2,130	10,647	8,644	2,206	10,850
Quebec	17,813	80,028	97,841	21,071	82,149	103,220
Ontario	43,772	44,571	88,343	42,309	85,600	127,909
Manitoba	4,579	4,424	9,003	4,206	4,377	8,583
Saskatchewan	4,136	4,170	8,306	4,233	4,247	8,480
Alberta	54,242	16,256	70,498	55,413	16,497	71,910
British Columbia	44,281	18,830	63,111	45,233	19,742	64,975
Yukon Territory	0	0	0	820	118	938
Northwest Territories	0	0	0	0	0	0
Nunavut	0	0	0	0	0	0
<b>Total wines</b>						
<b>Canada</b>	<b>1,093,938</b>	<b>2,602,118</b>	<b>3,696,056</b>	<b>1,112,898</b>	<b>2,854,918</b>	<b>3,967,816</b>
Newfoundland and Labrador	13,192	16,977	30,169	7,369	21,166	28,535
Prince Edward Island	4,100	4,060	8,159	4,365	4,485	8,850
Nova Scotia	23,927	44,394	68,320	24,506	52,979	77,484
New Brunswick <sup>1</sup>	27,275	22,171	49,447	27,683	22,957	50,640
Quebec	181,371	1,143,224	1,324,596	189,986	1,242,720	1,432,706
Ontario	429,760	837,858	1,267,618	421,079	928,744	1,349,823
Manitoba	24,396	49,330	73,726	24,630	54,772	79,403
Saskatchewan	18,033	18,872	36,904	18,942	20,159	39,101
Alberta	108,555	190,453	299,007	114,909	206,077	320,986
British Columbia	258,484	271,041	529,525	274,160	296,661	570,820
Yukon Territory	2,104	2,037	4,141	2,230	2,259	4,489
Northwest Territories	2,634	1,599	4,233	2,928	1,834	4,762
Nunavut	107	104	211	110	106	216

