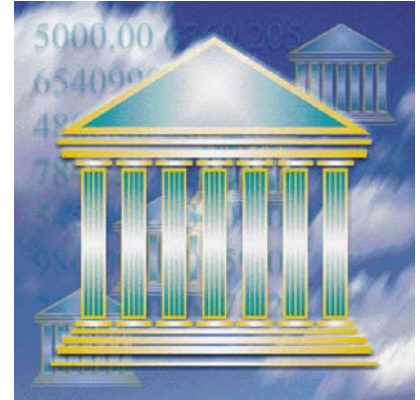




Catalogue no. 63-202-XIE

The Control and Sale of Alcoholic Beverages in Canada



Fiscal year ended March 31, 2005



Statistics
Canada

Statistique
Canada

Canada

How to obtain more information

Specific inquiries about this product and related statistics or services should be directed to: System of National Accounts Branch, Public Institutions Division, Statistics Canada, Ottawa, Ontario, K1A 0T6 (telephone: (613) 951-0767).

For information on the wide range of data available from Statistics Canada, you can contact us by calling one of our toll free numbers. You can also contact us by e-mail or by visiting our website at www.statcan.ca.

National inquiries line **1 800 263-1136**

National telecommunications device for the hearing impaired **1 800 363-7629**

Depository Services Program inquiries **1 800 700-1033**

Fax line for Depository Services Program **1 800 889-9734**

E-mail inquiries infostats@statcan.ca

Website www.statcan.ca

Information to access the product

This product, Catalogue no. 63-202-XIE, is available for free in electronic format. To obtain a single issue, visit our website at www.statcan.ca and select Publications.

Standards of service to the public

Statistics Canada is committed to serving its clients in a prompt, reliable and courteous manner and in the official language of their choice. To this end, the Agency has developed *standards of service* which its employees observe in serving its clients. To obtain a copy of these service standards, please contact Statistics Canada toll free at 1 800 263-1136. The service standards are also published on www.statcan.ca under About us > Providing services to Canadians.



Statistics Canada
Public Institutions Division
System of National Accounts Branch

The Control and Sale of Alcoholic Beverages in Canada

Fiscal year ended March 31, 2005

Published by authority of the Minister responsible for Statistics Canada

© Minister of Industry, 2006

All rights reserved. The content of this electronic publication may be reproduced, in whole or in part, and by any means, without further permission from Statistics Canada, subject to the following conditions: that it be done solely for the purposes of private study, research, criticism, review or newspaper summary, and/or for non-commercial purposes; and that Statistics Canada be fully acknowledged as follows: Source (or "Adapted from", if appropriate): Statistics Canada, year of publication, name of product, catalogue number, volume and issue numbers, reference period and page(s). Otherwise, no part of this publication may be reproduced, stored in a retrieval system or transmitted in any form, by any means—electronic, mechanical or photocopy—or for any purposes without prior written permission of Licensing Services, Client Services Division, Statistics Canada, Ottawa, Ontario, Canada K1A 0T6.

September 2006

Catalogue no. 63-202-XIE

ISSN 1481-0859

Frequency: Annual

Ottawa

La version française de cette publication est disponible sur demande (n° 63-202-XIF au catalogue).

Note of appreciation

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.

User information

Symbols

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^s 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

This publication was prepared by the Public Institutions Division under the general direction of Catherine Boies, Director and Tony Labilloy, Assistant Director.

The following persons also contributed directly or indirectly to the preparation of this publication:

Federal-provincial government section:

- Bruce Orok
- Claude Vaillancourt

Dissemination section:

- Graham Lyttle

Table of contents

Highlights	5
Introduction	6
Analysis	7
Related products	17
Statistical tables	
1 Sales of alcoholic beverages of liquor authorities, wineries and breweries - Canadian and imported beverages	20
1-1 Value	20
1-2 Volume	22
2 Sales of alcoholic beverages of liquor authorities, wineries and breweries - Total Canadian and imported beverages	24
2-1 Value	24
2-2 Volume	25
3 Sales of alcoholic beverages	26
3-1 Value	26
3-2 Volume	27
4 Sales of alcoholic beverages per capita 15 years and over	28
4-1 Value	28
4-2 Volume	29
5 Sales of alcoholic beverages in litres of absolute alcohol	30
5-1 Volume	30
5-2 Volume per capita 15 years and over	31
6 Sales of wines by type	32
6-1 Value	32
6-2 Volume	34

Table of contents – continued

7	Imports and exports of alcoholic beverages	36
7-1	by volume and by country	36
7-2	by value and volume	37
8	Net income of provincial and territorial liquor authorities and government revenue from the control and sale of alcoholic beverages	38
9	Total of net income of provincial and territorial liquor authorities and government revenue from the control and sale of alcoholic beverages	39
10	Reconciliation of net income of liquor authorities with total revenue specifically derived from the control and sale of alcoholic beverages	40

Data concepts, methodology and quality **41**

Appendix

I	Provincial and territorial arrangements for the retail trade of alcoholic beverages	46
II	Glossary	49

Charts

1.	Distribution of sales of alcoholic beverages by value and volume	7
2.	Sales of alcoholic beverages by volume	9
3.	Value of sales of alcoholic beverages - 1995 = 100	11
4.	Per capita sales by volume (aged 15 years and over) of alcoholic beverages by province and territory	14

Highlights

- Sales of alcoholic beverages at Canada's beer and liquor stores and agencies increased at their slowest pace in eight years during the fiscal year ending March 31, 2005. For the first time, sales of wine in dollar terms, surpassed sales of spirits.
- In total, liquor and beer outlets sold nearly \$16.8 billion worth of alcoholic beverages during 2004/05, up only 3.8% from the year before. This was the slowest rate of growth since 1996/97.
- Revenue from the sale of alcoholic beverages plus the net income realized by provincial and territorial liquor authorities hit \$4.5 billion in 2004/05, up 3.8% from the previous year.
- On a per capita basis, \$638.60 was spent on alcoholic beverages in 2004/05, up \$15 from the previous year.

Introduction

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

Sales of alcoholic beverages at Canada's beer and liquor stores and agencies increased at their slowest pace in eight years during the fiscal year ending March 31, 2005.

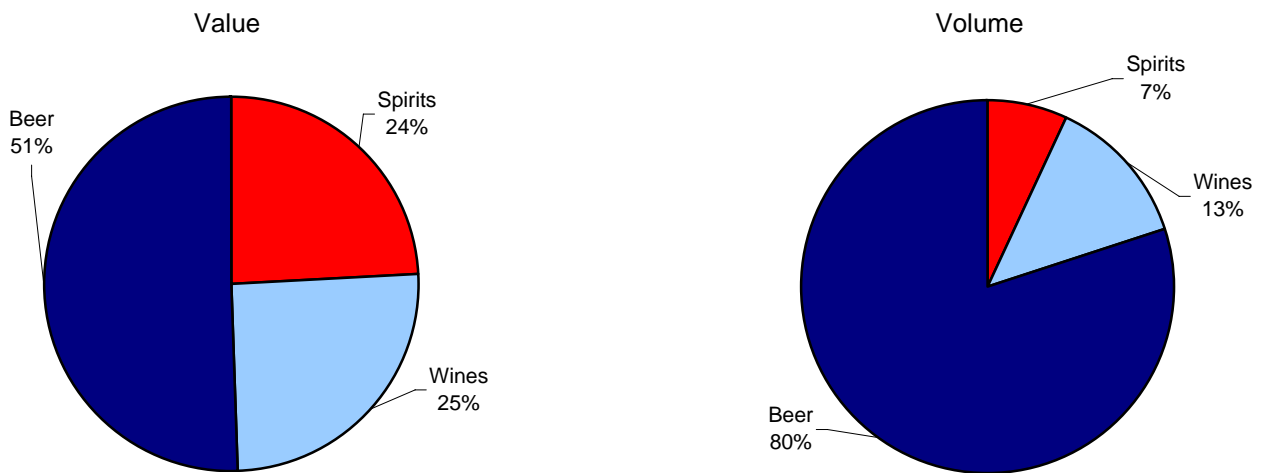
For the first time, sales of wine in dollar terms surpassed sales of spirits in Canada.

In total, liquor and beer outlets sold nearly \$16.8 billion worth of alcoholic beverages during 2004/05, up only 3.8% from the year before. This was the slowest rate of growth since 1996/97.

Growth in sales of wine continued to outpace those of beer and spirits. Wine sales were up 6.5% in 2004/05 from the previous year, twice the rate of growth of 3.3% in the beer market, and much faster than the 2.3% growth in spirits.

As usual, beer was by far the most popular beverage. In terms of dollar value, beer captured 50.4% of sales. However, wine accounted for 25.2% of sales compared with 24.3% for spirits, the first time wine has jumped into second place.

Chart 1
Distribution of sales of alcoholic beverages by value and volume



On a per capita basis, \$638.60 was spent on alcoholic beverages in 2004/05, up \$15 from the previous year.

Text table 1

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

Province	2004	2005	Percent change
	dollars		
Newfoundland and Labrador	733.8	689.8	-6.0
Prince Edward Island	573.6	580.1	1.1
Nova Scotia	613.0	625.9	2.1
New Brunswick	551.7	564.1	2.2
Quebec	682.1	666.0	-2.4
Ontario	601.7	631.7	5.0
Manitoba	530.1	539.3	1.7
Saskatchewan	524.0	530.1	1.2
Alberta	615.8	629.2	2.2
British Columbia	631.9	673.0	6.5
Yukon Territory	1,035.2	1,063.5	2.7
Northwest Territories including Nunavut ¹	858.9	857.0	-0.2
Canada	623.6	638.6	2.4

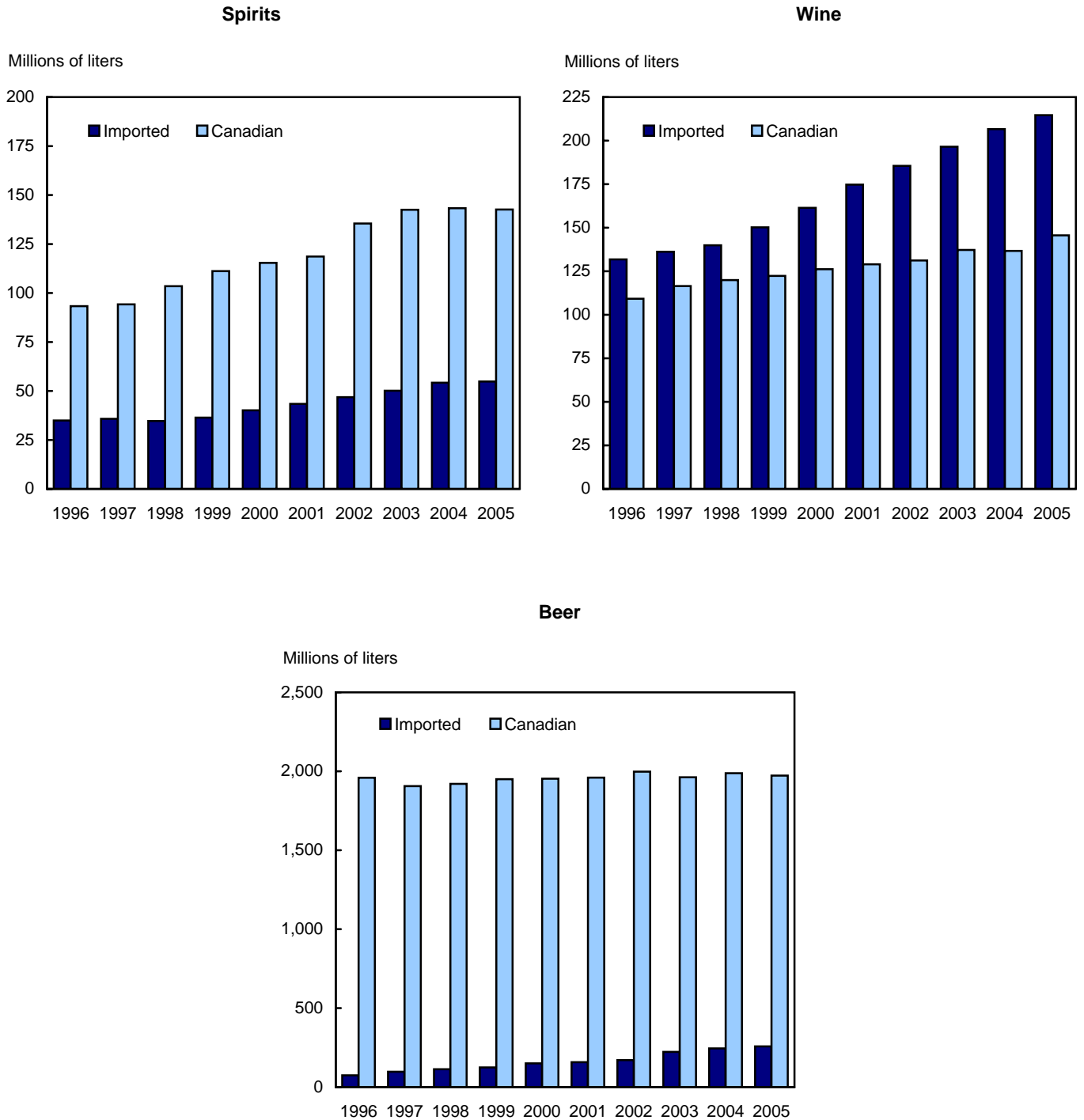
1. The per capita sales of the Northwest Territories and Nunavut are combined since the distribution centre in Nunavut is not representative of all sales of the territory.

