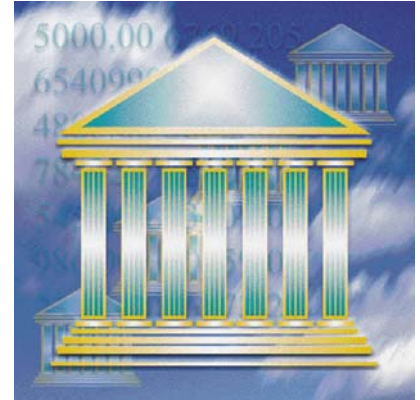




Catalogue no. 63-202-XIE

The Control and Sale of Alcoholic Beverages in Canada



Fiscal year ended March 31, 2006



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Statistics Canada
Public Institutions Division
System of National Accounts Branch

The Control and Sale of Alcoholic Beverages in Canada

Fiscal year ended March 31, 2006

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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.

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- . 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

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Highlights

- Although beer remains by far the most popular alcoholic beverage in Canada, growth in the volume of wine sales continued to outpace growth in sales of beer and spirits. And for the second year in a row, sales of wine in dollar terms surpassed sales of spirits.
- In 2005/2006, red wines clearly asserted their dominance over white wines, with sales of 192.7 million litres. These sales accounted for 60% of the total volume of red and white wines sold.
- The growth in volume of sales of imported beer continues to outpace sales of domestic brands. The volume of imported beer sold surged 15.0% in 2005/2006, while sales of domestic brands increased 1.6%.
- After experiencing high popularity in the second half of the 1990s, the value of sales of spirit-based coolers has declined in Canada for a second year in a row.

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

Although beer remains by far the most popular alcoholic beverage in Canada, growth in the volume of wine sales continued to outpace growth in sales of beer and spirits. And for the second year in a row, sales of wine in dollar terms surpassed sales of spirits.

In total, Canada's beer and liquor stores and agencies sold more than \$17.3 billion worth of alcoholic beverages during the fiscal year ending March 31, 2006, up 6.1% from the year before. This increase reflects, in part, the end of the three-month strike at the Société des alcools du Québec in 2004/2005.

In litres of absolute alcohol, the volume of sales of alcoholic beverages edged up 3.8% in 2005/2006 to 211.9 million litres.

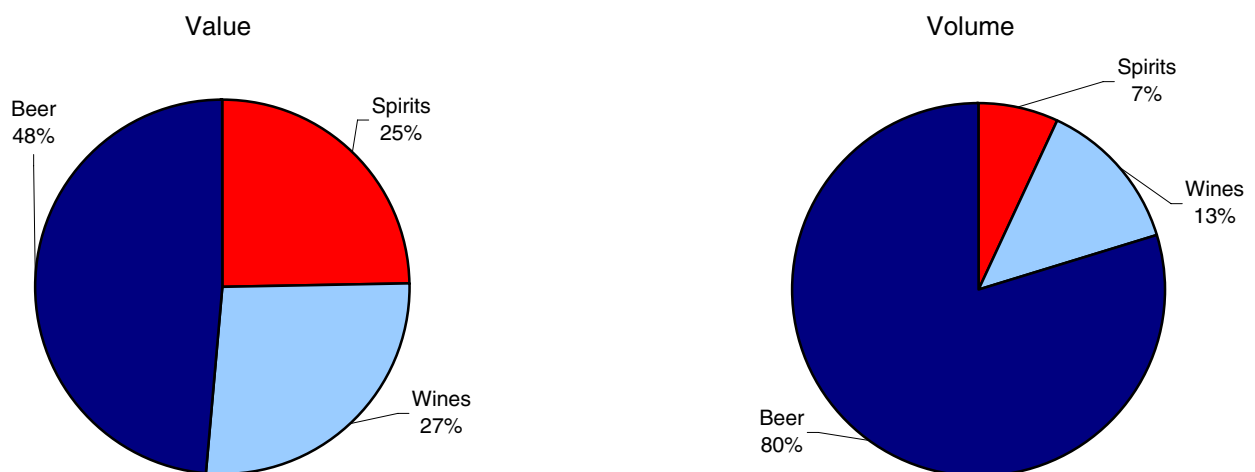
As usual, beer was by far the most popular beverage. In terms of dollar value, beer captured 48.6% of sales, wine 26.6% and spirits 24.8%.

Consumers bought more than 2.2 billion litres of beer, up 2.9% from 2004/2005. This volume was worth more than \$8.4 billion, a 4.8% increase.

The value of wine sales rose 8.9% in 2005/2006, faster than the 5.5% growth in the spirits market. In terms of volume, wine sales were up 5.9%, twice the rate of growth of 2.9% in the volume of spirits.

On a per capita basis, Canadians aged 15 and over spent the equivalent of \$651.50 on alcoholic beverages in 2005/2006, up \$28 from the previous year.