1. Estimated data.

Table 6-2

## Sales of wines by type — Volume

	2000			2001			2002		
	Canadian	Imported	Total	Canadian	Imported	Total	Canadian	Imported	Total
	thousands of litres								
<b>Red wines</b>									
<b>Canada</b>	<b>35,724</b>	<b>83,314</b>	<b>119,038</b>	<b>35,894</b>	<b>95,737</b>	<b>131,631</b>	<b>37,633</b>	<b>103,766</b>	<b>141,399</b>
Newfoundland and Labrador	111	402	513	131	459	590	149	482	631
Prince Edward Island	75	87	162	87	94	181	76	66	142
Nova Scotia	446	1,048	1,494	518	1,175	1,693	556	1,313	1,869
New Brunswick <sup>1</sup>	259	694	953	280	779	1,059	306	850	1,156
Quebec	11,622	38,020	49,642	12,074	45,820	57,894	11,732	50,035	61,767
Ontario	11,913	26,879	38,792	12,116	28,095	40,211	12,823	30,054	42,877
Manitoba	740	1,780	2,520	742	1,878	2,620	827	2,014	2,841
Saskatchewan	651	639	1,290	699	654	1,353	713	697	1,410
Alberta	2,624	4,646	7,270	1,870	7,415	9,285	2,180	8,158	10,338
British Columbia	7,217	8,989	16,206	7,308	9,237	16,545	8,191	9,949	18,140
Yukon Territory	55	55	110	60	56	116	70	61	131
Northwest Territories	11	68	79	9	68	77	10	80	90
Nunavut	0	7	7	0	7	7	0	7	7
<b>White wines</b>									
<b>Canada</b>	<b>55,835</b>	<b>67,733</b>	<b>123,568</b>	<b>55,494</b>	<b>60,516</b>	<b>116,010</b>	<b>53,817</b>	<b>61,670</b>	<b>115,487</b>
Newfoundland and Labrador	449	439	888	447	436	883	450	436	886
Prince Edward Island	262	123	384	223	113	336	181	105	286
Nova Scotia	1,401	1,268	2,669	1,409	1,253	2,662	1,447	1,332	2,780
New Brunswick <sup>1</sup>	1,013	785	1,798	1,093	881	1,974	1,193	962	2,155
Quebec	14,301	21,079	35,380	13,171	19,802	32,972	12,001	20,100	32,101
Ontario	23,152	27,588	50,740	22,695	24,651	47,346	21,396	25,029	46,425
Manitoba	1,510	1,700	3,210	1,445	1,500	2,945	1,476	1,557	3,033
Saskatchewan	1,086	565	1,651	1,031	524	1,555	1,022	522	1,544
Alberta	2,307	7,609	9,916	3,019	5,182	8,201	3,217	5,433	8,650
British Columbia	10,255	6,465	16,720	10,867	6,064	16,931	11,334	6,081	17,415
Yukon Territory	67	54	121	68	50	118	71	51	122
Northwest Territories	32	52	84	27	54	81	29	56	84
Nunavut	0	7	7	0	6	6	0	6	6
<b>Unidentified wines</b>									
<b>Canada</b>	<b>34,625</b>	<b>10,392</b>	<b>45,017</b>	<b>37,605</b>	<b>18,467</b>	<b>56,072</b>	<b>39,733</b>	<b>20,070</b>	<b>59,802</b>
Newfoundland and Labrador	510	158	668	647	171	818	803	172	975
Prince Edward Island	117	32	149	178	46	224	104	42	146
Nova Scotia	1,206	204	1,410	1,141	237	1,378	1,113	239	1,353
New Brunswick <sup>1</sup>	1,002	269	1,271	1,081	302	1,383	1,179	330	1,509
Quebec	2,442	4,348	6,791	2,319	5,799	8,118	2,357	6,553	8,909
Ontario	6,018	2,544	8,562	7,447	7,880	15,327	8,865	8,256	17,121
Manitoba	1,004	161	1,165	977	406	1,383	935	455	1,390
Saskatchewan	717	202	919	756	244	1,000	796	275	1,071
Alberta	9,866	1,092	10,958	11,417	1,854	13,271	12,633	2,136	14,769
British Columbia	11,402	1,364	12,766	11,294	1,509	12,803	10,611	1,592	12,203
Yukon Territory	187	5	192	187	9	196	161	8	169
Northwest Territories	155	11	166	161	10	171	176	12	187
Nunavut	0	1	1	0	0	0	0	0	0
<b>Total wines</b>									
<b>Canada</b>	<b>126,187</b>	<b>161,435</b>	<b>287,622</b>	<b>128,993</b>	<b>174,720</b>	<b>303,712</b>	<b>131,182</b>	<b>185,506</b>	<b>316,688</b>
Newfoundland and Labrador	1,070	999	2,069	1,225	1,066	2,291	1,402	1,090	2,492
Prince Edward Island	454	241	695	488	253	741	361	214	575
Nova Scotia	3,052	2,520	5,572	3,067	2,665	5,732	3,117	2,884	6,001
New Brunswick <sup>1</sup>	2,274	1,748	4,022	2,454	1,962	4,416	2,678	2,142	4,820
Quebec	28,365	63,447	91,812	27,564	71,421	98,985	26,089	76,688	102,777
Ontario	41,083	57,011	98,094	42,258	60,626	102,884	43,084	63,339	106,423
Manitoba	3,254	3,641	6,895	3,164	3,784	6,948	3,238	4,026	7,264
Saskatchewan	2,454	1,406	3,860	2,486	1,422	3,908	2,531	1,494	4,025
Alberta	14,797	13,347	28,144	16,306	14,451	30,757	18,030	15,727	33,757
British Columbia	28,874	16,818	45,692	29,469	16,810	46,279	30,136	17,622	47,758
Yukon Territory	309	114	423	315	115	430	302	120	422
Northwest Territories	198	131	329	197	132	329	214	147	361
Nunavut	1	14	15	0	13	13	0	13	13

See footnotes at the end of the table.