Volume of sales of wine increased 4.9% in 2005, while the volume of sales of spirits and beer both declined 0.1%.

Revenue from the sale of alcoholic beverages plus the net income realized by provincial and territorial liquor authorities hit \$4.5 billion in 2004/05, up 3.8% from the previous year.

Provincially, net income increased most in British Columbia (+7.1%) and in Ontario (+6.7%). In Quebec, it declined 4.4%, reflecting a three-month strike at the Société des alcools du Québec.

Chart 2
Sales of alcoholic beverages by volume



Evolution of Canadian's taste over the last 10 years

Over the last 10 years, value of sales of alcoholic beverages increased at an annual average rate of 4.9%, from \$10.4 billion in 1994/95 to \$16.8 billion in 2004/05.

During this 10-year period, sales of spirits increased at an annual average rate of 3.3%. In contrast, beer sales grew at an annual average rate of 4.4%, while sales of wine rose 8.0%.

In 1994/95, the value of sales of spirits accounted for 28.3% of all sales of alcoholic beverages, beer 53.0% and wine 18.8%. In 2004/05, these sales accounted for 24.3%, 50.4% and 25.2% respectively.

By province, the highest average annual rate of growth in the value of sales of alcoholic beverages over the last 10 years occurred in Quebec (+5.7%), followed by Ontario (+5.3%). The lowest growth was recorded in Newfoundland and Labrador (+1.8%).

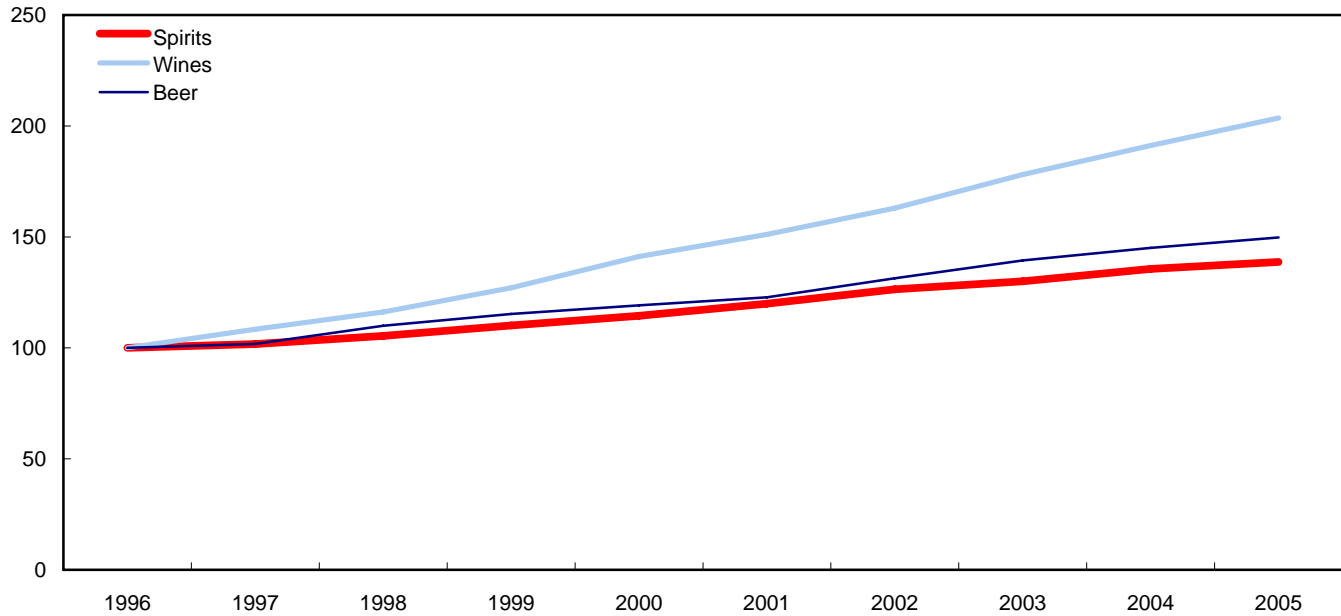
By volume, sales of spirits and wine both increased at annual average rates of 4.5% over the last decade, while volume of beer increased 1.0%.

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							
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
2005	72.2	40.4	88.5	81.1	27.8	59.6	11.5	18.9

Chart 3
Value of sales of alcoholic beverages - 1995 = 100



Imported products capturing greater share of the Canadian market

In 2004/05, the value of imported alcoholic beverages grew by 0.8% to almost \$2.0 billion, while the value of products exported by Canadian companies fell 5.1% to \$0.8 billion. It was the fourth year in a row in which the value of exports of alcoholic beverages declined.

Imported brands continued to expand their share of sales in Canada, capturing 33.7% of the market in 2004/05, compared with 22.4% ten years earlier.

Between 1994/95 and 2004/05, the volume of sales of imported alcoholic beverages increased at much faster rates than domestic products.

During this 10-year period, the volume of sales of imported wine grew at an annual average rate of 5.4%, while Canadian products increased at an annual average rate of 3.3%.

At the same time, in the spirits market, the volume of sales of imported products grew at an annual average rate of 5.7%, compared to 4.1% for domestic brands.

In the beer market, the volume of sales of imported products grew at an annual average rate of almost 15%, while volume sales of Canadian products barely changed (+0.1%).

Volume sales of imported beer now account for 11.5% of the Canadian market, up nearly four-fold from only 3% a decade ago.

Text table 3

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

Sales	Value			Volume ^{1,2}		
	Total	Canadian	Imported	Total	Canadian	Imported
	thousands of dollars			thousands of litres		
Spirits						
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
2005	4,077,417	2,595,295	1,482,123	197,342	142,556	54,786
Wines						
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
2005	4,225,173	1,212,251	3,012,922	360,193	145,611	214,582
Beer						
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
2005	8,449,401	7,290,743	1,158,658	2,230,399	1,972,902	257,497
Total						
1995	10,398,702	8,065,979	2,332,723	.	.	.
1996	10,655,115	8,157,175	2,497,940	.	.	.
1997	10,981,893	8,237,422	2,744,471	.	.	.
1998	11,713,647	8,771,457	2,942,189	.	.	.
1999	12,375,387	9,147,222	3,228,165	.	.	.
2000	13,021,576	9,323,307	3,698,269	.	.	.
2001	13,584,612	9,578,905	4,005,707	.	.	.
2002	14,511,782	10,142,496	4,369,286	.	.	.
2003	15,381,186	10,482,305	4,898,881	.	.	.
2004	16,137,000	10,768,754	5,368,246	.	.	.
2005	16,751,991	11,098,289	5,653,702	.	.	.

1. Total alcoholic beverages by volume (litres) for the three major categories is not shown. It is not advisable to add volumes of the three major different types of alcoholic beverages since their alcohol content varies substantially.

2. Users should use total volume (litres) for each of the three categories presented with caution as the alcohol content may differ from one product to another within the same category.

Wines: more Canadians drinking wines

Wineries and liquor stores and agencies sold \$4.2 billion worth of wines in 2004/05, up 6.5% from 2003/04.

On a per capita basis, every Canadian aged 15 and over spent on average \$161.10 on wine in 2004/05.

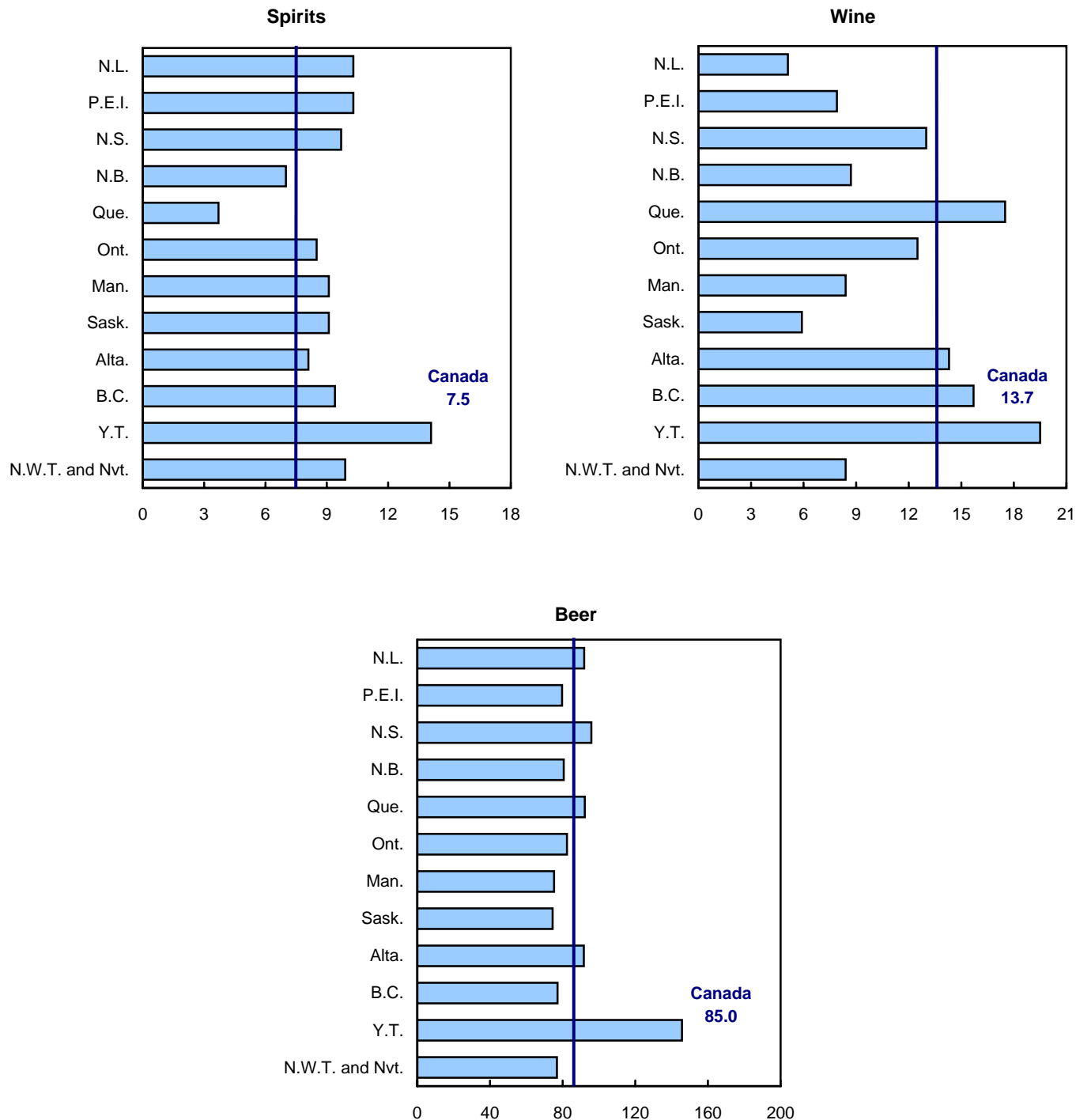
Red wines accounted for 54% of all sales of wines in Canada in 2004/05, while white wines had 32% of the market.

More than 80% of all red wines sold in Canada were from other countries.

From 1994/95 to 2004/05, the value of sales of imported wines grew at an annual average rate of 9.1%, compared with 5.8% for Canadian products.

The value of sales of wine increased in all provinces in 2004/05 with noticeable increases in Saskatchewan (+16.5%), British Columbia (+12.2%) and Ontario (+10.6%).

Chart 4
Per capita sales by volume (aged 15 years and over) of alcoholic beverages by province and territory



Note(s): 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.

Spirits: Canadian products losing ground

Liquor stores and agencies sold \$4.1 billion worth of spirits in 2004/05, up 2.3% from the previous year. Canadian products represented 64% of these sales.

Ten years ago, the value of sales of Canadian products represented 71% of all spirits sales in Canada.

On a per capita basis, each Canadian aged 15 and over spent on average \$155.40 for spirits in 2004/05.

Whisky type products, such as whisky, scotch and bourbon, accounted for almost 30% of all spirits sales in Canada in 2004/05, and more than 70% of these sales were Canadian products.

Three-quarters of all liqueurs sold in Canada are imported products. This ratio climbs to 85% for brandy.

In the past 10 years, the share of Canadian products for alcohol, brandy and gin has declined compared with imported products.

In litres of absolute alcohol, imports of spirits fell 1.8% in 2004/05, the first decline since 1996/97. The vast majority (95%) of Canadian exported spirits go to United States.

Provincially, value of sales of spirits in 2004/05 declined in three provinces: Newfoundland and Labrador, Quebec and Saskatchewan.

Beer: passion for imported brands continues

Breweries and liquor stores and agencies sold \$8.4 billion worth of beer in 2004/05, up 3.3% from the previous year.

On a per capita basis, this amounted to \$322.10 for every Canadian aged 15 and over.

Canadians spent almost \$1.2 billion on imported beer in 2004/05, an increase of 6.4% compared to 2003/04. Sales of domestic brands rose only 2.8%.