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



Revenue from the sale of alcoholic beverages plus the net income realized by provincial and territorial liquor authorities hit \$4.7 billion in 2005/2006, up 4.8% from the previous year. The increase is due in part to the end of a three-month strike at the Société des alcools du Québec in 2004/2005.

Provincially, net income increased fastest in Prince Edward Island (+8.1%), Nova Scotia (+6.6%) and Manitoba (+6.0%) with the exception of Quebec, where it surged 21.4%, reflecting a return to normal activities after the strike.

Text table 1

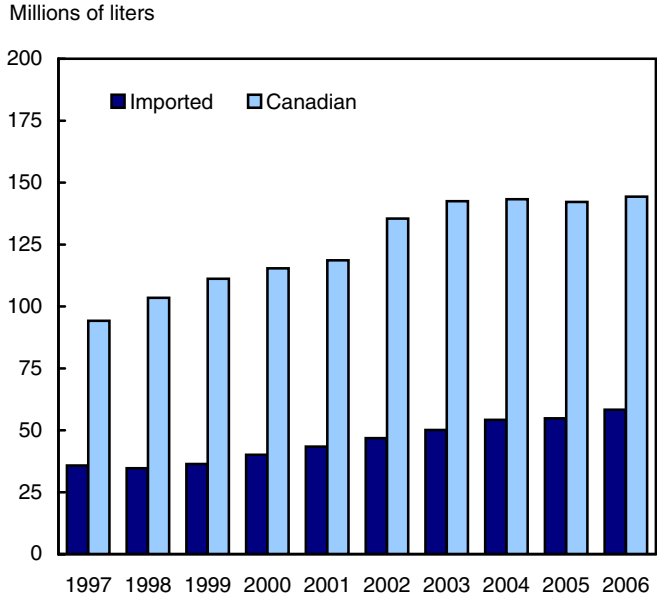
Value of sales of alcoholic beverages per capita 15 years and over - Fiscal years ended March 31

Province	2005	2006	Percent change
	dollars		
Newfoundland and Labrador	689.8	734.5	6.5
Prince Edward Island	580.1	600.5	3.5
Nova Scotia	625.9	675.2	7.9
New Brunswick	564.1	584.2	3.6
Quebec	666.0	699.1	5.0
Ontario	591.5	621.4	5.1
Manitoba	539.3	552.0	2.4
Saskatchewan	530.1	538.9	1.7
Alberta	629.2	655.9	4.2
British Columbia	673.0	694.0	3.1
Yukon Territory	1,056.0	1,092.0	3.4
Northwest Territories including Nunavut ¹	857.0	882.8	3.0
Canada	623.1	651.5	4.6

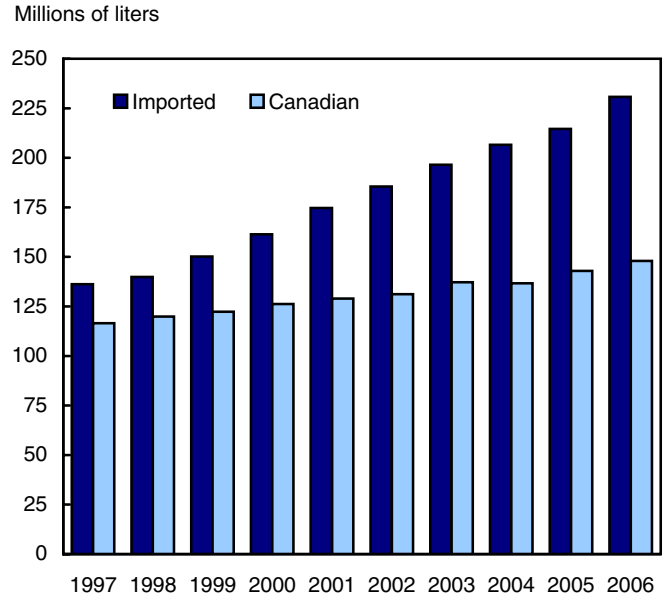
1. The per capita sales of the Northwest Territories and Nunavut are combined since the distribution centre in Nunavut is not representative of all sales of the territory.

Chart 2
Sales of alcoholic beverages by volume

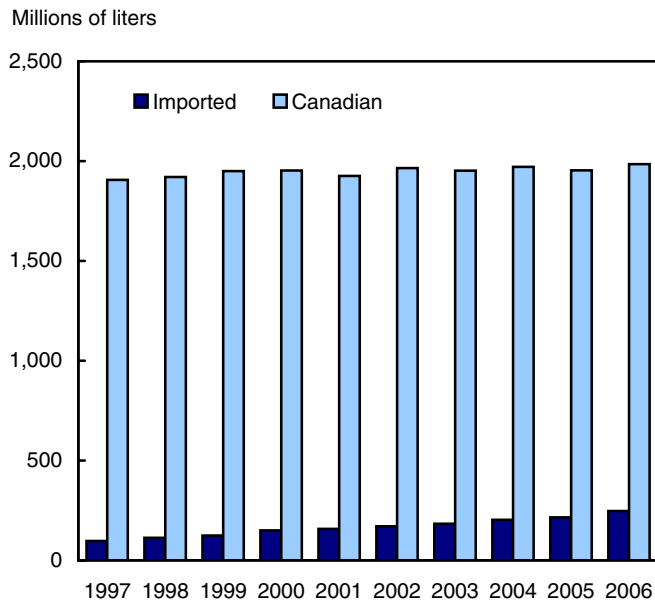
Spirits



Wine



Beer



Wine's popularity keeps growing

Wineries and liquor stores and agencies sold \$4.6 billion worth of wines in 2005/2006, up 8.9% from 2004/2005. In terms of volume, Canadians bought 378.7 million litres of wine, up 5.9% from 2004/2005.