Table 6-2 – continued

## Sales of wines by type — Volume

	2003			2004		
	Canadian	Imported	Total	Canadian	Imported	Total
thousands of litres						
<b>Red wines</b>						
<b>Canada</b>	<b>43,316</b>	<b>116,227</b>	<b>159,543</b>	<b>44,241</b>	<b>123,312</b>	<b>44,241</b>
Newfoundland and Labrador	178	516	694	158	669	158
Prince Edward Island	119	146	265	131	161	131
Nova Scotia	582	1,592	2,174	618	1,919	618
New Brunswick <sup>1</sup>	340	907	1,247	405	856	405
Quebec	12,192	54,060	66,252	12,813	59,806	12,813
Ontario	16,950	36,607	53,557	16,245	35,546	16,245
Manitoba	883	2,151	3,034	943	2,427	943
Saskatchewan	725	578	1,303	784	632	784
Alberta	2,483	8,655	11,138	2,842	9,392	2,842
British Columbia	8,767	10,848	19,615	9,195	11,718	9,195
Yukon Territory	82	69	151	91	77	91
Northwest Territories	14	91	105	15	101	15
Nunavut	1	7	8	1	8	1
<b>White wines</b>						
<b>Canada</b>	<b>57,931</b>	<b>63,164</b>	<b>121,095</b>	<b>57,088</b>	<b>66,566</b>	<b>57,088</b>
Newfoundland and Labrador	467	449	916	473	512	473
Prince Edward Island	281	135	416	288	145	288
Nova Scotia	1,354	1,331	2,685	1,447	1,456	1,447
New Brunswick <sup>1</sup>	1,296	1,029	2,325	1,484	989	1,484
Quebec	11,310	20,288	31,598	10,892	20,770	10,892
Ontario	25,920	26,480	52,399	24,285	28,911	24,285
Manitoba	1,422	1,568	2,990	1,548	1,348	1,548
Saskatchewan	1,007	504	1,511	1,014	505	1,014
Alberta	3,266	5,219	8,485	3,481	5,391	3,481
British Columbia	11,495	6,060	17,555	12,068	6,425	12,068
Yukon Territory	73	49	122	75	50	75
Northwest Territories	40	48	88	31	59	31
Nunavut	1	5	6	1	6	1
<b>Unidentified wines</b>						
<b>Canada</b>	<b>35,927</b>	<b>17,095</b>	<b>53,022</b>	<b>35,353</b>	<b>16,739</b>	<b>35,353</b>
Newfoundland and Labrador	1,018	180	1,198	112	236	112
Prince Edward Island	114	26	140	97	28	97
Nova Scotia	1,077	252	1,329	1,004	266	1,004
New Brunswick <sup>1</sup>	1,282	347	1,629	1,152	342	1,152
Quebec	2,325	7,065	9,390	2,357	5,006	2,357
Ontario	5,251	4,338	9,589	5,375	5,857	5,375
Manitoba	865	468	1,333	1,088	166	1,088
Saskatchewan	875	231	1,106	923	469	923
Alberta	12,323	2,512	14,835	12,472	2,661	12,472
British Columbia	10,458	1,656	12,114	10,438	1,689	10,438
Yukon Territory	158	8	167	168	7	168
Northwest Territories	180	12	192	166	12	166
Nunavut	0	0	0	0	0	0
<b>Total wines</b>						
<b>Canada</b>	<b>137,174</b>	<b>196,486</b>	<b>333,661</b>	<b>136,682</b>	<b>206,617</b>	<b>343,299</b>
Newfoundland and Labrador	1,663	1,145	2,808	743	1,417	2,160
Prince Edward Island	514	307	820	516	334	850
Nova Scotia	3,014	3,175	6,188	3,069	3,641	6,710
New Brunswick <sup>1</sup>	2,918	2,283	5,201	3,041	2,187	5,228
Quebec	25,827	81,413	107,240	26,062	85,582	111,644
Ontario	48,120	67,425	115,546	45,905	70,314	116,219
Manitoba	3,170	4,187	7,357	3,579	3,941	7,520
Saskatchewan	2,607	1,313	3,920	2,721	1,606	4,327
Alberta	18,072	16,386	34,458	18,795	17,444	36,239
British Columbia	30,720	18,564	49,284	31,701	19,832	51,533
Yukon Territory	314	126	440	334	134	468
Northwest Territories	235	150	385	213	172	385
Nunavut	2	12	14	2	14	16

1. Estimated data.

Table 7-1

Imports and exports of alcoholic beverages by volume and by country

	Spirits (L.A.A.)	Wines	Beer
thousands of litres			
<b>Imports</b>			
Australia	.	33,134	.
Chile	.	29,765	.
France	1,679	73,957	.
Germany	.	6,079	17,078
Ireland	459	.	.
Italy	.	53,378	.
Jamaica	1,840	.	.
Mexico	.	.	43,638
Netherlands	.	.	45,320
United Kingdom	7,130	.	15,356
United States	10,369	44,900	47,195
Other countries	11,671	43,766	51,260
<b>Total imports</b>	<b>33,148</b>	<b>284,979</b>	<b>219,847</b>
<b>Exports</b>			
Japan	714	.	.
Sweden	356	.	.
Taiwan	.	917	.
United Kingdom	376	.	.
United States	61,950	16,586	391,127
Other countries	3,307	1,937	.
<b>Total exports</b>	<b>66,703</b>	<b>19,440</b>	<b>391,127</b>

Note: L.A.A. = Litres of absolute alcohol.