From 1994/95 to 2004/05, sales of imported beer increased at an annual average rate of 18.6%, nearly six times the rate of growth of only 3.2% for sales of domestic brands.

The value of beer sales increased 6.7% in British Columbia in 2004/05, followed by Ontario (+6.5%). It declined in two provinces: Newfoundland and Labrador (-8.5%) and Quebec (-0.7%).

Of all imported beer in Canada, 23.4% came from United States, 20.5% from Mexico and 19.3% from Netherlands.

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 ¹		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
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
2005	3,730	4.6	730	-0.2	4,460	3.8

1. Available for distribution to provincial and territorial governments.

Related products

Selected publications from Statistics Canada

68-213-S	Public Sector Statistics: Supplement
68-213-X	Public Sector Statistics
68F0023X	Financial Management System (FMS)

Selected CANSIM tables from Statistics Canada

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

Note on CANSIM

CANSIM® (Canadian Socio-Economic Information Management System) is Statistics Canada's computerized data bank and its supporting software. Most of the data appearing in this publication, as well as many other data series are available from CANSIM via terminal, on computer printouts, or in machine readable form. Historical and more timely data, not included in this publication, are available from CANSIM.

® Registered Trade Mark of Statistic Canada.

Selected surveys from Statistics Canada

1726	Control and Sale of Alcoholic Beverages in Canada
------	---

Statistical tables

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							
Canadian							
Spirits							
Alcohol	0	1	4	89	6,667	365	0
Brandy	690	105	607	562	13,322	6,638	990
Gin	1,217	166	1,510	2,426	26,937	19,428	1,882
Liqueurs	6,650	169	2,561	3,431	22,192	45,006	5,238
Rum	41,649	7,198	62,677	23,759	42,023	190,961	23,737
Whisky	19,362	4,220	21,183	24,115	16,480	396,032	62,864
Vodka	7,933	4,022	25,502	15,238	52,987	201,879	26,838
Others	264	280	0	3,827	21	5,644	190
Coolers	9,050	2,679	15,170	7,049	43,855	145,756	14,580
Total spirits	86,814	18,840	129,213	80,496 ⁵	224,485	1,011,710	136,318
Wines							
Cider	140	7	343	880	0	1,789	1,390
Sparkling	2,349	73	2,382	4,224	6,041	25,837	1,799
Others	7,508	4,204	21,632	18,764	180,664	446,743	23,618
Coolers	1,681	201	829	5,484 ¹	0	5,091	422
Total wines	11,678	4,486	25,186	29,352 ⁵	186,705	479,461	27,228
Beer	162,456	32,606	230,331	205,779 ⁵	2,048,664 ⁶	2,606,647	208,137
Total - Canadian beverages	260,948	55,932 ³	384,730	315,626 ⁵	2,459,854 ⁶	4,097,818	371,684
Imported							
Spirits							
Alcohol	0	0	0	0	0	0	0
Brandy	124	42	920	533	39,204	84,014	2,911
Gin	218	257	2,223	1,480	19,888	36,500	3,201
Liqueurs	1,193	1,422	15,193	3,463	83,360	94,298	19,325
Rum	7,474	534	3,339	1,982	14,471	22,642	6,534
Whisky	3,474	32	7,666	2,543	47,091	179,654	9,903
Vodka	1,423	390	3,572	977	24,714	104,308	9,338
Others	47	1,224	0	1,853	10,788	101,794	2,219
Coolers	0	0	995	0	2,074	28,856	320
Total spirits	13,954	3,901	33,908	12,830 ⁵	241,589	652,067	53,753
Wines							
Cider	0	0	110	0	58	238	61
Sparkling	407	324	3,194	654	42,859	51,157	5,333
Others	16,624	4,691	52,992	21,814	1,206,178	960,186	52,543
Coolers	0	0	0	2,091 ¹	0	1,401	0
Total wines	17,030	5,015	56,297	24,558 ⁵	1,249,094	1,012,981	57,937
Beer	7,701	578	14,263	1,209 ⁵	227,223 ⁶	625,305	21,810
Total - Imported beverages	38,685	9,494 ³	104,468	38,597 ⁵	1,717,906 ⁶	2,290,352	133,500

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						
Canadian							
Spirits							
Alcohol	0	0	68	0	7,195
Brandy	539	951	2,977	17	27,398
Gin	1,125	4,963	10,574	103	70,329
Liqueurs	3,415	8,750	16,567	296	114,276
Rum	26,319	74,778	93,402	1,067	587,569
Whisky	46,428	133,347	123,989	1,693	849,712
Vodka	34,502	98,757	111,972	1,679	581,310
Others	675	9,137	14,420	55	34,515
Coolers	14,706	0	54,565	801	.. ⁶	..	308,211
Total spirits	127,710	330,682	428,535	5,710	14,046 ⁶	734	2,595,295
Wines							
Cider	1,649	5,641	34,109	647	46,597
Sparkling	961	2,306	5,070	29	51,069
Others	17,749	58,800	263,009	1,619	..	136	1,044,447
Coolers	1,347	47,564	4,959	0	0 ⁶	26	67,603
Total wines	21,706	114,310	307,148	2,295	2,535 ⁶	162	1,212,251
Beer	215,800	655,461	890,274	13,102	18,929 ²	2,557	7,290,743
Total - Canadian beverages	365,216	1,100,453	1,625,957	21,108 ⁴	35,510 ⁶	3,453	11,098,289
Imported							
Spirits							
Alcohol	0	0	4	0	4
Brandy	584	14,236	11,032	121	153,722
Gin	1,653	8,686	21,055	182	95,344
Liqueurs	14,053	57,204	76,827	973	367,313
Rum	1,314	19,190	8,959	85	86,524
Whisky	6,175	41,223	63,012	110	360,883
Vodka	3,394	19,468	41,856	211	209,650
Others	1,051	27,669	17,887	629	165,161
Coolers	1,798	0	7,235	35	.. ⁶	..	41,312
Total spirits	30,022	187,677	247,869	2,346	2,099 ⁶	108	1,482,123
Wines							
Cider	0	3,174	1,670	0	5,310
Sparkling	1,226	11,330	20,588	120	137,191
Others	20,293	207,279	308,477	2,305	2,853,381
Coolers	2,310	6,416	2,752	26	0 ⁶	..	14,996
Total wines	23,829	228,199	333,487	2,451	1,912 ⁶	132	3,012,922
Beer	2,895	107,461	148,601	718	789	106	1,158,658
Total - Imported beverages	56,746	523,337	729,956	5,515 ⁴	4,800 ⁶	346	5,653,702

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 sales.
4. Includes liquor tax of 10 cents to 25 cents on volume of retail sales.
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^{5,6}

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba
thousands of litres							
Canadian							
Spirits							
Alcohol	0	0	0	3	258	14	0
Brandy	25	4	21	20	547	241	38
Gin	44	6	53	86	1,207	758	73
Liqueurs	240	6	90	122	952	1,944	203
Rum	1,505	275	2,333	843	1,826	7,503	899
Whisky	700	162	755	856	682	15,147	2,331
Vodka	287	158	933	541	2,286	7,825	1,021
Others	10	34	0	166	2	322	7
Coolers	1,142	384	2,249	1,319	7,121	26,569	2,226
Total spirits	3,953	1,028	6,434	3,956³	14,881	60,323	6,798
Wines							
Cider	18	0	59	122	0	379	330
Sparkling	174	7	276	367	616	3,041	210
Others	555	479	5,753	1,633	25,257	46,208	2,711
Coolers	212	37	155	1,030 ¹	0	914	99
Total wines	959	524	6,243	3,153³	25,873	50,542	3,350
Beer²	38,555	8,863	71,710	50,308	538,311	691,845	64,930
Imported							
Spirits							
Alcohol	0	0	0	0	0	0	0
Brandy	4	1	23	19	1,215	2,537	94
Gin	8	9	76	53	819	1,425	113
Liqueurs	43	44	486	123	2,695	3,107	600
Rum	270	20	109	70	563	801	223
Whisky	126	1	223	90	1,475	5,366	287
Vodka	51	14	122	35	986	4,124	343
Others	2	44	0	80	279	3,831	77
Coolers	0	0	132	0	224	4,710	29
Total spirits	504	132	1,172	470³	8,256	25,901	1,766
Wines							
Cider	0	0	19	0	9	56	7
Sparkling	30	22	193	57	1,457	2,254	417
Others	1,231	350	3,702	1,897	82,697	72,840	4,090
Coolers	0	0	0	341 ¹	0	236	0
Total wines	1,261	372	3,914	2,295³	84,163	75,386	4,514
Beer²	1,342	122	3,149	295⁴	39,842⁴	141,880	5,632

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^{5,6}

	Saskatchewan	Alberta	British Columbia	Yukon Territory	Northwest Territories	Nunavut	Canada
thousands of litres							
Canadian							
Spirits							
Alcohol	0	0	2	0	0	0	277
Brandy	24	39	124	1	0	0	1,084
Gin	44	211	418	4	4	0	2,908
Liqueurs	139	366	641	10	5	0	4,719
Rum	1,009	3,090	3,775	37	73	6	23,174
Whisky	1,793	5,513	4,724	56	81	4	32,804
Vodka	1,340	4,368	4,609	60	174	6	23,608
Others	16	525	447	2	1	0	1,532
Coolers	1,792	0	9,453	119	77	0	52,451
Total spirits	6,157	14,112	24,193	289	416	16	142,556
Wines							
Cider	420	1,608	8,070	145	65	0	11,217
Sparkling	117	307	486	4	5	0	5,609
Others	2,066	6,470	23,529	201	89	2	114,954
Coolers	325	9,846	1,146	..	60	6	13,831
Total wines	2,928	18,231	33,231	350	219	8	145,611
Beer ²	58,733	203,483	238,874	3,527	3,342	420	1,972,902
Imported							
Spirits							
Alcohol	0	0	0	0	0	0	0
Brandy	23	356	427	3	2	0	4,704
Gin	59	336	751	5	3	0	3,657
Liqueurs	491	2,040	2,394	26	37	2	12,087
Rum	44	717	311	2	4	0	3,134
Whisky	191	1,263	1,745	3	14	1	10,785
Vodka	126	747	1,544	7	6	0	8,105
Others	23	1,300	505	15	6	0	6,161
Coolers	137	0	911	4	5	0	6,152
Total spirits	1,094	6,759	8,588	65	75	3	54,786
Wines							
Cider	0	677	306	0	6	0	1,080
Sparkling	58	657	828	4	8	0	5,985
Others	1,462	16,073	20,292	132	173	17	204,955
Coolers	236	1,365	379	3	2	0	2,562
Total wines	1,756	18,772	21,805	139	189	17	214,582
Beer ²	535	33,143	31,243	120	187	7	257,497

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.

5. Total alcoholic beverages by volume (litres) for the three major categories is not shown. It is not advisable to add volumes of the three major different types of alcoholic beverages since their alcohol content varies substantially.

6. Users should use total volume (litres) for each of the three categories presented with caution as the alcohol content may differ from one product to another within the same category.

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							
Canadian and imported beverages							
Spirits							
Alcohol	0	1	4	89	6,667	365	0
Brandy	814	147	1,528	1,095	52,525	90,653	3,901
Gin	1,435	423	3,733	3,906	46,825	55,928	5,084
Liqueurs	7,843	1,591	17,754	6,894	105,552	139,304	24,563
Rum	49,123	7,732	66,015	25,741	56,494	213,603	30,271
Whisky	22,836	4,252	28,848	26,658	63,571	575,686	72,766
Vodka	9,356	4,412	29,074	16,215	77,701	306,187	36,176
Others	311	1,503	0	5,681	10,809	107,439	2,410
Coolers	9,050	2,679	16,165	7,049	45,929	174,612	14,900
Total spirits	100,768	22,741	163,121	93,326	466,074	1,663,776	190,071
Wines							
Cider	140	7	453	880	58	2,027	1,451
Sparkling	2,755	397	5,576	4,877	48,900	76,994	7,132
Others	24,132	8,895	74,625	40,578	1,386,842	1,406,929	76,162
Coolers	1,681	201	829	7,575 ¹	0	6,492	422
Total wines	28,708	9,501	81,483	53,910⁶	1,435,800	1,492,441	85,166
Beer	170,157	33,184	244,595	206,987⁶	2,275,887⁷	3,231,952	229,947
Total Canadian and imported beverages	299,633	65,425⁴	489,199	354,223⁶	4,177,760⁷	6,388,170	505,183
Goods and Services Tax (GST) included	19,602	4,280	32,004	23,174	273,311	417,918	33,049
Discounts and rebates included	..	.	2,255	4,602	.	27,335	.
thousands of dollars							
	Saskatchewan	Alberta	British Columbia	Yukon Territory	Northwest Territories	Nunavut	Canada
Canadian and imported beverages							
Spirits							
Alcohol	0	0	73	0	7,199
Brandy	1,124	15,188	14,008	138	181,120
Gin	2,778	13,649	31,629	285	165,674
Liqueurs	17,469	65,955	93,394	1,269	481,589
Rum	27,633	93,968	102,362	1,152	674,094
Whisky	52,603	174,569	187,002	1,804	1,210,596
Vodka	37,896	118,224	153,829	1,890	790,960
Others	1,726	36,806	32,308	684	199,676
Coolers	16,504	0	61,800	835 ²	.. ⁷	..	349,527
Total spirits	157,732	518,359	676,404	8,057	16,145⁷	842	4,077,417
Wines							
Cider	1,649	8,815	35,780	647	51,907
Sparkling	2,187	13,636	25,658	149	188,261
Others	38,042	266,079	571,486	3,924	3,897,692
Coolers	3,657	53,979	7,711	26 ²	0 ⁷	..	82,577
Total wines	45,535	342,509	640,635	4,746	4,447⁷	293	4,225,173
Beer	218,695	762,922	1,038,875	13,820	19,718³	2,663	8,449,401
Total Canadian and imported beverages	421,962	1,623,790	2,355,913	26,623⁵	40,310⁷	3,798	16,751,991
Goods and Services Tax (GST) included	27,605	106,229	154,125	1,742	2,637	249	1,095,925
Discounts and rebates included	91,287	125,479

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 sales.