In 2005/2006, red wines clearly asserted their dominance over white wines, with sales of 192.7 million litres. These sales accounted for 60% of the total volume of red and white wines sold.

Almost 75% of all red wines sold in Canada were from other countries, compared with just over 50% for white wines.

In the last 10 years, the value of sales of imported wines grew at an annual average rate of 9.5%, compared with 5.7% for Canadian products.

Text table 2

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

Fiscal years	Canadian products				Import products			
	Spirits	Wines	Beer	Total	Spirits	Wines	Beer	Total
	percent							
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	92.4	85.3	26.8	57.5	7.6	14.7
2002	74.3	41.4	92.0	84.7	25.7	58.6	8.0	15.3
2003	74.0	41.1	91.4	83.9	26.0	58.9	8.6	16.1
2004	72.6	39.8	90.6	82.9	27.4	60.2	9.4	17.1
2005	72.2	40.0	90.1	82.2	27.8	60.0	9.9	17.8
2006	71.2	39.1	88.9	80.9	28.8	60.9	11.1	19.1

On a per capita basis, Canadians aged 15 and over spent \$173.10 on wines in 2005/2006, an increase of almost \$12 from the previous year.

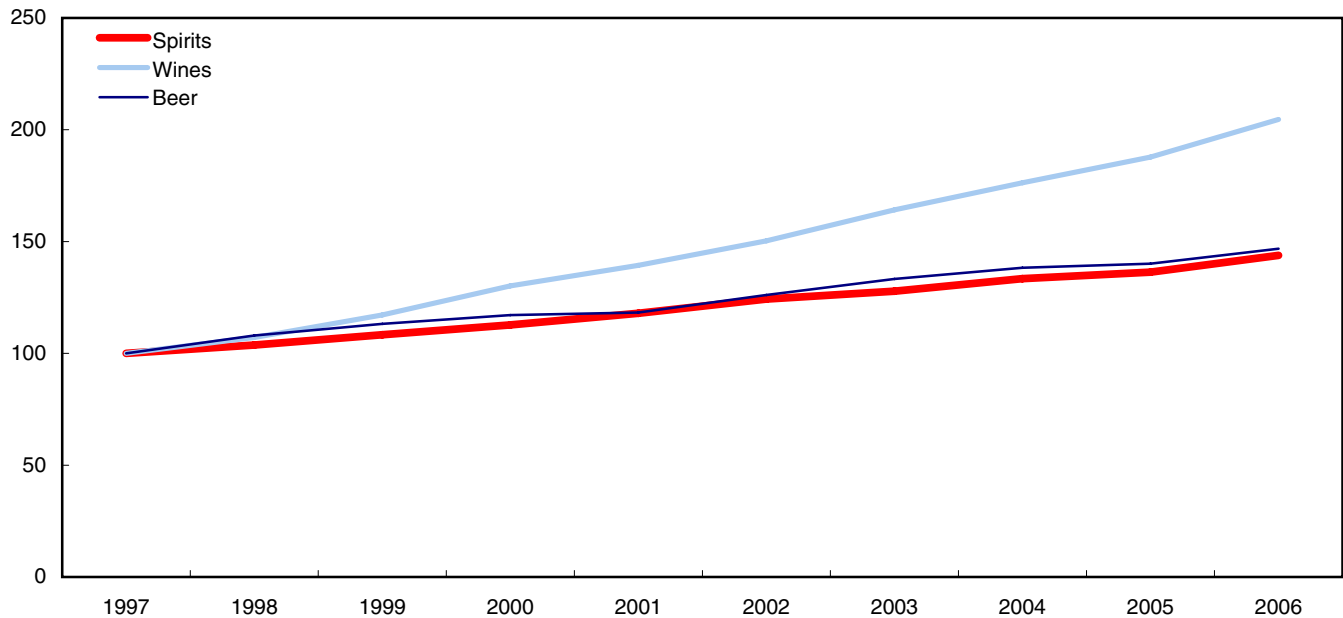
The value of sales of wine increased in all provinces in 2005/2006 with noticeable gains in Newfoundland and Labrador (+15.4%), Alberta (+11.2%) and Manitoba (+11.0%).

Consumers in Quebec bought the most wine by far. They accounted for 35% of all wine sold in Canada in 2005/2006, and 42% of all red wine.