Table 7-2

Imports and exports of alcoholic beverages by value and volume<sup>1</sup>

Detail	2000	2001	2002	2003	2004
thousands of dollars					
<b>By value</b>					
<b>Imports</b>					
Spirits	242,637	275,482	303,361	301,656	401,869
Wines	843,801	921,936	940,435	1,054,428	1,203,785
Beer	196,665	220,243	255,510	307,142	342,380
<b>Total imports</b>	<b>1,283,103</b>	<b>1,417,661</b>	<b>1,499,306</b>	<b>1,663,226</b>	<b>1,948,034</b>
<b>Exports of domestic stock</b>					
Spirits	621,619	608,511	562,756	415,603	445,352
Wines	49,439	86,352	116,001	114,966	55,795
Beer	284,088	352,088	343,262	336,110	321,328
<b>Total exports of domestic stock<sup>2</sup></b>	<b>955,146</b>	<b>1,046,951</b>	<b>1,022,019</b>	<b>866,679</b>	<b>822,475</b>
thousands of litres					
<b>By volume</b>					
<b>Imports</b>					
Spirits (L.A.A.)	27,067	28,951	30,626	31,472	33,148
Wines	224,529	248,578	249,247	202,250	284,979
Beer	159,816	164,876	178,643	205,980	219,847
<b>Total imports</b>	<b>411,412</b>	<b>442,405</b>	<b>458,516</b>	<b>439,702</b>	<b>537,974</b>
<b>Exports of domestic stock</b>					
Spirits (L.A.A.)	72,661	65,397	62,522	64,712	66,703
Wines	17,729	24,101	43,913	38,222	19,440
Beer	365,690	413,855	415,748	394,746	391,127
<b>Total exports of domestic stock<sup>2</sup></b>	<b>456,080</b>	<b>503,353</b>	<b>522,183</b>	<b>497,680</b>	<b>477,270</b>

1. Total imports in this table may differ from the figures in CANSIM table 183-0015 and in the publication 'The Control and Sale of Alcoholic Beverages in Canada', catalogue number 63-202, tables 1-1, 1-2, 2-1 and 2-2, due to the fact that liquor authorities may import products in one year and store it for sale in a subsequent year. Also, the values in this table are based on the price in the country of origin.

2. Does not include foreign produce re-exported.

**Note:** L.A.A. = Litres of absolute alcohol.

Table 8

**Net income of provincial and territorial liquor authorities and government revenue from the control and sale of alcoholic beverages<sup>1</sup>**

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba
thousands of dollars							
<b>Liquor authorities</b>							
<b>Net income from sales</b>							
Gross sales (including Goods and Services Tax (GST)) <sup>2</sup>	140,283	64,108	469,747	344,449	1,952,930	3,521,020	491,343
Deduct:							
Deduct: Goods and Services Tax (GST)	9,177	4,195	30,731	22,535	127,762	230,347	32,144
<b>Net sales</b>	<b>131,106</b>	<b>59,913</b>	<b>439,016</b>	<b>321,914</b>	<b>1,825,168</b>	<b>3,290,673</b>	<b>459,199</b>
Deduct:							
Deduct: cost of goods sold <sup>2</sup>	55,049	39,268	215,457	169,869	810,373	1,726,475	240,993
<b>Gross profit on sales</b>	<b>76,057</b>	<b>20,645</b>	<b>223,559</b>	<b>152,045</b>	<b>1,014,795</b>	<b>1,564,198</b>	<b>218,206</b>
Deduct:							
Deduct: administrative and general expenses less miscellaneous income	29,151	10,086	55,823	33,402	444,088	524,071	42,728
<b>Net income from sales by liquor authorities</b>	<b>46,906</b>	<b>10,559</b>	<b>167,736</b>	<b>118,643</b>	<b>570,707</b>	<b>1,040,127</b>	<b>175,478</b>
<b>Government revenue (excluding remitted profits from liquor authorities)</b>							
Sales tax <sup>1</sup>	0	12,004 <sup>3</sup>	0	0	0	0	0
Licences and permits	53,132	85	3,841	3,068	144,031	494,394	2,108
Fines and confiscations	0	22	44	193	80	0	0
<b>Total government revenue</b>	<b>53,132</b>	<b>12,111</b>	<b>3,885</b>	<b>3,261</b>	<b>144,111</b>	<b>494,394</b>	<b>2,108</b>
<b>Total of net income of liquor authorities and provincial and territorial government revenue</b>	<b>100,038</b>	<b>22,670</b>	<b>171,621</b>	<b>121,904</b>	<b>714,818</b>	<b>1,534,521</b>	<b>177,586</b>
	Saskatchewan	Alberta	British Columbia	Yukon Territory	Northwest Territories	Nunavut	Canada
thousands of dollars							
<b>Liquor authorities</b>							
<b>Net income from sales</b>							
Gross sales (including Goods and Services Tax (GST)) <sup>2</sup>	415,264	1,560,353	2,125,321	25,409	39,244	3,928	11,153,399
Deduct:							
Deduct: Goods and Services Tax (GST)	27,167	102,079	139,040	1,663	2,567	256	729,663
<b>Net sales</b>	<b>388,097</b>	<b>1,458,274</b>	<b>1,986,281</b>	<b>23,746</b>	<b>36,677</b>	<b>3,672</b>	<b>10,423,736</b>
Deduct:							
Deduct: cost of goods sold <sup>2</sup>	209,359	899,411	1,061,688	12,707	13,616	1,717	5,455,982
<b>Gross profit on sales</b>	<b>178,738</b>	<b>558,863</b>	<b>924,593</b>	<b>11,039</b>	<b>23,061</b>	<b>1,955</b>	<b>4,967,754</b>
Deduct:							
Deduct: administrative and general expenses less miscellaneous income	45,213	9,123	197,883	5,781	3,191	572	1,401,112
<b>Net income from sales by liquor authorities</b>	<b>133,525</b>	<b>549,740</b>	<b>726,710</b>	<b>5,258</b>	<b>19,870</b>	<b>1,383</b>	<b>3,566,642</b>
<b>Government revenue (excluding remitted profits from liquor authorities)</b>							
Sales tax <sup>1</sup>	0	0	0	2,544 <sup>4</sup>	0	0	14,548
Licences and permits	1,019	6,369	7,039	113	535	527	716,261
Fines and confiscations	0	499	0	0	15	13	866
<b>Total government revenue</b>	<b>1,019</b>	<b>6,868</b>	<b>7,039</b>	<b>2,657</b>	<b>550</b>	<b>540</b>	<b>731,675</b>
<b>Total of net income of liquor authorities and provincial and territorial government revenue</b>	<b>134,544</b>	<b>556,608</b>	<b>733,749</b>	<b>7,915</b>	<b>20,420</b>	<b>1,923</b>	<b>4,298,317</b>