5. Includes liquor tax of 10 cents to 25 cents on volume of retail sales.

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^{5,6}

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba
thousands of litres							
Canadian and imported beverages							
Spirits							
Alcohol	0	0	0	3	258	14	0
Brandy	29	5	44	39	1,762	2,778	132
Gin	52	15	130	139	2,026	2,183	186
Liqueurs	283	50	576	245	3,647	5,051	803
Rum	1,775	294	2,442	913	2,389	8,304	1,122
Whisky	826	163	979	946	2,157	20,513	2,618
Vodka	338	172	1,055	576	3,272	11,949	1,364
Others	12	78	0	246	281	4,153	84
Coolers	1,142	384	2,382	1,319	7,345	31,279	2,255
Total spirits	4,457	1,160	7,607	4,426³	23,137	86,224	8,564
Wines							
Cider	18	0	78	122	9	435	337
Sparkling	204	29	468	424	2,073	5,295	627
Others	1,786	829	9,455	3,531	107,954	119,048	6,801
Coolers	212	37	155	1,371 ¹	0	1,150	99
Total wines	2,220	896	10,157	5,448³	110,036	125,928	7,864
Beer²	39,897	8,986	74,859	50,603⁴	578,153⁴	833,725	70,562
thousands of litres							
	Saskatchewan	Alberta	British Columbia	Yukon Territory	Northwest Territories	Nunavut	Canada
Canadian and imported beverages							
Spirits							
Alcohol	0	0	2	0	0	0	277
Brandy	47	395	551	4	2	0	5,788
Gin	103	547	1,169	9	6	0	6,565
Liqueurs	630	2,406	3,035	36	42	3	16,807
Rum	1,053	3,807	4,086	39	77	6	26,307
Whisky	1,984	6,776	6,469	59	95	5	43,589
Vodka	1,466	5,115	6,153	67	180	6	31,713
Others	39	1,825	952	17	6	0	7,693
Coolers	1,929	0	10,364	123	82	0	58,604
Total spirits	7,251	20,871	32,781	354	491	20	197,342
Wines							
Cider	420	2,285	8,376	145	71	0	12,297
Sparkling	175	964	1,314	8	13	0	11,594
Others	3,528	22,543	43,821	333	262	19	319,909
Coolers	561	11,211	1,525	3	62	6	16,393
Total wines	4,684	37,003	55,036	489	408	25	360,193
Beer²	59,268	236,626	270,117	3,647	3,529	427	2,230,399

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.
5. Total alcoholic beverages by volume (litres) for the three major categories is not shown. It is not advisable to add volumes of the three major different types of alcoholic beverages since their alcohol content varies substantially.
6. Users should use total volume (litres) for each of the three categories presented with caution as the alcohol content may differ from one product to another within the same category.

Table 3-1
Sales of alcoholic beverages — Value

	2001	2002	2003	2004	2005
thousands of dollars					
Spirits					
Canada	3,523,617	3,716,100	3,820,693	3,986,293	4,077,417
Newfoundland and Labrador	93,665	86,333	89,491	103,780	100,768
Prince Edward Island	19,995	20,002	21,587	22,478	22,741
Nova Scotia	143,238	148,379	154,447	161,144	163,121
New Brunswick	79,698	81,636	84,470	90,993	93,326
Quebec	422,552	463,940	497,017	508,016	466,074
Ontario	1,423,970	1,512,277	1,542,766	1,603,664	1,663,776
Manitoba	170,989	175,815	179,015	185,273	190,071
Saskatchewan	149,178	152,471	152,028	157,905	157,732
Alberta	449,825	474,872	470,479	495,885	518,359
British Columbia	548,221	576,182	604,581	632,227	676,404
Yukon Territory	7,250	7,558	7,645	7,876	8,057
Northwest Territories	14,114	15,744	16,267	16,129	16,145
Nunavut	922	891	899	923	842
Wines					
Canada	3,136,467	3,383,031	3,696,056	3,967,816	4,225,173
Newfoundland and Labrador	23,887	25,178	30,169	28,535	28,708
Prince Edward Island	7,025	8,947	8,159	8,850	9,501
Nova Scotia	55,498	60,345	68,320	77,484	81,483
New Brunswick	38,992	43,367	49,447	50,640	53,910
Quebec	1,101,040	1,197,553	1,324,596	1,432,706	1,435,800
Ontario	1,091,355	1,162,613	1,267,618	1,349,823	1,492,441
Manitoba	64,653	69,324	73,726	79,403	85,166
Saskatchewan	34,160	35,361	36,904	39,101	45,535
Alberta	245,365	276,132	299,007	320,986	342,509
British Columbia	467,138	496,158	529,525	570,820	640,635
Yukon Territory	3,701	3,888	4,141	4,489	4,746
Northwest Territories	3,452	3,962	4,233	4,762	4,447
Nunavut	203	203	211	216	293
Beer					
Canada	6,924,528	7,412,651	7,864,437	8,182,891	8,449,401
Newfoundland and Labrador	159,199	165,936	169,778	186,033	170,157
Prince Edward Island	28,644	29,882	31,214	32,778	33,184
Nova Scotia	202,853	214,787	224,592	237,496	244,595
New Brunswick	181,359	191,587	192,437	202,816	206,987
Quebec ¹	1,926,958	2,069,098	2,266,905	2,292,978	2,275,887
Ontario	2,575,799	2,772,311	2,903,075	3,034,218	3,231,952
Manitoba	193,241	207,047	212,687	226,668	229,947
Saskatchewan	177,160	184,604	201,988	218,258	218,695
Alberta	604,814	672,415	712,906	743,482	762,922
British Columbia	844,551	873,077	915,801	973,978	1,038,875
Yukon Territory	11,648	11,918	12,363	13,043	13,820
Northwest Territories	15,712	17,294	17,977	18,354	19,718
Nunavut	2,592	2,695	2,715	2,788	2,663
Total alcoholic beverages					
Canada	13,584,612	14,511,782	15,381,186	16,137,000	16,751,991
Newfoundland and Labrador	276,750	277,447	289,437	318,349	299,633
Prince Edward Island	55,664	58,831	60,960	64,107	65,425
Nova Scotia	401,588	423,511	447,359	476,124	489,199
New Brunswick	300,048	316,589	326,354	344,449	354,223
Quebec ¹	3,450,549	3,730,591	4,088,518	4,233,700	4,177,760
Ontario	5,091,124	5,447,201	5,713,459	5,987,705	6,388,170
Manitoba	428,883	452,186	465,429	491,343	505,183
Saskatchewan	360,498	372,436	390,920	415,264	421,962
Alberta	1,300,004	1,423,419	1,482,392	1,560,353	1,623,790
British Columbia	1,859,910	1,945,416	2,049,907	2,177,024	2,355,913
Yukon Territory	22,599	23,366	24,151	25,408	26,623
Northwest Territories	33,278	37,001	38,477	39,244	40,310
Nunavut	3,717	3,790	3,824	3,928	3,798

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

Table 3-2
Sales of alcoholic beverages — Volume^{2,3}

	2001	2002	2003	2004	2005
	thousands of litres				
Spirits					
Canada	162,007	182,313	192,648	197,470	197,342
Newfoundland and Labrador	3,382	3,148	3,168	4,543	4,457
Prince Edward Island	883	942	1,073	1,140	1,160
Nova Scotia	6,433	6,888	6,985	7,530	7,607
New Brunswick	3,799	3,993	4,242	4,410	4,426
Quebec	17,832	21,899	24,952	24,790	23,137
Ontario	69,925	80,554	86,080	86,247	86,224
Manitoba	7,791	8,353	8,645	8,983	8,564
Saskatchewan	6,782	7,197	7,174	7,349	7,251
Alberta	19,105	19,956	18,999	20,020	20,871
British Columbia	25,316	28,619	30,468	31,609	32,781
Yukon Territory	299	332	332	358	354
Northwest Territories	433	407	508	467	491
Nunavut	27	25	23	24	20
Wines					
Canada	303,712	316,688	333,661	343,299	360,193
Newfoundland and Labrador	2,291	2,492	2,808	2,160	2,220
Prince Edward Island	741	575	820	850	896
Nova Scotia	5,732	6,001	6,188	6,710	10,157
New Brunswick	4,416	4,820	5,201	5,228	5,448
Quebec	98,985	102,777	107,240	111,644	110,036
Ontario	102,884	106,423	115,546	116,219	125,928
Manitoba	6,948	7,264	7,357	7,520	7,864
Saskatchewan	3,908	4,025	3,920	4,327	4,684
Alberta	30,757	33,757	34,458	36,239	37,003
British Columbia	46,279	47,758	49,284	51,533	55,036
Yukon Territory	430	422	440	468	489
Northwest Territories	329	361	385	385	408
Nunavut	13	13	14	16	25
Beer					
Canada	2,117,122	2,167,879	2,184,657	2,232,756	2,230,399
Newfoundland and Labrador	41,138	42,210	40,351	43,257	39,897
Prince Edward Island	8,538	9,386	8,748	8,977	8,986
Nova Scotia	60,380	61,627	61,336	63,382	74,859
New Brunswick	49,162	50,864	49,558	50,847	50,603
Quebec ¹	565,276	578,829	577,378	580,744	578,153
Ontario	785,781	800,964	824,799	841,482	833,725
Manitoba	69,456	71,302	70,562	73,125	70,562
Saskatchewan	59,019	61,491	60,687	63,139	59,268
Alberta	210,994	223,951	223,321	231,325	236,626
British Columbia	260,149	259,686	260,247	268,844	270,117
Yukon Territory	3,501	3,462	3,493	3,570	3,647
Northwest Territories	3,268	3,646	3,703	3,587	3,529
Nunavut	460	461	474	478	427

1. The current year figure for imported beer is estimated.
2. Total alcoholic beverages by volume (litres) for the three major categories is not shown. It is not advisable to add volumes of the three major different types of alcoholic beverages since their alcohol content varies substantially.
3. Users should use total volume (litres) for each of the three categories presented with caution as the alcohol content may differ from one product to another within the same category.

Table 4-1
Sales of alcoholic beverages per capita^{1,3} 15 years and over — Value

	2001	2002	2003	2004	2005
	dollars				
Spirits					
Canada³	141.5	145.1	149.6	154.0	155.4
Newfoundland and Labrador	211.0	194.6	206.9	239.2	232.0
Prince Edward Island	180.5	176.1	194.6	201.1	201.6
Nova Scotia	186.1	190.1	200.2	207.5	208.7
New Brunswick	128.7	130.5	136.0	145.7	148.6
Quebec	69.8	75.3	80.8	81.8	74.3
Ontario	151.3	154.6	157.7	161.1	164.5
Manitoba	188.8	192.1	194.7	199.9	202.9
Saskatchewan	186.1	190.4	192.5	199.2	198.1
Alberta	189.0	190.9	189.1	195.7	200.8
British Columbia	164.9	168.3	177.8	183.5	193.2
Yukon Territory	300.5	314.8	317.5	320.9	321.8
Northwest Territories including Nunavut ³	319.9	341.6	349.8	339.3	330.0
Wines					
Canada³	126.0	132.1	144.7	153.3	161.1
Newfoundland and Labrador	53.8	56.8	69.7	65.8	66.1
Prince Edward Island	63.4	78.8	73.6	79.2	84.2
Nova Scotia	72.1	77.3	88.6	99.8	104.3
New Brunswick	63.0	69.3	79.6	81.1	85.9
Quebec	181.8	194.5	215.5	230.8	228.9
Ontario	116.0	118.8	129.6	135.6	147.6
Manitoba	71.4	75.8	80.2	85.7	90.9
Saskatchewan	42.6	44.2	46.7	49.3	57.2
Alberta	103.1	111.0	120.2	126.7	132.7
British Columbia	140.5	144.9	155.8	165.7	183.0
Yukon Territory	153.4	161.9	172.0	182.9	189.6
Northwest Territories including Nunavut ³	77.8	85.5	90.6	99.0	92.1
Beer					
Canada³	278.2	289.5	308.0	316.2	322.1
Newfoundland and Labrador	358.7	374.1	392.4	428.8	391.8
Prince Edward Island	258.6	263.1	281.4	293.3	294.2
Nova Scotia	263.6	275.2	291.1	305.7	313.0
New Brunswick	292.8	306.2	309.8	324.9	329.6
Quebec ²	318.2	336.0	368.7	369.4	362.8
Ontario	273.7	283.3	296.8	304.9	319.6
Manitoba	213.3	226.3	231.4	244.5	245.5
Saskatchewan	220.9	230.6	255.7	275.4	274.7
Alberta	254.1	270.4	286.6	293.4	295.6
British Columbia	254.0	255.1	269.4	282.7	296.8
Yukon Territory	482.8	496.3	513.5	531.4	552.1
Northwest Territories including Nunavut ³	389.4	410.4	421.7	420.6	434.8
Total alcoholic beverages					
Canada³	545.7	566.8	602.4	623.6	638.6
Newfoundland and Labrador	623.6	625.5	669.0	733.8	689.8
Prince Edward Island	502.5	517.9	549.7	573.6	580.1
Nova Scotia	521.8	542.6	579.8	613.0	625.9
New Brunswick	484.5	506.0	525.5	551.7	564.1
Quebec ²	569.7	605.8	665.0	682.1	666.0
Ontario	541.1	556.7	584.2	601.7	631.7
Manitoba	473.5	494.1	506.3	530.1	539.3
Saskatchewan	449.6	465.2	495.0	524.0	530.1
Alberta	546.2	572.3	595.9	615.8	629.2
British Columbia	559.4	568.3	603.0	631.9	673.0
Yukon Territory	936.8	973.1	1,003.0	1,035.2	1,063.5
Northwest Territories including Nunavut ³	787.1	837.5	862.0	858.9	857.0