Three provinces reported higher volume of sales of white wines than red wines: Prince Edward Island, Nova Scotia and New Brunswick.

The volume of sales of other wines, such as fortified, aperitif and sparkling wines, followed a very different pattern in 2005/2006. These sales were down 3.2% from 2004/2005.

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



Beer: Imported brands still on the rise

On a per capita basis, Canadians aged 15 and over bought \$316.90 worth of beer in 2005/2006, compared with \$306.60 the year before.

The growth in volume of sales of imported beer continues to outpace sales of domestic brands. The volume of imported beer sold surged 15.0% in 2005/2006, while sales of domestic brands increased 1.6%.

By volume, imported beer continued to increase its market share. In 2005/2006, foreign brands captured 11.1% of the beer market in Canada, up from 9.9% in 2004/2005.

The value of sales of beer increased in all provinces except Saskatchewan (-1.9%).

Text table 3
Sales of alcoholic beverages by value and by volume - Fiscal years ended March 31

Sales	Value			Volume ¹		
	Total	Canadian	Imported	Total	Canadian	Imported
	thousands of dollars			thousands of litres		
Spirits						
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	3,820,639	2,483,503	1,337,136	192,648	142,517	50,131
2004	3,986,238	2,561,720	1,424,518	197,470	143,288	54,183
2005	4,075,024	2,593,063	1,481,961	196,952	142,184	54,768
2006	4,298,105	2,679,224	1,618,882	202,631	144,339	58,292
Wines						
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	3,696,027	1,093,923	2,602,104	333,661	137,174	196,486
2004	3,967,784	1,112,882	2,854,902	343,299	136,682	206,617
2005	4,227,477	1,214,427	3,013,050	357,480	142,879	214,600
2006	4,605,583	1,277,890	3,327,694	378,742	147,968	230,774
Beer						
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	6,795,388	6,169,500	625,888	2,083,533	1,926,006	157,527
2002	7,240,059	6,527,715	712,344	2,135,765	1,965,531	170,233
2003	7,653,722	6,848,627	805,095	2,135,403	1,952,201	183,202
2004	7,942,182	7,024,103	918,080	2,174,396	1,971,040	203,356
2005	8,042,911	7,077,637	965,274	2,168,725	1,953,830	214,895
2006	8,430,715	7,302,267	1,128,448	2,232,045	1,984,920	247,125
Total						
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	13,455,472	9,449,765	4,005,707	.	.	.
2002	14,339,190	9,969,903	4,369,286	.	.	.
2003	15,170,389	10,426,053	4,744,336	.	.	.
2004	15,896,205	10,698,705	5,197,500	.	.	.
2005	16,345,412	10,885,127	5,460,285	.	.	.
2006	17,334,404	11,259,380	6,075,024	.	.	.

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 the alcohol content varies substantially from one product to another within the same category.

Spirits: Coolers on the down side

Liquor stores and agencies sold \$4.3 billion worth of spirits in 2005/2006, up 5.5% from the previous year. Again, part of the increase reflects the end of the strike in Quebec. Canadian products represented 62% of these sales.

After experiencing high popularity in the second half of the 1990s, the value of sales of spirit-based coolers has declined in Canada for a second year in a row.

Sales of imported spirits rose 9.2% to \$1.6 billion, almost three times the rate of growth of Canadian spirits.

On a per capita basis, Canadians aged 15 and over spent \$161.60 for spirits in 2005/2006, an increase of \$6 from the previous year.

The volume of sales of spirits increased 2.9% in 2005/2006 to 202.6 million litres.

While domestic producers dominated the spirits market, the sales volume of imported spirits increased 6.4% to 58.3 million litres. Sales of Canadian spirits rose a modest 1.5% to 144.3 million litres.

Whisky type products, such as whisky, scotch and bourbon, are still the preferred spirits choice of Canadians, accounting for almost 30% of all spirits sales in 2005/2006. Almost 70% of these sales were Canadian products.

Provincially, value of sales of spirits in 2005/2006 rose in all provinces, with noticeable increases in Alberta (+8.4%), Nova Scotia (+7.2%) and Newfoundland and Labrador (+6.0%). In Quebec, the value of sales rose 13.2%, reflecting the three-month strike at the Société des alcools du Québec in 2004/2005.