1. Excludes the general sales taxes levied by most provinces.

2. Includes discounts and rebates such as container refunds and bottle sales.

3. Health taxes (tax on all purchases from government liquor stores) under the Health Tax Act.

4. Taxes on sales of alcoholic beverages under the Liquor Ordinance of the Yukon Territory.

Table 9

**Total of net income of provincial and territorial liquor authorities and government revenue from the control and sale of alcoholic beverages<sup>1</sup>**

Province or territory	1995	1996	1997	1998	1999
thousands of dollars					
<b>Canada</b>	<b>3,204,481</b>	<b>3,261,834</b>	<b>3,336,292</b>	<b>3,445,556</b>	<b>3,604,548</b>
Newfoundland and Labrador	78,779	77,483	76,087	85,763	87,185
Prince Edward Island	18,524	19,267	18,700	19,012	19,134
Nova Scotia	118,654	119,990	122,036	125,510	136,410
New Brunswick	86,502	88,037	88,649	88,600	95,672
Quebec	443,407	476,977	494,652	507,203	542,986
Ontario	1,159,414	1,196,405	1,221,845	1,250,561	1,328,898
Manitoba	143,954	144,373	145,875	150,623	152,919
Saskatchewan	123,101	122,324	121,652	125,712	129,571
Alberta	436,256	420,016	430,172	456,154	474,042
British Columbia	573,917	572,926	592,589	612,045	614,056
Yukon Territory	6,555	7,656	7,782	7,903	7,027
Northwest Territories	15,418	16,380	16,253	16,470	16,647
Nunavut	..	..	..	..	..
thousands of dollars					
<b>Canada</b>	<b>3,727,033</b>	<b>3,825,298</b>	<b>3,928,686</b>	<b>4,010,885</b>	<b>4,298,317</b>
Newfoundland and Labrador	92,830	96,141	93,118	92,270	100,038
Prince Edward Island	20,408	20,482	21,211	21,567	22,670
Nova Scotia	141,526	144,638	151,434	161,616	171,621
New Brunswick	103,972	106,686	121,725	113,694	121,904
Quebec	574,704	617,786	628,717	695,107	714,818
Ontario	1,404,552	1,400,385	1,452,384	1,402,302	1,534,521
Manitoba	157,505	159,839	164,665	167,647	177,586
Saskatchewan	129,970	127,896	124,428	126,425	134,544
Alberta	461,219	476,310	499,449	541,312	556,608
British Columbia	615,496	649,026	643,373	660,424	733,749
Yukon Territory	6,978	7,088	7,062	6,889	7,915
Northwest Territories	16,074	16,830	18,944	19,819	20,420
Nunavut	1,799	2,191	2,176	1,813	1,923

1. Excludes the general sales taxes levied by most provinces.

Table 10

**Reconciliation of net income of liquor authorities with total revenue specifically derived from the control and sale of alcoholic beverages**