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

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 4-2
Sales of alcoholic beverages per capita^{1,3} 15 years and over — Volume^{4,5}

	2001	2002	2003	2004	2005
	litres				
Spirits					
Canada³	6.5	7.1	7.5	7.6	7.5
Newfoundland and Labrador	7.6	7.1	7.3	10.5	10.3
Prince Edward Island	8.0	8.3	9.7	10.2	10.3
Nova Scotia	8.4	8.8	9.1	9.7	9.7
New Brunswick	6.1	6.4	6.8	7.1	7.0
Quebec	2.9	3.6	4.1	4.0	3.7
Ontario	7.4	8.2	8.8	8.7	8.5
Manitoba	8.6	9.1	9.4	9.7	9.1
Saskatchewan	8.5	9.0	9.1	9.3	9.1
Alberta	8.0	8.0	7.6	7.9	8.1
British Columbia	7.6	8.4	9.0	9.2	9.4
Yukon Territory	12.4	13.8	13.8	14.6	14.1
Northwest Territories including Nunavut ³	9.8	8.9	10.8	9.8	9.9
Wines					
Canada³	12.2	12.4	13.1	13.3	13.7
Newfoundland and Labrador	5.2	5.6	6.5	5.0	5.1
Prince Edward Island	6.7	5.1	7.4	7.6	7.9
Nova Scotia	7.4	7.7	8.0	8.6	13.0
New Brunswick	7.1	7.7	8.4	8.4	8.7
Quebec	16.3	16.7	17.4	18.0	17.5
Ontario	10.9	10.9	11.8	11.7	12.5
Manitoba	7.7	7.9	8.0	8.1	8.4
Saskatchewan	4.9	5.0	5.0	5.5	5.9
Alberta	12.9	13.6	13.9	14.3	14.3
British Columbia	13.9	14.0	14.5	15.0	15.7
Yukon Territory	17.8	17.6	18.3	19.1	19.5
Northwest Territories including Nunavut ³	7.3	7.7	8.1	8.0	8.4
Beer					
Canada³	85.0	84.7	85.6	86.3	85.0
Newfoundland and Labrador	92.7	95.2	93.3	99.7	91.9
Prince Edward Island	77.1	82.6	78.9	80.3	79.7
Nova Scotia	78.4	79.0	79.5	81.6	95.8
New Brunswick	79.4	81.3	79.8	81.4	80.6
Quebec ²	93.3	94.0	93.9	93.6	92.2
Ontario	83.5	81.9	84.3	84.6	82.4
Manitoba	76.7	77.9	76.8	78.9	75.3
Saskatchewan	73.6	76.8	76.8	79.7	74.5
Alberta	88.6	90.0	89.8	91.3	91.7
British Columbia	78.2	75.9	76.6	78.0	77.2
Yukon Territory	145.1	144.2	145.1	145.5	145.7
Northwest Territories including Nunavut ³	79.3	84.3	85.1	80.9	76.9

1. Per capita values may not add due to rounding (total products).
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.
4. Total alcoholic beverages by volume (litres) for the three major categories is not shown. It is not advisable to add volumes of the three major different types of alcoholic beverages since their alcohol content varies substantially.
5. Users should use total volume (litres) for each of the three categories presented with caution as the alcohol content may differ from one product to another within the same category.

Table 5-1
Sales of alcoholic beverages in litres of absolute alcohol — Volume

	2001	2002	2003	2004	2005
	thousands of litres				
Spirits					
Canada	51,227	52,596	53,230	54,683	55,095
Newfoundland and Labrador	1,291	1,193	1,195	1,324	1,327
Prince Edward Island	279	285	303	302	320
Nova Scotia	2,008	2,029	2,008	2,089	2,094
New Brunswick	1,153	1,143	1,214	1,251	1,260
Quebec	5,979	6,184	6,363	6,449	5,955
Ontario	20,974	21,619	21,932	22,225	22,532
Manitoba	2,461	2,465	2,467	2,543	2,476
Saskatchewan	2,117	2,128	2,069	2,108	2,099
Alberta	7,154	7,487	7,136	7,552	7,867
British Columbia	7,552	7,815	8,255	8,563	8,878
Yukon Territory	84	85	85	89	91
Northwest Territories	167	152	195	180	190
Nunavut	10	9	9	9	7
Wine					
Canada	33,940	35,363	37,229	38,611	40,881
Newfoundland and Labrador	212	225	247	232	240
Prince Edward Island	83	64	93	97	103
Nova Scotia	647	680	699	765	1,181
New Brunswick	430	456	494	505	530
Quebec	11,654	12,109	12,647	13,179	13,100
Ontario	11,901	12,291	13,234	13,515	14,744
Manitoba	782	822	839	845	889
Saskatchewan	428	439	425	454	493
Alberta	2,816	3,073	3,148	3,341	3,493
British Columbia	4,910	5,126	5,317	5,589	6,013
Yukon Territory	44	44	46	48	51
Northwest Territories	32	35	38	38	40
Nunavut	2	2	2	2	3
Beer					
Canada	105,856	108,394	109,233	111,638	111,520
Newfoundland and Labrador	2,057	2,111	2,018	2,163	1,995
Prince Edward Island	427	469	437	449	449
Nova Scotia	3,019	3,081	3,067	3,169	3,743
New Brunswick	2,458	2,543	2,478	2,542	2,530
Quebec ¹	28,264	28,941	28,869	29,037	28,908
Ontario	39,289	40,048	41,240	42,074	41,686
Manitoba	3,473	3,565	3,528	3,656	3,528
Saskatchewan	2,951	3,075	3,034	3,157	2,963
Alberta	10,550	11,198	11,166	11,566	11,831
British Columbia	13,007	12,984	13,012	13,442	13,506
Yukon Territory	175	173	175	179	182
Northwest Territories	163	182	185	179	176
Nunavut	23	23	24	24	21
Total alcoholic beverages					
Canada	191,023	196,353	199,692	204,932	207,496
Newfoundland and Labrador	3,559	3,528	3,459	3,719	3,562
Prince Edward Island	788	818	834	848	872
Nova Scotia	5,674	5,791	5,773	6,023	7,018
New Brunswick	4,041	4,142	4,185	4,298	4,320
Quebec ¹	45,896	47,234	47,878	48,665	47,963
Ontario	72,165	73,958	76,407	77,813	78,962
Manitoba	6,715	6,852	6,833	7,044	6,892
Saskatchewan	5,496	5,641	5,529	5,719	5,556
Alberta	20,519	21,757	21,451	22,460	23,192
British Columbia	25,469	25,925	26,585	27,594	28,397
Yukon Territory	303	302	306	316	325
Northwest Territories	363	370	418	398	406
Nunavut	35	34	34	35	31

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^{1,3} 15 years and over

	2001	2002	2003	2004	2005
	litres				
Spirits					
Canada ³	2.1	2.1	2.1	2.1	2.1
Newfoundland and Labrador	2.9	2.8	2.8	3.1	3.1
Prince Edward Island	2.5	2.6	2.7	2.7	2.8
Nova Scotia	2.6	2.7	2.6	2.7	2.7
New Brunswick	1.9	1.8	2.0	2.0	2.0
Quebec	1.0	1.0	1.0	1.0	0.9
Ontario	2.2	2.3	2.2	2.2	2.2
Manitoba	2.7	2.7	2.7	2.7	2.6
Saskatchewan	2.6	2.7	2.6	2.7	2.6
Alberta	3.0	3.1	2.9	3.0	3.0
British Columbia	2.3	2.3	2.4	2.5	2.5
Yukon Territory	3.5	3.6	3.5	3.6	3.6
Northwest Territories including Nunavut	3.8	3.4	4.2	3.8	3.8
Wine					
Canada ³	1.4	1.4	1.5	1.5	1.6
Newfoundland and Labrador	0.5	0.5	0.6	0.5	0.6
Prince Edward Island	0.7	0.6	0.8	0.9	0.9
Nova Scotia	0.8	0.9	0.9	1.0	1.5
New Brunswick	0.7	0.7	0.8	0.8	0.8
Quebec	1.9	2.0	2.1	2.1	2.1
Ontario	1.3	1.3	1.4	1.4	1.5
Manitoba	0.9	0.9	0.9	0.9	0.9
Saskatchewan	0.5	0.6	0.5	0.6	0.6
Alberta	1.2	1.3	1.3	1.3	1.4
British Columbia	1.5	1.5	1.6	1.6	1.7
Yukon Territory	1.8	1.8	1.9	2.0	2.0
Northwest Territories including Nunavut	0.7	0.8	0.8	0.8	0.8
Beer					
Canada ³	4.3	4.3	4.3	4.3	4.3
Newfoundland and Labrador	4.6	4.9	4.7	5.0	4.6
Prince Edward Island	3.9	4.3	3.9	4.0	4.0
Nova Scotia	3.9	4.0	4.0	4.1	4.8
New Brunswick	4.0	4.1	4.0	4.1	4.0
Quebec ²	4.7	4.8	4.7	4.7	4.6
Ontario	4.2	4.2	4.2	4.2	4.1
Manitoba	3.8	3.9	3.8	3.9	3.8
Saskatchewan	3.7	3.9	3.8	4.0	3.7
Alberta	4.4	4.6	4.5	4.6	4.6
British Columbia	3.9	3.9	3.8	3.9	3.9
Yukon Territory	7.3	7.2	7.3	7.3	7.3
Northwest Territories including Nunavut	4.0	4.3	4.3	4.0	3.8
Total alcoholic beverages					
Canada ³	7.7	7.8	7.8	7.9	7.9
Newfoundland and Labrador	8.0	8.2	8.0	8.6	8.2
Prince Edward Island	7.1	7.4	7.5	7.6	7.7
Nova Scotia	7.4	7.6	7.5	7.8	9.0
New Brunswick	6.5	6.7	6.7	6.9	6.9
Quebec ²	7.6	7.8	7.8	7.8	7.6
Ontario	7.7	7.7	7.8	7.8	7.8
Manitoba	7.4	7.5	7.4	7.6	7.4
Saskatchewan	6.9	7.1	7.0	7.2	7.0
Alberta	8.6	9.0	8.6	8.9	9.0
British Columbia	7.7	7.7	7.8	8.0	8.1
Yukon Territory	12.6	12.6	12.7	12.9	13.0
Northwest Territories including Nunavut	8.5	8.4	9.2	8.6	8.5