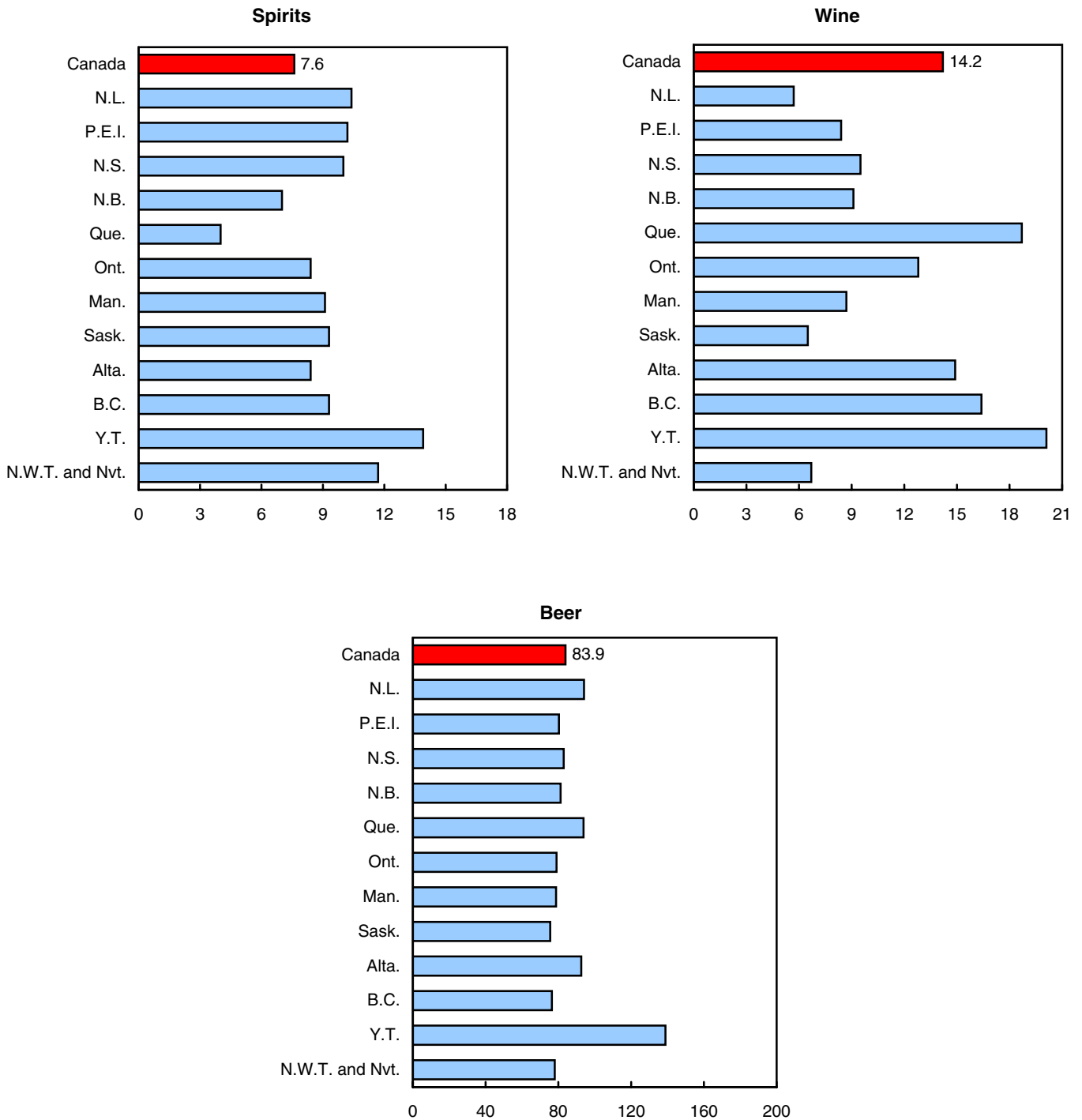
Text table 4

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

Fiscal years	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
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	3,729	4.6	731	0.0	4,460	3.8
2006	4,090	9.7	584	-20.2	4,674	4.8

1. Available for distribution to provincial and territorial governments.

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.

Related products

Selected publications from Statistics Canada

12-589-X	Guide to the Public Sector of Canada (forthcoming)
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 print outs, or in machine readable form. Historical and timelier data, not included in this publication, are available from CANSIM.

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Selected surveys from Statistics Canada