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba
thousands of dollars							
<b>Net income shown in the annual report of the liquor authority</b>	<b>100,038</b>	<b>10,644</b>	<b>167,793</b>	<b>118,643</b>	<b>570,787</b>	<b>1,045,428</b>	<b>176,251</b>
Deduct:							
Revenue included in the income of the liquor authority deemed to be the liquor revenue of the province or territory:							
Deduct: sales tax	0	0	0	0	0	0	0
Deduct: licences and permits	-53,132	-85	-29	0	0	-6,819	-2,108
Deduct: fines and confiscations	0	0	-44	0	-80	0	0
Add:							
Expenses deducted from income by the liquor authority							
Add: policing and enforcement expenses	0	0	0	0	0	1,518	1,335
Add: maintenance of prisoners	0	0	16	0	0	0	0
<b>Net income from sales by liquor authorities</b>	<b>46,906</b>	<b>10,559</b>	<b>167,736</b>	<b>118,643</b>	<b>570,707</b>	<b>1,040,127</b>	<b>175,478</b>
Add:							
Add: liquor revenue of province and territory	53,132	85	73	0	80	6,819	2,108
Other provincial and territorial liquor revenues not included in income of liquor authority <sup>1</sup>							
Add: sales tax	0	12,004	0	0	0	0	0
Add: licences and permits	0	0	3,812	3,068	144,031	487,575	0
Add: fines and confiscations	0	22	0	193	0	0	0
<b>Total of net income of liquor authorities and provincial and territorial government revenue</b>	<b>100,038</b>	<b>22,670</b>	<b>171,621</b>	<b>121,904</b>	<b>714,818</b>	<b>1,534,521</b>	<b>177,586</b>
thousands of dollars							
	Saskatchewan	Alberta	British Columbia	Yukon Territory	Northwest Territories	Nunavut	Canada
<b>Net income shown in the annual report of the liquor authority</b>	<b>134,544</b>	<b>556,608</b>	<b>726,710</b>	<b>5,371</b>	<b>19,816</b>	<b>1,609</b>	<b>3,634,242</b>
Deduct:							
Revenue included in the income of the liquor authority deemed to be the liquor revenue of the province or territory:							
Deduct: sales tax	0	0	0	0	0	0	0
Deduct: licences and permits	-1,019	-6,369	0	-113	-535	-527	-70,736
Deduct: fines and confiscations	0	-499	0	0	-15	-13	-651
Add:							
Expenses deducted from income by the liquor authority							
Add: policing and enforcement expenses	0	0	0	0	604	314	3,771
Add: maintenance of prisoners	0	0	0	0	0	0	16
<b>Net income from sales by liquor authorities</b>	<b>133,525</b>	<b>549,740</b>	<b>726,710</b>	<b>5,258</b>	<b>19,870</b>	<b>1,383</b>	<b>3,566,642</b>
Add:							
Add: liquor revenue of province and territory	1,019	6,868	0	113	550	540	71,387
Other provincial and territorial liquor revenues not included in income of liquor authority <sup>1</sup>							
Add: sales tax	0	0	0	2,544	0	0	14,548
Add: licences and permits	0	0	7,039	0	0	0	645,525
Add: fines and confiscations	0	0	0	0	0	0	215
<b>Total of net income of liquor authorities and provincial and territorial government revenue</b>	<b>134,544</b>	<b>556,608</b>	<b>733,749</b>	<b>7,915</b>	<b>20,420</b>	<b>1,923</b>	<b>4,298,317</b>

1. Other provincial and territorial liquor revenue not included in income of liquor authority: data collected by provincial and territorial government departments or agencies.

# Concepts, coverage, sources, methods and data quality

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## Concepts

Statistics Canada's Financial Management System (FMS) contains standardized financial statistics for all agencies and levels of government in Canada. It has been developed over the past 50 years by Statistics Canada in co-operation with representatives of all levels of government, the academic community and business. Through the years, as government activities and user requirements for government financial data have changed, the FMS has been continually updated and improved.

This publication complements the financial statistics presented in the FMS series on provincial and territorial government business enterprise finance and on provincial and territorial government revenue and expenditure.

## Coverage

This report covers the financial activities of the provincial and territorial liquor authorities with additional information on the value on the volume of sales of alcoholic beverages through all liquor authorities' stores and agencies and through stores operated by wineries and breweries. See Table 2 in Appendix I for further details of transactions that are included in these statistics.

## Sources

Most of the data are derived from surveys completed by the liquor authorities and the annual reports of liquor authorities. The Brewer's Association of Canada supplies Quebec statistics on domestic and imported beer sales. Sales volume of imported beer has been provided beginning in 1996/97 only. It reflects sales of imported beer through the grocery channels. Other sales of imported beer are obtained from the Société des alcools du Québec. Details on imports and exports are provided by the International Trade Division of Statistics Canada.

## Methods

Statistics are based on a census of all provincial and territorial liquor authorities. Financial data are reconciled with annual reports of the liquor authorities. Non-financial data are edited for consistency and completeness and respondents are contacted to confirm or to explain variations.

The value of sales of alcoholic beverages excludes all general sales tax and the value of returnable containers. Until December 31, 1990, the federal sales tax was included in the value of sales at the retail level. With the introduction of the federal goods and services tax (GST) on January 1, 1991, the GST is imposed on the retail value of sales rather than included in the value of sales. In order that the value of sales remain comparable with the values of prior years, the goods and services tax has been added to the value of sales.