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

	2001			2002			2003		
	Canadian	Imported	Total	Canadian	Imported	Total	Canadian	Imported	Total
thousands of dollars									
Red wines									
Canada	270,057	1,167,069	1,437,126	296,887	1,321,688	1,618,575	354,031	1,515,978	1,870,009
Newfoundland and Labrador	1,341	6,355	7,696	1,472	6,673	8,145	1,794	8,217	10,011
Prince Edward Island	802	866	1,668	988	957	1,945	1,005	1,884	2,889
Nova Scotia	3,872	15,362	19,234	4,170	18,101	22,272	4,906	22,464	27,370
New Brunswick ¹	2,726	6,936	9,662	3,056	7,639	10,695	3,490	8,695	12,185
Quebec	68,481	549,491	617,972	69,376	637,763	707,139	76,832	729,901	806,733
Ontario	99,771	345,890	445,661	109,906	383,335	493,241	145,706	452,266	597,972
Manitoba	5,993	22,610	28,603	6,535	22,812	29,347	7,265	25,353	32,618
Saskatchewan	5,146	7,866	13,012	5,198	8,343	13,541	5,348	7,644	12,992
Alberta	14,351	82,021	96,372	17,116	94,583	111,699	20,673	105,668	126,341
British Columbia	67,135	128,882	196,017	78,554	140,560	219,114	87,012	153,886	240,898
Yukon Territory	438	790	1,228	516	921	1,437	0	0	0
Northwest Territories	0	0	0	0	0	0	0	0	0
Nunavut	1	0	1	0	0	0	0	0	0
White wines									
Canada	421,766	667,484	1,089,250	424,449	696,720	1,121,169	472,459	737,322	1,209,781
Newfoundland and Labrador	3,751	5,255	9,006	3,683	5,232	8,915	4,024	5,919	9,943
Prince Edward Island	2,425	1,111	3,536	2,492	1,376	3,868	2,070	1,636	3,706
Nova Scotia	9,943	14,208	24,151	10,005	15,612	25,617	10,709	16,346	27,055
New Brunswick ¹	10,533	7,894	18,427	11,810	8,695	20,505	13,485	9,896	23,381
Quebec	76,948	230,205	307,153	73,867	241,122	314,989	74,861	258,505	333,366
Ontario	178,919	259,456	438,375	175,735	269,686	445,421	212,166	286,208	498,375
Manitoba	10,495	14,942	25,437	10,851	15,701	26,552	10,956	16,326	27,282
Saskatchewan	7,252	5,523	12,775	7,325	5,858	13,183	7,369	5,823	13,192
Alberta	22,328	50,340	72,668	24,413	54,340	78,753	26,538	56,069	82,607
British Columbia	98,668	77,874	176,542	103,731	78,391	182,122	110,281	80,593	190,874
Yukon Territory	503	676	1,179	537	707	1,244	0	0	0
Northwest Territories	0	0	0	0	0	0	0	0	0
Nunavut	1	0	1	0	0	0	0	0	0
Unidentified wines									
Canada	198,850	202,919	401,769	214,895	203,481	418,376	191,354	175,091	366,446
Newfoundland and Labrador	4,154	1,468	5,622	5,037	1,434	6,471	6,511	1,730	8,241
Prince Edward Island	1,005	357	1,362	2,296	253	2,549	756	274	1,030
Nova Scotia	6,014	2,467	8,481	5,950	2,559	8,508	6,747	2,679	9,426
New Brunswick ¹	6,653	1,699	8,352	7,459	1,871	9,330	8,517	2,130	10,647
Quebec	16,443	87,441	103,884	17,030	80,050	97,080	17,813	80,028	97,841
Ontario	60,277	75,645	135,922	69,308	78,585	147,893	43,772	44,571	88,343
Manitoba	4,650	1,733	6,383	4,690	4,200	8,890	4,579	4,424	9,003
Saskatchewan	3,665	2,473	6,138	3,701	2,623	6,324	4,136	4,170	8,306
Alberta	47,993	12,280	60,273	54,008	13,607	67,615	54,242	16,256	70,498
British Columbia	47,056	17,244	64,300	44,578	18,185	62,763	44,281	18,830	63,111
Yukon Territory	940	112	1,052	839	114	953	0	0	0
Northwest Territories	0	0	0	0	0	0	0	0	0
Nunavut	0	0	0	0	0	0	0	0	0
Total wines									
Canada	954,844	2,181,623	3,136,467	1,004,209	2,378,822	3,383,031	1,093,938	2,602,118	3,696,056
Newfoundland and Labrador	9,893	13,993	23,887	10,905	14,273	25,178	13,192	16,977	30,169
Prince Edward Island	4,528	2,496	7,025	6,180	2,767	8,947	4,100	4,060	8,159
Nova Scotia	21,217	34,281	55,498	21,533	38,811	60,345	23,927	44,394	68,320
New Brunswick ¹	21,306	17,686	38,992	23,888	19,479	43,367	27,275	22,171	49,447
Quebec	173,203	927,837	1,101,040	171,492	1,026,060	1,197,553	181,371	1,143,224	1,324,596
Ontario	362,695	728,660	1,091,355	379,795	782,817	1,162,613	429,760	837,858	1,267,618
Manitoba	22,618	42,035	64,653	23,621	45,703	69,324	24,396	49,330	73,726
Saskatchewan	17,187	16,972	34,160	17,360	18,002	35,361	18,033	18,872	36,904
Alberta	90,599	154,766	245,365	102,225	173,907	276,132	108,555	190,453	299,007
British Columbia	227,612	239,525	467,138	242,587	253,571	496,158	258,484	271,041	529,525
Yukon Territory	2,013	1,688	3,701	2,024	1,864	3,888	2,104	2,037	4,141
Northwest Territories	1,973	1,479	3,452	2,494	1,468	3,962	2,634	1,599	4,233
Nunavut	0	203	203	104	100	203	107	104	211

See footnotes at the end of the table.

Table 6-1 – continued

Sales of wines by type — Value

	2004			2005		
	Canadian	Imported	Total	Canadian	Imported	Total
	thousands of dollars					
Red wines						
Canada	377,002	1,663,044	2,040,046	437,957	1,862,382	2,300,339
Newfoundland and Labrador	1,479	9,878	11,357	2,391	9,687	12,078
Prince Edward Island	1,154	2,109	3,263	1,319	2,602	3,921
Nova Scotia	5,159	27,847	33,006	5,857	32,451	38,308
New Brunswick ¹	3,542	9,003	12,545	3,817	10,070	13,887
Quebec	82,407	802,927	885,334	92,268	853,956	946,225
Ontario	151,336	486,452	637,788	167,013	553,620	720,633
Manitoba	7,426	27,714	35,140	9,535	36,166	45,701
Saskatchewan	5,888	8,563	14,451	7,508	11,705	19,213
Alberta	23,662	117,036	140,698	27,621	142,402	170,023
British Columbia	94,273	170,272	264,545	119,839	208,228	328,067
Yukon Territory	675	1,244	1,919	789	1,494	2,283
Northwest Territories	0	0	0	0	0	0
Nunavut	0	0	0	0	0	0
White wines						
Canada	470,084	781,976	1,252,060	517,958	852,093	1,370,051
Newfoundland and Labrador	4,159	6,598	10,757	6,255	6,834	13,089
Prince Edward Island	2,239	1,792	4,031	2,471	2,091	4,562
Nova Scotia	11,441	18,885	30,325	12,720	20,995	33,715
New Brunswick ¹	13,686	10,246	23,932	14,749	11,460	26,209
Quebec	74,079	276,345	350,424	76,623	288,387	365,010
Ontario	199,887	295,933	495,820	214,506	321,878	536,385
Manitoba	11,387	19,098	30,485	13,442	19,792	33,234
Saskatchewan	7,582	6,030	13,612	8,284	7,289	15,573
Alberta	28,317	59,062	87,379	30,897	68,201	99,098
British Columbia	116,718	87,239	203,957	137,355	104,342	241,697
Yukon Territory	589	749	1,338	656	823	1,479
Northwest Territories	0	0	0	0	0	0
Nunavut	0	0	0	0	0	0
Unidentified wines						
Canada	190,167	221,314	411,481	256,336	298,447	554,783
Newfoundland and Labrador	1,249	3,305	4,554	3,031	509	3,541
Prince Edward Island	686	292	978	696	322	1,017
Nova Scotia	6,303	2,781	9,084	6,609	2,851	9,460
New Brunswick ¹	8,644	2,206	10,850	10,786	3,028	13,814
Quebec	21,071	82,149	103,220	17,814	106,751	124,565
Ontario	42,309	85,600	127,909	97,941	137,482	235,424
Manitoba	4,206	4,377	8,583	4,251	1,980	6,231
Saskatchewan	4,233	4,247	8,480	5,914	4,835	10,749
Alberta	55,413	16,497	71,910	55,792	17,596	73,388
British Columbia	45,233	19,742	64,975	49,954	20,916	70,870
Yukon Territory	820	118	938	851	133	984
Northwest Territories	0	0	0	2,535	1,912	4,447
Nunavut	0	0	0	162	132	293
Total wines						
Canada	1,112,898	2,854,918	3,967,816	1,212,251	3,012,922	4,225,173
Newfoundland and Labrador	7,369	21,166	28,535	11,678	17,030	28,708
Prince Edward Island	4,365	4,485	8,850	4,486	5,015	9,501
Nova Scotia	24,506	52,979	77,484	25,186	56,297	81,483
New Brunswick ¹	27,683	22,957	50,640	29,352	24,558	53,910
Quebec	189,986	1,242,720	1,432,706	186,705	1,249,094	1,435,800
Ontario	421,079	928,744	1,349,823	479,461	1,012,981	1,492,441
Manitoba	24,630	54,772	79,403	27,228	57,937	85,166
Saskatchewan	18,942	20,159	39,101	21,706	23,829	45,535
Alberta	114,909	206,077	320,986	114,310	228,199	342,509
British Columbia	274,160	296,661	570,820	307,148	333,487	640,635
Yukon Territory	2,230	2,259	4,489	2,295	2,451	4,746
Northwest Territories	2,928	1,834	4,762	2,535	1,912	4,447
Nunavut	110	106	216	162	132	293

1. Estimated data.

Table 6-2
Sales of wines by type — Volume

	2001			2002			2003		
	Canadian	Imported	Total	Canadian	Imported	Total	Canadian	Imported	Total
	thousands of litres								
Red wines									
Canada	35,894	95,737	131,631	37,633	103,766	141,399	43,316	116,227	159,543
Newfoundland and Labrador	131	459	590	149	482	631	178	516	694
Prince Edward Island	87	94	181	76	66	142	119	146	265
Nova Scotia	518	1,175	1,693	556	1,313	1,869	582	1,592	2,174
New Brunswick ¹	280	779	1,059	306	850	1,156	340	907	1,247
Quebec	12,074	45,820	57,894	11,732	50,035	61,767	12,192	54,060	66,252
Ontario	12,116	28,095	40,211	12,823	30,054	42,877	16,950	36,607	53,557
Manitoba	742	1,878	2,620	827	2,014	2,841	883	2,151	3,034
Saskatchewan	699	654	1,353	713	697	1,410	725	578	1,303
Alberta	1,870	7,415	9,285	2,180	8,158	10,338	2,483	8,655	11,138
British Columbia	7,308	9,237	16,545	8,191	9,949	18,140	8,767	10,848	19,615
Yukon Territory	60	56	116	70	61	131	82	69	151
Northwest Territories	9	68	77	10	80	90	14	91	105
Nunavut	0	7	7	0	7	7	1	7	8
White wines									
Canada	55,494	60,516	116,010	53,817	61,670	115,487	57,931	63,164	121,095
Newfoundland and Labrador	447	436	883	450	436	886	467	449	916
Prince Edward Island	223	113	336	181	105	286	281	135	416
Nova Scotia	1,409	1,253	2,662	1,447	1,332	2,780	1,354	1,331	2,685
New Brunswick ¹	1,093	881	1,974	1,193	962	2,155	1,296	1,029	2,325
Quebec	13,171	19,802	32,972	12,001	20,100	32,101	11,310	20,288	31,598
Ontario	22,695	24,651	47,346	21,396	25,029	46,425	25,920	26,480	52,399
Manitoba	1,445	1,500	2,945	1,476	1,557	3,033	1,422	1,568	2,990
Saskatchewan	1,031	524	1,555	1,022	522	1,544	1,007	504	1,511
Alberta	3,019	5,182	8,201	3,217	5,433	8,650	3,266	5,219	8,485
British Columbia	10,867	6,064	16,931	11,334	6,081	17,415	11,495	6,060	17,555
Yukon Territory	68	50	118	71	51	122	73	49	122
Northwest Territories	27	54	81	29	56	84	40	48	88
Nunavut	0	6	6	0	6	6	1	5	6
Unidentified wines									
Canada	37,605	18,467	56,072	39,733	20,070	59,802	35,927	17,095	53,022
Newfoundland and Labrador	647	171	818	803	172	975	1,018	180	1,198
Prince Edward Island	178	46	224	104	42	146	114	26	140
Nova Scotia	1,141	237	1,378	1,113	239	1,353	1,077	252	1,329
New Brunswick ¹	1,081	302	1,383	1,179	330	1,509	1,282	347	1,629
Quebec	2,319	5,799	8,118	2,357	6,553	8,909	2,325	7,065	9,390
Ontario	7,447	7,880	15,327	8,865	8,256	17,121	5,251	4,338	9,589
Manitoba	977	406	1,383	935	455	1,390	865	468	1,333
Saskatchewan	756	244	1,000	796	275	1,071	875	231	1,106
Alberta	11,417	1,854	13,271	12,633	2,136	14,769	12,323	2,512	14,835
British Columbia	11,294	1,509	12,803	10,611	1,592	12,203	10,458	1,656	12,114
Yukon Territory	187	9	196	161	8	169	158	8	167
Northwest Territories	161	10	171	176	12	187	180	12	192
Nunavut	0	0	0	0	0	0	0	0	0
Total wines									
Canada	128,993	174,720	303,712	131,182	185,506	316,688	137,174	196,486	333,661
Newfoundland and Labrador	1,225	1,066	2,291	1,402	1,090	2,492	1,663	1,145	2,808
Prince Edward Island	488	253	741	361	214	575	514	307	820
Nova Scotia	3,067	2,665	5,732	3,117	2,884	6,001	3,014	3,175	6,188
New Brunswick ¹	2,454	1,962	4,416	2,678	2,142	4,820	2,918	2,283	5,201
Quebec	27,564	71,421	98,985	26,089	76,688	102,777	25,827	81,413	107,240
Ontario	42,258	60,626	102,884	43,084	63,339	106,423	48,120	67,425	115,546
Manitoba	3,164	3,784	6,948	3,238	4,026	7,264	3,170	4,187	7,357
Saskatchewan	2,486	1,422	3,908	2,531	1,494	4,025	2,607	1,313	3,920
Alberta	16,306	14,451	30,757	18,030	15,727	33,757	18,072	16,386	34,458
British Columbia	29,469	16,810	46,279	30,136	17,622	47,758	30,720	18,564	49,284
Yukon Territory	315	115	430	302	120	422	314	126	440
Northwest Territories	197	132	329	214	147	361	235	150	385
Nunavut	0	13	13	0	13	13	2	12	14

See footnotes at the end of the table.