1726	Control and Sale of Alcoholic Beverages in Canada
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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	2	5	92	6,766	292	0
Brandy	750	106	521	583	14,312	5,628	987
Gin	1,290	180	1,522	2,518	27,153	18,587	1,810
Liqueurs	1,508	190	2,484	3,561	25,913	48,542	5,382
Rum	40,547	7,223	65,827	24,655	46,531	194,494	24,097
Whisky	21,533	4,252	22,015	25,024	17,567	394,958	63,557
Vodka	9,135	4,283	27,105	15,812	62,377	217,273	27,410
Others	461	258	166	3,794	45	5,446	60
Coolers	7,063	2,644	16,627	6,989	45,711	143,081	14,225
Total spirits	82,286	19,138	136,270	83,029 ⁵	246,376	1,028,302	137,528
Wines							
Cider	128	11	257	949	78	3,166	1,190
Sparkling	638	18	2,633	4,552	5,413	25,892	1,783
Others	7,478	4,738	23,073	20,223	178,211	474,574	25,078
Coolers	1,378	188	814	5,436 ¹	2,843	3,397	407
Total wines	9,623	4,960	26,777	31,159 ⁵	186,545	507,029	28,457
Beer	166,219	33,894	246,433	213,240 ⁵	2,009,491 ⁶	2,610,167	204,012
Total - Canadian beverages	258,128	57,986 ³	409,481	327,428 ⁵	2,442,412 ⁶	4,145,498	369,996
Imported							
Spirits							
Alcohol	0	0	0	0	0	0	0
Brandy	150	42	969	553	44,020	83,090	2,909
Gin	258	274	2,549	1,535	21,570	39,288	3,667
Liqueurs	7,556	1,425	15,597	3,593	99,522	93,717	20,803
Rum	8,088	558	3,848	2,057	18,401	25,445	7,483
Whisky	4,295	40	8,403	2,640	52,946	188,515	10,187
Vodka	1,822	405	4,646	1,013	28,005	114,420	10,579
Others	92	1,314	1,275	1,837	12,096	112,481	2,645
Coolers	2,303	0	1,261	0	2,162	29,451	511
Total spirits	24,564	4,059	38,550	13,228 ⁵	278,722	686,406	58,785
Wines							
Cider	43	0	217	0	70	5,688	86
Sparkling	1,806	176	3,671	704	54,943	54,518	5,613
Others	21,196	5,311	59,248	23,509	1,350,489	1,015,415	60,420
Coolers	449	0	0	2,074 ¹	28	2,049	0
Total wines	23,494	5,481	63,135	26,287 ⁵	1,405,530	1,077,670	66,119
Beer	12,230	739	18,448	1,252 ⁵	304,819 ⁶	475,784	25,906
Total - Imported beverages	60,288	10,286 ³	120,133	40,767 ⁵	1,989,071 ⁶	2,239,860	150,809

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	67	0	..	0	7,223
Brandy	560	969	2,818	15	..	0	27,249
Gin	1,166	5,138	10,108	98	..	12	69,584
Liqueurs	3,862	9,559	17,944	150	..	48	119,143
Rum	25,405	80,207	96,521	1,089	..	298	606,895
Whisky	48,807	141,317	126,442	1,803	..	205	867,481
Vodka	36,312	106,441	118,330	1,760	..	308	626,546
Others	698	9,909	16,030	144	..	0	37,011
Coolers	13,616	0	52,793	828	.. ⁶	0	303,577
Total spirits	130,424	353,542	441,054	5,887	14,515⁶	872	2,679,224
Wines							
Cider	1,908	5,698	34,877	621	..	0	48,883
Sparkling	930	2,353	5,851	25	..	3	50,090
Others	18,455	64,701	290,417	1,677	..	117	1,108,741
Coolers	1,498	47,477	4,048	0	0 ⁶	6	67,490
Total wines	22,791	120,228	335,192	2,323	2,686⁶	126	1,277,890
Beer	211,265	671,899	900,197	13,259	19,291²	2,899	7,302,267
Total - Canadian beverages	364,481	1,145,669	1,676,444	21,469⁴	36,491⁶	3,897	11,259,380
Imported							
Spirits							
Alcohol	0	0	1	0	..	0	1
Brandy	629	14,140	11,465	126	..	4	158,098
Gin	1,919	9,842	22,201	182	..	0	103,286
Liqueurs	15,208	63,446	81,966	1,191	..	80	404,105
Rum	3,903	22,227	9,563	92	..	0	101,664
Whisky	6,303	45,298	66,404	124	..	22	385,178
Vodka	4,088	23,704	48,948	227	..	7	237,866
Others	1,239	29,484	20,207	587	..	17	183,274
Coolers	1,700	0	5,804	49	.. ⁶	0	43,241
Total spirits	34,990	208,141	266,559	2,578	2,169⁶	131	1,618,882
Wines							
Cider	4	3,605	2,073	12	..	0	11,796
Sparkling	1,267	12,662	22,440	134	..	0	157,935
Others	22,897	238,417	340,744	2,667	..	114	3,140,426
Coolers	2,084	5,981	2,804	39	0 ⁶	0	15,509
Total wines	26,252	260,666	368,061	2,852	2,027⁶	114	3,327,694
Beer	3,253	123,382	160,926	785	804	121	1,128,448
Total - Imported beverages	64,495	592,188	795,546	6,215⁴	4,999⁶	366	6,075,024