Per capita sales by value and volume are based on the population of inhabitants of 15 years of age and over. This is in accordance with the practice of Health Canada in presenting more realistic trends in the consumption of alcoholic beverages.

Volume of sales of alcoholic beverages in litres of absolute alcohol is calculated by multiplying the sales volume by the percentage of alcohol content. In the case of spirits, the percentage of alcohol content is 40% with the exception of liqueurs (20%) and spirit coolers (5%). The percentage of alcohol content for most wines ranges between 11% and 12%. Consequently, the conversion rate used for wines is estimated at 11.5%. However, some wines may

have an alcohol content above or below this range. The conversion rate used for wine based coolers is 5%. The conversion rate used for beer is also estimated at 5%. The alcohol content of most beers ranges between 4% and 6.5%.

## Data quality

Data quality is generally described in terms of sampling and non-sampling errors. Sampling error is the error that may be attributed because a survey is conducted instead of a census. Since the data in this publication were obtained from a census of provincial and territorial liquor authorities no sampling error exists.

Non-sampling errors can occur in both censuses and sample surveys. They are difficult to measure and can arise during any of the survey activities. These errors are from an error in coverage, response errors, non-response errors or processing errors.

The data in this publication are based on the censuses of administrative documents of all liquor authorities, surveys completed by all liquor authorities and the public accounts of provincial and territorial government. The survey questionnaires were designed to reduce misinterpretation by respondents, careful editing practices are employed during and after data capture, ongoing communication is maintained with data suppliers and, where possible, survey data are compared to administrative records to help explain significant changes in the data. Finally, data are reconciled to those published in the annual reports of the liquor authorities. Therefore, it is our opinion that the data contained in the publication are of very good quality.

# Appendix I

## Provincial and territorial arrangements for the retail trade of alcoholic beverages

The provinces and territories have varied regulations and practices for the sale of alcoholic beverages. Each province and territory has a liquor authority that is responsible for the control and sale of alcoholic beverages in that jurisdiction. In most provinces, these liquor authorities manage retail stores and license agency stores. Agency stores are privately owned and operate under license from the liquor authorities, usually to provide services to residents of small or remote communities. The number of liquor authority stores, agencies and private sector liquor stores, by province and territory, is presented in Text table 1.

In 1993, Alberta announced that all liquor retailing would be privatized. By the end of 1993/94, 145 of the Alberta Liquor Control Board (ALCB) liquor stores were closed as a result of privatization. During this transition, the ALCB continued to maintain its regulatory function and its responsibility as the importer and wholesaler of liquor products.

Domestic beer is sold under many different arrangements across Canada. In Ontario, the majority of beer is sold through Brewers Retail Inc., a company owned jointly by the major breweries. Some domestic beer is sold through Ontario liquor stores but over 90 percent of sales are through Brewers Retail. In Quebec, breweries sell beer directly to licensed establishments and to the general public in grocery stores and convenience stores. No domestic beer is sold in liquor authority outlets. In Newfoundland and Labrador, domestic beer is sold in grocery stores and convenience stores as well as in liquor stores. In all other provinces and both territories, domestic beer is sold in the liquor authorities' stores and agencies. As well, in Manitoba, Saskatchewan, Alberta, British Columbia and Northwest Territories, cased beer is sold by appropriately licensed hotels for consumption off the premises.

### Text table 1

#### Number of provincial and territorial liquor authorities stores and agencies - Fiscal years ended March 31

Province or territory	Fiscal Year 2003			Fiscal Year 2004		
	Liquor stores	Agency stores	Total liquor and agency stores	Liquor stores	Agency stores	Total liquor and agency stores
Newfoundland and Labrador	23	103	126	25	111	136
Prince Edward Island	20	1	21	19	1	20
Nova Scotia	101	8	109	101	8	109
New Brunswick	49	73	122	49	72	121
Quebec	398	403	801	398	403	801
Ontario	597	155	752	598	181	779
Manitoba	44	175	219	45	174	219
Saskatchewan	81	190	271	81	189	270
Alberta <sup>1</sup>	.	.	.	.	.	.
British Columbia	222	571	793	221	684	905
Yukon Territory	6	0	6	6	0	6
Northwest Territories	0	5	5	0	5	5
Nunavut	0	0	0	0	0	0
<b>Canada</b>	<b>1,541</b>	<b>1,684</b>	<b>3,225</b>	<b>1,543</b>	<b>1,828</b>	<b>3,371</b>

1. Alberta retail stores were privatized in 1994.

In some provinces, wineries, breweries, microbreweries and their outlets also sell domestic wine and beer at the retail level under license from the liquor authorities. In recent years, "brew-on-premises" operations have opened in Ontario, British Columbia and the Yukon for the production of both wine and beer. As well, brewpubs have opened in many provinces. Text table 2 provides an outline of the various types of wineries and brewing establishments in

the provinces and territories. As well, the footnotes provide an explanation of what sales statistics are included in the numbers in this report.