Table 6-2 – continued

Sales of wines by type — Volume

	2004			2005		
	Canadian	Imported	Total	Canadian	Imported	Total
thousands of litres						
Red wines						
Canada	44,241	123,312	167,553	47,470	128,598	176,068
Newfoundland and Labrador	158	669	827	177	717	894
Prince Edward Island	131	161	292	141	184	326
Nova Scotia	618	1,919	2,537	689	2,146	2,835
New Brunswick ¹	405	856	1,261	332	876	1,208
Quebec	12,813	59,806	72,619	13,352	58,769	72,121
Ontario	16,245	35,546	51,791	17,426	38,453	55,879
Manitoba	943	2,427	3,370	1,044	2,729	3,773
Saskatchewan	784	632	1,416	884	774	1,658
Alberta	2,842	9,392	12,234	3,036	10,564	13,600
British Columbia	9,195	11,718	20,913	10,271	13,177	23,448
Yukon Territory	91	77	168	101	84	185
Northwest Territories	15	101	116	16	115	131
Nunavut	1	8	9	1	10	11
White wines						
Canada	57,088	66,566	123,654	57,749	63,531	121,280
Newfoundland and Labrador	473	512	985	463	506	969
Prince Edward Island	288	145	433	295	158	453
Nova Scotia	1,447	1,456	2,903	1,501	1,513	3,014
New Brunswick ¹	1,484	989	2,473	1,284	997	2,280
Quebec	10,892	20,770	31,662	10,724	19,878	30,602
Ontario	24,285	28,911	53,196	24,666	25,652	50,318
Manitoba	1,548	1,348	2,896	1,589	1,619	3,208
Saskatchewan	1,014	505	1,519	995	532	1,527
Alberta	3,481	5,391	8,872	3,487	5,658	9,145
British Columbia	12,068	6,425	18,493	12,632	6,903	19,535
Yukon Territory	75	50	125	81	48	129
Northwest Territories	31	59	90	32	60	92
Nunavut	1	6	7	1	7	8
Unidentified wines						
Canada	35,353	16,739	52,092	40,391	22,454	62,845
Newfoundland and Labrador	112	236	348	319	38	357
Prince Edward Island	97	28	125	87	29	117
Nova Scotia	1,004	266	1,270	4,054	255	4,308
New Brunswick ¹	1,152	342	1,494	1,537	423	1,960
Quebec	2,357	5,006	7,363	1,797	5,516	7,313
Ontario	5,375	5,857	11,232	8,450	11,281	19,731
Manitoba	1,088	166	1,254	717	166	883
Saskatchewan	923	469	1,392	1,049	450	1,499
Alberta	12,472	2,661	15,133	11,708	2,550	14,258
British Columbia	10,438	1,689	12,127	10,328	1,725	12,053
Yukon Territory	168	7	175	168	7	175
Northwest Territories	166	12	178	171	14	185
Nunavut	0	0	0	6	0	6
Total wines						
Canada	136,682	206,617	343,299	145,611	214,582	360,193
Newfoundland and Labrador	743	1,417	2,160	959	1,261	2,220
Prince Edward Island	516	334	850	524	372	896
Nova Scotia	3,069	3,641	6,710	6,243	3,914	10,157
New Brunswick ¹	3,041	2,187	5,228	3,153	2,295	5,448
Quebec	26,062	85,582	111,644	25,873	84,163	110,036
Ontario	45,905	70,314	116,219	50,542	75,386	125,928
Manitoba	3,579	3,941	7,520	3,350	4,514	7,864
Saskatchewan	2,721	1,606	4,327	2,928	1,756	4,684
Alberta	18,795	17,444	36,239	18,231	18,772	37,003
British Columbia	31,701	19,832	51,533	33,231	21,805	55,036
Yukon Territory	334	134	468	350	139	489
Northwest Territories	213	172	385	219	189	408
Nunavut	2	14	16	8	17	25

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			
Imports			
Australia	.	40,125	.
Chile	.	30,044	.
France	1,575	58,726	.
Germany	.	5,622	17,019
Ireland	255	.	..
Italy	.	46,625	.
Jamaica	4,562	.	.
Mexico	..	.	47,398
Netherlands	.	.	44,677
United Kingdom	5,019	.	12,822
United States	12,008	40,087	54,261
Other countries	9,141	42,147	55,549
Total imports	32,560	263,376	231,726
Exports			
Japan	590	.	.
Sweden	226	.	.
Taiwan	.	169	.
United Kingdom	275	.	.
United States	65,404	10,770	354,726
Other countries	2,614	1,913	.
Total exports	69,109	12,852	354,726

Note(s): L.A.A. = Litres of absolute alcohol.

Table 7-2
Imports and exports of alcoholic beverages by value and volume¹

Detail	2001	2002	2003	2004	2005
thousands of dollars					
By value					
Imports					
Spirits	275,482	303,361	301,656	401,869	370,420
Wines	921,936	940,435	1,054,428	1,203,785	1,204,286
Beer	220,243	255,510	307,142	342,380	388,129
Total imports	1,417,661	1,499,306	1,663,226	1,948,034	1,962,835
Exports of domestic stock					
Spirits	608,511	562,756	415,603	445,352	453,551
Wines	86,352	116,001	114,966	55,795	41,484
Beer	352,088	343,262	336,110	321,328	285,359
Total exports of domestic stock²	1,046,951	1,022,019	866,679	822,475	780,394
thousands of litres					
By volume					
Imports					
Spirits (L.A.A.)	28,951	30,626	31,472	33,148	32,560
Wines	248,578	249,247	202,250	284,979	263,376
Beer	164,876	178,643	205,980	219,847	231,726
Total imports	442,405	458,516	439,702	537,974	527,662
Exports of domestic stock					
Spirits (L.A.A.)	65,397	62,522	64,712	66,703	69,109
Wines	24,101	43,913	38,222	19,440	12,852
Beer	413,855	415,748	394,746	391,127	354,726
Total exports of domestic stock²	503,353	522,183	497,680	477,270	436,687

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(s): 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 beverages¹

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba
thousands of dollars							
Liquor authorities							
Net income from sales							
Gross sales (including Goods and Services Tax (GST)) ²	137,762	65,426	482,528	354,224	1,910,550	3,738,996	505,183
Deduct:							
Deduct: Goods and Services Tax (GST)	9,012	4,281	31,567	23,175	124,989	244,607	33,049
Net sales	128,750	61,145	450,961	331,050	1,785,561	3,494,389	472,134
Deduct:							
Deduct: cost of goods sold ²	51,308	40,341	219,932	173,989	797,588	1,810,025	242,266
Gross profit on sales	77,442	20,804	231,029	157,061	987,973	1,684,364	229,868
Deduct:							
Deduct: administrative and general expenses less miscellaneous income	27,790	9,882	61,052	35,236	448,400	538,857	45,472
Net income from sales by liquor authorities	49,652	10,922	169,977	121,825	539,573	1,145,507	184,396
Government revenue (excluding remitted profits from liquor authorities)							
Sales tax ¹	0	12,004 ³	0	0	0	0	0
Licences and permits	54,602	82	3,841	3,068	144,031	491,960	2,164
Fines and confiscations	0	22	44	193	23	0	0
Total government revenue	54,602	12,108	3,885	3,261	144,054	491,960	2,164
Total of net income of liquor authorities and provincial and territorial government revenue	104,254	23,030	173,862	125,086	683,627	1,637,467	186,560
	Saskatchewan	Alberta	British Columbia	Yukon Territory	Northwest Territories	Nunavut	Canada
thousands of dollars							
Liquor authorities							
Net income from sales							
Gross sales (including Goods and Services Tax (GST)) ²	421,962	1,623,790	2,287,894	26,624	40,310	3,799	11,599,050
Deduct:							
Deduct: Goods and Services Tax (GST)	27,605	106,229	149,675	1,743	2,637	248	758,818
Net sales	394,357	1,517,561	2,138,219	24,881	37,673	3,551	10,840,232
Deduct:							
Deduct: cost of goods sold ²	205,878	947,446	1,139,889	13,531	14,045	1,210	5,657,448
Gross profit on sales	188,479	570,115	998,330	11,350	23,628	2,341	5,182,784
Deduct:							
Deduct: administrative and general expenses less miscellaneous income	46,138	9,543	219,736	6,127	3,525	1,180	1,452,938
Net income from sales by liquor authorities	142,341	560,572	778,594	5,223	20,103	1,161	3,729,846
Government revenue (excluding remitted profits from liquor authorities)							
Sales tax ¹	0	0	0	2,666 ⁴	0	0	14,670
Licences and permits	1,004	5,860	7,303	119	465	474	714,974
Fines and confiscations	0	259	0	0	4	15	560
Total government revenue	1,004	6,119	7,303	2,785	469	489	730,203
Total of net income of liquor authorities and provincial and territorial government revenue	143,345	566,691	785,897	8,008	20,572	1,650	4,460,049

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 beverages¹

Province or territory	1996	1997	1998	1999	2000
thousands of dollars					
Canada	3,261,834	3,336,292	3,445,556	3,604,548	3,727,033
Newfoundland and Labrador	77,483	76,087	85,763	87,185	92,830
Prince Edward Island	19,267	18,700	19,012	19,134	20,408
Nova Scotia	119,990	122,036	125,510	136,410	141,526
New Brunswick	88,037	88,649	88,600	95,672	103,972
Quebec	476,977	494,652	507,203	542,986	574,704
Ontario	1,196,405	1,221,845	1,250,561	1,328,898	1,404,552
Manitoba	144,373	145,875	150,623	152,919	157,505
Saskatchewan	122,324	121,652	125,712	129,571	129,970
Alberta	420,016	430,172	456,154	474,042	461,219
British Columbia	572,926	592,589	612,045	614,056	615,496
Yukon Territory	7,656	7,782	7,903	7,027	6,978
Northwest Territories	16,380	16,253	16,470	16,647	16,074
Nunavut	1,799
thousands of dollars					
	2001	2002	2003	2004	2005
Canada	3,825,298	3,928,686	4,010,885	4,298,317	4,460,049
Newfoundland and Labrador	96,141	93,118	92,270	100,038	104,254
Prince Edward Island	20,482	21,211	21,567	22,670	23,030
Nova Scotia	144,638	151,434	161,616	171,621	173,862
New Brunswick	106,686	121,725	113,694	121,904	125,086
Quebec	617,786	628,717	695,107	714,818	683,627
Ontario	1,400,385	1,452,384	1,402,302	1,534,521	1,637,467
Manitoba	159,839	164,665	167,647	177,586	186,560
Saskatchewan	127,896	124,428	126,425	134,544	143,345
Alberta	476,310	499,449	541,312	556,608	566,691
British Columbia	649,026	643,373	660,424	733,749	785,897
Yukon Territory	7,088	7,062	6,889	7,915	8,008
Northwest Territories	16,830	18,944	19,819	20,420	20,572
Nunavut	2,191	2,176	1,813	1,923	1,650

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							
Net income shown in the annual report of the liquor authority	104,016	10,933	170,034	121,825	539,596	1,146,810	185,273
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	-54,602	-82	-29	0	0	-4,385	-2,164
Deduct: fines and confiscations	0	0	-44	0	-23	0	0
Add:							
Expenses deducted from income by the liquor authority							
Add: policing and enforcement expenses	238	71	0	0	0	3,082	1,287
Add: maintenance of prisoners	0	0	16	0	0	0	0
Net income from sales by liquor authorities	49,652	10,922	169,977	121,825	539,573	1,145,507	184,396
Add							
Add: liquor revenue of province and territory	54,602	82	73	0	23	4,385	2,164
Other provincial and territorial liquor revenues not included in income of liquor authority ¹							
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
Total of net income of liquor authorities and provincial and territorial government revenue	104,254	23,030	173,862	125,086	683,627	1,637,467	186,560
	Saskatchewan	Alberta	British Columbia	Yukon Territory	Northwest Territories	Nunavut	Canada
thousands of dollars							
Net income shown in the annual report of the liquor authority	143,345	566,691	778,594	5,342	19,920	1,346	3,793,725
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	-1,004	-5,860	0	-119	-465	-474	-69,185
Deduct: fines and confiscations	0	-259	0	0	-4	-15	-345
Add:							
Expenses deducted from income by the liquor authority							
Add: policing and enforcement expenses	0	0	0	0	652	304	5,634
Add: maintenance of prisoners	0	0	0	0	0	0	16
Net income from sales by liquor authorities	142,341	560,572	778,594	5,223	20,103	1,161	3,729,846
Add							
Add: liquor revenue of province and territory	1,004	6,119	0	119	469	489	69,529
Other provincial and territorial liquor revenues not included in income of liquor authority ¹							
Add: sales tax	0	0	0	2,666	0	0	14,670
Add: licences and permits	0	0	7,303	0	0	0	645,789
Add: fines and confiscations	0	0	0	0	0	0	215
Total of net income of liquor authorities and provincial and territorial government revenue	143,345	566,691	785,897	8,008	20,572	1,650	4,460,049

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

Data concepts, methodology and quality

Introduction

The following information covers the basic concepts that define the data provided in this product, the underlying methodology of the program and key aspects of the data quality. It emphasizes the strengths and limitations of the data and contributes to more efficient use and analysis of the data. The information is also useful when making comparisons with data from other programs or sources of information, regarding change over time.