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

	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba
thousands of litres							
Canadian							
Spirits							
Alcohol	0	0	0	3	265	11	0
Brandy	24	4	18	20	596	212	39
Gin	43	6	54	87	1,237	723	69
Liqueurs	48	7	79	123	1,120	2,077	210
Rum	1,491	271	2,291	849	2,044	7,583	901
Whisky	698	160	749	862	733	15,066	2,328
Vodka	304	165	957	544	2,718	8,364	1,040
Others	12	31	3	163	1	278	2
Coolers	880	372	2,425	1,296	7,259	26,019	2,141
Total spirits	3,500	1,016	6,575	3,947 ³	15,973	60,333	6,730
Wines							
Cider	18	1	41	131	2	668	277
Sparkling	73	2	283	392	539	2,935	203
Others	695	535	2,730	1,747	25,650	48,215	2,748
Coolers	188	35	152	1,012 ¹	478	534	95
Total wines	974	572	3,206	3,282 ³	26,669	52,352	3,323
Beer ²	38,230	8,984	61,096	50,854	541,461	704,579	66,767
Imported							
Spirits							
Alcohol	0	0	0	0	0	0	0
Brandy	5	2	24	19	1,365	2,468	91
Gin	9	9	83	53	915	1,507	128
Liqueurs	238	43	397	124	3,239	3,052	634
Rum	298	21	111	71	718	887	250
Whisky	139	1	231	91	1,634	5,493	292
Vodka	61	14	144	35	1,075	4,361	382
Others	2	52	86	79	352	4,057	38
Coolers	249	0	153	0	249	4,585	43
Total spirits	1,001	142	1,230	472 ³	9,547	26,410	1,858
Wines							
Cider	5	0	33	0	11	1,178	0
Sparkling	137	8	217	61	1,860	2,318	432
Others	1,306	379	3,960	2,027	90,251	75,032	4,411
Coolers	53	0	0	335 ¹	5	328	0
Total wines	1,501	388	4,209	2,423 ³	92,127	78,856	4,843
Beer ²	2,561	150	3,948	298 ⁴	53,155 ⁴	107,518	7,472

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**

	Saskatchewan	Alberta	British Columbia	Yukon Territory	Northwest Territories	Nunavut	Canada
thousands of litres							
Canadian							
Spirits							
Alcohol	0	0	2	0	0	0	281
Brandy	24	40	117	1	0	0	1,095
Gin	44	218	403	4	3	0	2,891
Liqueurs	153	399	693	10	5	0	4,925
Rum	939	3,295	3,861	38	68	8	23,638
Whisky	1,813	5,799	4,777	59	80	5	33,128
Vodka	1,356	4,687	4,807	62	191	8	25,202
Others	16	545	496	4	148	0	1,699
Coolers	1,844	0	9,131	110	1	0	51,478
Total spirits	6,189	14,983	24,287	288	496	22	144,339
Wines							
Cider	552	1,619	8,305	138	46	0	11,798
Sparkling	112	309	505	3	4	0	5,360
Others	2,168	7,086	25,265	205	91	2	117,136
Coolers	419	9,803	957	1	13,674
Total wines	3,251	18,817	35,032	346	140	3	147,968
Beer ²	59,464	207,698	238,564	3,392	3,323	508	1,984,920
Imported							
Spirits							
Alcohol	0	0	0	0	0	0	0
Brandy	24	350	437	3	1	0	4,789
Gin	65	377	790	5	3	0	3,945
Liqueurs	515	2,232	2,532	28	37	3	13,074
Rum	132	830	324	3	4	0	3,649
Whisky	181	1,327	1,814	3	14	1	11,221
Vodka	141	886	1,762	7	7	0	8,875
Others	26	1,373	699	10	6	0	6,779
Coolers	112	0	551	6	10	0	5,959
Total spirits	1,196	7,375	8,909	65	83	4	58,292
Wines							
Cider	1	772	373	2	2	0	2,377
Sparkling	61	709	873	5	7	0	6,688
Others	1,657	17,939	21,847	152	180	15	219,156
Coolers	240	1,195	393	4	..	0	2,553
Total wines	1,959	20,615	23,486	163	190	15	230,774
Beer ²	619	37,606	33,459	129	200	9	247,125

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.