**Text table 2**

**Retail trade of alcoholic beverages in the provinces and territories - 2003/2004**

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia	Yukon	Northwest Territories	Nunavut
1. Wineries	Y	N	N	Y	Y	Y	N	N	Y	Y	N	N	N
2. Micro-breweries <sup>1</sup>	N	N	Y	Y	Y	Y	N	Y	Y	Y	N	N	N
3. Brewpub <sup>2</sup>	N	N	N	N	Y	Y	N	Y	Y	Y	N	N	N
4. Brew-on-premises <sup>3</sup>	N	N	N	N	N	Y	N	N	N	Y	Y	N	N
5. Cased beer sold in hotels	N	N	N	N	N	N	Y	Y	Y	Y	Y	Y	N
6. Beer sold in grocery stores	Y	N	N	N	Y	N	N	N	N	N	N	N	N

1. For Ontario, only the sales of microbreweries through Brewers Retail outlets are included in the statistics. Not included are sales by the microbreweries to the licensees or sales through the micro-brewery retail outlets.
2. Only for British Columbia is the volume of beer produced by brewpubs included in these statistics. For Saskatchewan and Alberta, the revenue is included in Other Revenue.
3. No sales from the brew-on-premises are included in these statistics.



Text table 3

## Sales of alcoholic beverages, by vendor - Fiscal year ended March 31, 2004

Province or territory	Total liquor and agency stores	Wineries	Breweries	Total
thousands of dollars				
<b>Value</b>				
Newfoundland and Labrador	140,283	.	178,065	318,348
Prince Edward Island	64,108	.	.	64,108
Nova Scotia	469,747	1,772	4,605	476,124
New Brunswick	344,449	.	.	344,449
Quebec	1,952,930	.	2,280,770	4,233,700
Ontario	3,521,020	163,961	2,302,723	5,987,704
Manitoba	491,343	.	.	491,343
Saskatchewan	415,264	.	.	415,264
Alberta	1,560,353	.	.	.
British Columbia	2,125,321	48,496	3,208	2,177,025
Yukon Territory	25,409	.	.	25,409
Northwest Territories	39,244	.	.	39,244
Nunavut	3,928	.	.	3,928
<b>Canada</b>	<b>11,153,399</b>	<b>214,229</b>	<b>4,769,372</b>	<b>16,137,000</b>
thousands of litres				
<b>Volume</b>				
Newfoundland and Labrador	8,401	.	41,559	49,960
Prince Edward Island	10,967	.	.	.
Nova Scotia	76,016	340	1,266	77,622
New Brunswick	60,485	.	.	60,485
Quebec	138,439	.	578,739	717,178
Ontario	368,962	17,278	657,708	1,043,948
Manitoba	89,628	.	.	89,628
Saskatchewan	74,815	.	.	74,815
Alberta	287,283	.	301	.
British Columbia	347,138	2,580	2,268 <sup>1</sup>	351,986
Yukon Territory	4,396	.	.	4,396
Northwest Territories	4,439	.	.	4,439
Nunavut	518	.	.	518
<b>Canada</b>	<b>1,471,487</b>	<b>20,198</b>	<b>1,281,841</b>	<b>2,773,526</b>

1. Estimated data.

## Appendix II

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### Glossary

**Coolers:** Spirits, wine or beer blended with non-alcohol beverages such as juices, sodas or colas. They have a concentration of alcohol that can vary depending on the product.

**Cost of goods sold:** Includes the value of the opening inventory, purchases of the period less the closing inventory excluding the goods and services tax and the provincial sales tax.

**Government revenue:** Revenue earned by provincial and territorial governments from the control of the retailing of alcoholic beverages such as special taxes, licenses and permits and fines and confiscations but excludes the general sales tax levied by most provinces.

**Licenses and permits:** Authorization given by governments allowing the manufacture and/or the sale of alcoholic beverages.

**Litre of absolute alcohol:** A litre of pure alcohol free of water.

**Net income from sales:** Total revenue of liquor authorities from the sale of alcoholic beverages less related expenses during the fiscal year.

**Sparkling wines:** Wines containing more than 7% of absolute alcohol by volume in which gas pressure in terms of atmosphere exceeds two at a temperature of 10°C. The term "absolute atmosphere" means the gauge pressure plus one.

**Unidentified wines:** Wines which do not belong to either red or white types or for which the breakdown between red and white is not available.