The data contained in this publication complements the financial statistics presented in the provincial and territorial government business enterprise finance and provincial and territorial government revenue and expenditure data tables (see the Related products section at the beginning of this publication).

- Description of the data concepts
- Statistical methodology
- Comparability of data and related sources

Description of the data concepts

Data are collected and compiled based on the Financial Management System (FMS) (Catalogue no. 68F0023). The data are compiled for all the provincial and territorial liquor authorities. Liquor authorities are part of the public sector of Canada, which consist of all levels of government and government business enterprises (GBE's). GBE's are all entities controlled by government and engaged in operations of a commercial nature. They operate in the marketplace, often in competition with similar organizations in the private sector. In Canada, all provinces and territories have liquor authorities which mandate is to control the sales of alcoholic beverages.

The statistical unit

For statistical purposes, Statistics Canada defines a hierarchical structure of units for each organization. The four standard statistical units that are used are listed below, from largest to smallest:

- Enterprise
- Company
- Establishment
- Location

The institutional unit is the unit of measure for the public sector universe (see Chart 1 below). In the public sector universe, institutional units are comparable to enterprises in the hierarchical structure listed above. The public sector contains all institutional units controlled and mainly financed by government. Institutional units are economic entities that are capable in their own right, of owning assets, incurring liabilities, and engaging in economic activities and transactions with other entities. Control may take the form of full ownership of the institutional unit or a majority holding of the voting shares. The availability of a complete set of annual financial statements is a prerequisite in order for an entity to be classified as an institutional unit within the public sector.

Accounting concepts, definitions and practices

The concepts and definitions for provincial and territorial liquor authorities are based on the guidelines of the Public Sector Accounting Board (PSAB) of the Canadian Institute of Chartered Accountants (CICA). Accounting practices are in accordance with the Generally Accepted Accounting Principles (GAAP) of the CICA.

Statistical methodology

Coverage

Most of the data contained in this publication are derived from a survey on Control and Sale of Alcoholic Beverages completed by the liquor authorities. Responding to this survey is mandatory. This survey covers information on the value and volume of Canadian and imported sales of alcoholic beverages from liquor authorities' stores and agencies retail outlets. Liquor authorities are requested to report for themselves and on behalf of companies to which they have granted an alcohol beverage resale permit, such as breweries and wineries. Additional financial data on liquor authorities, which includes revenues, expenditures and balance sheet information, are compiled by extracting the appropriate data from their annual financial reports.

Data on value and volume of sales of imported alcoholic beverages on the domestic market is derived from the survey. Additional information on global imports and exports of alcoholic beverages is extracted from Statistics Canada's International Trade Division publications. Data are also collected from other organizations involved with alcoholic beverages such as the Brewers Association of Canada, which supplies Quebec statistics on volume of domestic and imported beer sales.

Error detection

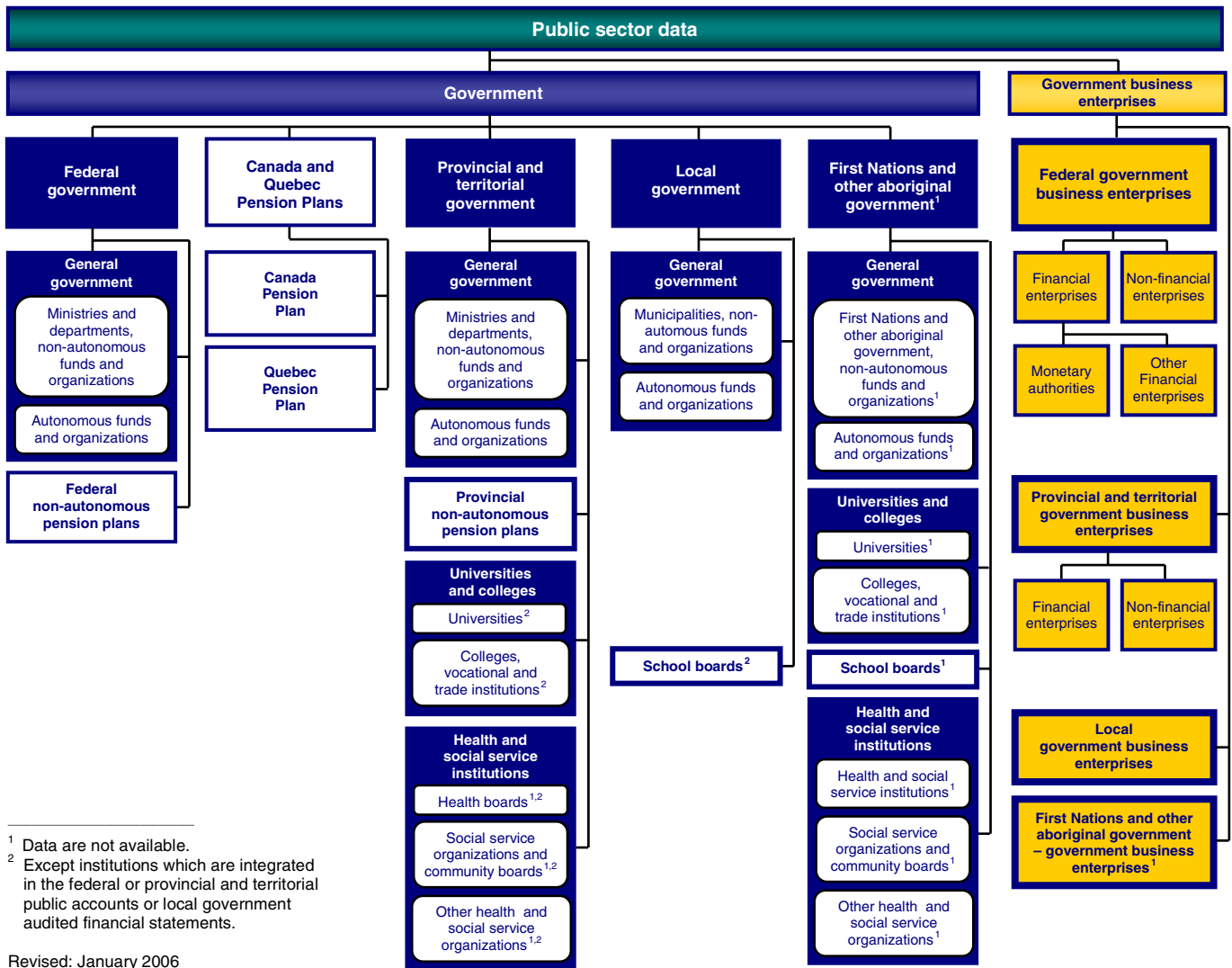
Financial data come from audited financial statements of provincial and territorial liquor authorities; therefore, minimal error detection procedures are required. For survey data, several automated checks are performed on the data to verify internal consistency and identify extreme values. Current year data is also compared to prior years to ensure consistency. Any discrepancies in the data are verified with survey respondents.

Imputation

Since this statistical program is a census of provincial and territorial liquor authorities, the coverage is complete. Occasionally questionnaires received are missing data. Imputation is then performed for certain information not provided on the questionnaire. For non-response, imputation is performed using historical information where historical information is available; otherwise, donor imputation is used. The donor imputation procedure involves using available auxiliary information to substitute the data from an entity with similar characteristics. Overall, the imputation rate is less than 2%.

Estimation

The estimates are derived from the compilation of data obtained from the data sources of each unit of the target population.



Quality evaluation

The analysis of data that occurs before publication includes a detailed review of the individual responses, a review of general economic conditions as well as historic trends and comparisons with original financial statements of the liquor authorities. Any anomaly is verified and resolved before data are published. Cross-checking to the provincial and territorial public accounts is also performed. These measures ensure quality data.

Disclosure control

Statistics Canada is prohibited by law from releasing any data that would divulge information obtained under the *Statistics Act* that relates to any identifiable person, business or organization. For the purpose of the *Control and Sale of Alcoholic Beverages in Canada* publication (63-202-XIE) and the *Federal-Provincial Fiscal Arrangements Act*, the provincial and territorial liquor authorities grant the release of data as reported in the survey.

Revisions and seasonal adjustment

Input data from the survey are not subject to revision or seasonal adjustment. Input data from audited financial statements are subject to their release by the respective entities and governments. For Statistics Canada's purpose, no provision is made to revise data due to prior-year restatements in the presentation of financial statements by liquor authorities. The treatment of certain financial items and transactions can be subject to revision as provincial and territorial governments release their public accounts data and the process of comparing transfer payments between governments and their liquor authorities is finalized. To this end, Statistics Canada has adopted a one-year revision cycle to allow for these revisions.

Data accuracy

Statistics Canada has no control over the accuracy of the input data at the time they are received. Efforts are taken to ensure that no errors are introduced through automated checks that verify internal consistency and identify extreme values, and procedures are applied that maximize the error-detection possibilities inherent in the data. While considerable effort was made to ensure high standards throughout all data gathering of administrative records and survey, the resulting estimates are inevitably subject to a certain degree of error. There are two categories of errors in statistical information - sampling errors and non-sampling errors. Non-sampling errors are the only type that applies to the provincial and territorial data of this program, given that there was no sampling process used to produce these data. Non-sampling errors can arise from a variety of sources and are difficult to measure and their importance can differ according to the purpose to which the data are used. Among non-sampling errors are gaps in the information provided by public sector bodies and errors in processing, such as data capture. Efforts have been made to minimize non-sampling errors in a number of ways including, designing survey questionnaires to reduce misinterpretation by respondents, performing edits on data during and after data capture, making efforts to reduce non-response, and maintaining ongoing communication with data suppliers.

Comparability of data and related sources

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 was 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 – presenting trends that are more realistic 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%.

Reference period

The statistical information on the operations of provincial and territorial government liquor authorities that are derived from the survey and administrative data sources are for the April to March fiscal year.

Limitations of the data

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, wineries and breweries 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.

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 2004			Fiscal Year 2005		
	Liquor stores	Agency stores	Total liquor and agency stores	Liquor stores	Agency stores	Total liquor and agency stores
Newfoundland and Labrador	25	111	136	25	114	139
Prince Edward Island	19	1	20	19	1	20
Nova Scotia	101	8	109	108	8	116
New Brunswick	49	72	121	50	72	122
Quebec	398	403	801	403	403	806
Ontario	598	181	779	597	194	791
Manitoba	45	174	219	45	174	219
Saskatchewan	81	189	270	81	191	272
Alberta ¹
British Columbia	221	684	905	212	787	999
Yukon Territory	6	0	6	6	0	6
Northwest Territories	0	5	5	0	5	5
Nunavut	0	0	0	0	0	0
Canada	1,543	1,828	3,371	1,546	1,949	3,495

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 - 2005

	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 ¹	N	N	Y	Y	Y	Y	N	Y	Y	Y	N	N	N
3. Brewpub ²	N	N	N	N	Y	Y	N	Y	Y	Y	N	N	N
4. Brew-on-premises ³	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, 2005

Province or territory	Total liquor and agency stores	Wineries	Breweries	Total
thousands of dollars				
Value				
Newfoundland and Labrador	137,763	.	161,871	299,634
Prince Edward Island	65,426	.	.	65,426
Nova Scotia	482,528	2,020	4,650	489,198
New Brunswick	354,225	.	.	354,225
Quebec	1,910,550	.	2,267,210	4,177,760
Ontario	3,738,996	175,644	2,474,351	6,388,991
Manitoba	505,183	.	.	505,183
Saskatchewan	421,962	.	.	421,962
Alberta	1,623,790
British Columbia	2,287,894	64,832	3,185	2,355,911
Yukon Territory	26,624	.	.	26,624
Northwest Territories	40,310	.	.	40,310
Nunavut	3,799	.	.	3,799
Canada	11,599,050	242,497	4,911,268	16,752,815
thousands of litres				
Volume				
Newfoundland and Labrador	8,401	.	38,173	46,574
Prince Edward Island	11,042
Nova Scotia	76,236	3,448	12,938	92,622
New Brunswick	60,477	.	.	60,477
Quebec	135,300	.	576,026	711,326
Ontario	376,406	17,877	651,594	1,045,877
Manitoba	86,990	.	.	86,990
Saskatchewan	71,203	.	.	71,203
Alberta	294,237	..	263	..
British Columbia	353,138	3,411	1,385	357,934
Yukon Territory	4,490	.	.	4,490
Northwest Territories	4,427	.	.	4,427
Nunavut	472	.	.	472
Canada	1,482,819	24,736	1,280,379	2,787,934

Appendix II

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.