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	2	5	92	6,766	292	0
Brandy	900	148	1,490	1,136	58,332	88,718	3,896
Gin	1,548	454	4,071	4,053	48,724	57,875	5,477
Liqueurs	9,064	1,615	18,082	7,154	125,435	142,259	26,185
Rum	48,635	7,781	69,675	26,711	64,932	219,939	31,580
Whisky	25,828	4,292	30,418	27,664	70,513	583,473	73,744
Vodka	10,957	4,689	31,751	16,826	90,382	331,694	37,989
Others	553	1,572	1,441	5,631	12,141	117,927	2,705
Coolers	9,366	2,644	17,888	6,989	47,874	172,532	14,736
Total spirits	106,850	23,197	174,820	96,257	525,098	1,714,708	196,313
Wines							
Cider	171	11	474	949	148	8,854	1,275
Sparkling	2,444	195	6,303	5,256	60,357	80,409	7,396
Others	28,674	10,048	82,321	43,732	1,528,699	1,489,989	85,497
Coolers	1,828	188	814	7,509 ¹	2,871	5,446	407
Total wines	33,117	10,441	89,912	57,446⁶	1,592,074	1,584,699	94,575
Beer	178,449	34,634	264,881	214,492⁶	2,314,310⁷	3,085,951	229,917
Total Canadian and imported beverages	318,416	68,272⁴	529,613	368,195⁶	4,431,483⁷	6,385,358	520,805
Goods and Services Tax (GST) included	20,831	4,466	34,648	24,088	311,175	417,755	34,071
Discounts and rebates included	..	.	2,602	4,679
thousands of dollars							
	Saskatchewan	Alberta	British Columbia	Yukon Territory	Northwest Territories	Nunavut	Canada
Canadian and imported beverages							
Spirits							
Alcohol	0	0	68	0	..	0	7,224
Brandy	1,189	15,109	14,283	142	..	4	185,347
Gin	3,085	14,980	32,310	280	..	12	172,870
Liqueurs	19,070	73,005	99,910	1,341	..	128	523,247
Rum	29,308	102,434	106,084	1,180	..	298	708,559
Whisky	55,110	186,615	192,846	1,927	..	228	1,252,659
Vodka	40,400	130,145	167,278	1,987	..	315	864,412
Others	1,937	39,393	36,237	731	..	17	220,285
Coolers	15,316	0	58,596	877 ²	.. ⁷	0	346,822
Total spirits	165,415	561,683	707,613	8,465	16,683⁷	1,003	4,298,105
Wines							
Cider	1,912	9,303	36,949	633	..	0	60,679
Sparkling	2,197	15,015	28,291	159	..	3	208,025
Others	41,352	303,118	631,161	4,344	..	231	4,249,167
Coolers	3,582	53,458	6,852	39 ²	0 ⁷	6	83,004
Total wines	49,043	380,894	703,253	5,175	4,712⁷	240	4,605,583
Beer	214,518	795,281	1,061,123	14,045	20,095³	3,020	8,430,715
Total Canadian and imported beverages	428,976	1,737,857	2,471,990	27,684⁵	41,490⁷	4,263	17,334,404
Goods and Services Tax (GST) included	28,064	113,692	161,719	1,818	2,714	279	1,155,321
Discounts and rebates included	124,942	132,223

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

	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	265	11	0
Brandy	29	5	42	39	1,961	2,680	130
Gin	52	16	137	140	2,152	2,230	197
Liqueurs	286	50	476	247	4,359	5,129	844
Rum	1,789	291	2,402	920	2,762	8,470	1,151
Whisky	837	161	980	953	2,367	20,559	2,620
Vodka	365	179	1,101	579	3,793	12,725	1,422
Others	14	83	89	242	353	4,335	40
Coolers	1,129	372	2,578	1,296	7,508	30,604	2,184
Total spirits	4,501	1,158	7,804	4,419 ³	25,520	86,743	8,588
Wines							
Cider	23	1	74	131	13	1,846	277
Sparkling	210	10	500	453	2,399	5,253	635
Others	2,001	914	6,690	3,774	115,901	123,247	7,159
Coolers	241	35	152	1,347 ¹	483	862	95
Total wines	2,475	960	7,415	5,705 ³	118,796	131,208	8,166
Beer ²	40,791	9,134	65,044	51,152 ⁴	594,616 ⁴	812,097	74,239
thousands of litres							
Canadian and imported beverages							
Spirits							
Alcohol	0	0	2	0	0	0	281
Brandy	48	390	554	4	1	0	5,884
Gin	109	595	1,193	9	6	0	6,836
Liqueurs	668	2,631	3,225	38	42	3	17,999
Rum	1,071	4,125	4,185	41	73	8	27,287
Whisky	1,994	7,126	6,591	62	94	6	44,350
Vodka	1,497	5,573	6,569	69	197	8	34,078
Others	42	1,918	1,195	14	154	0	8,479
Coolers	1,956	0	9,682	116	11	0	57,437
Total spirits	7,385	22,358	33,196	353	579	26	202,631
Wines							
Cider	553	2,391	8,678	140	49	0	14,176
Sparkling	173	1,018	1,378	8	10	0	12,047
Others	3,825	25,025	47,112	357	271	17	336,292
Coolers	659	10,998	1,350	4	0	1	16,227
Total wines	5,210	39,432	58,518	509	330	18	378,742
Beer ²	60,083	245,304	272,023	3,521	3,523	518	2,232,045

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.

Table 3-1
Sales of alcoholic beverages — Value

	2002	2003	2004	2005	2006
thousands of dollars					
Spirits					
Canada	3,716,100	3,820,639	3,986,238	4,075,024	4,298,105
Newfoundland and Labrador	86,333	89,491	103,780	100,768	106,850
Prince Edward Island	20,002	21,587	22,478	22,741	23,197
Nova Scotia	148,379	154,447	161,144	163,121	174,820
New Brunswick	81,636	84,470	90,993	93,326	96,257
Quebec	463,940	497,017	508,016	463,737	525,098
Ontario	1,512,277	1,542,766	1,603,664	1,663,776	1,714,708
Manitoba	175,815	179,015	185,273	190,071	196,313
Saskatchewan	152,471	152,028	157,905	157,732	165,415
Alberta	474,872	470,479	495,885	518,359	561,683
British Columbia	576,182	604,581	632,227	676,404	707,613
Yukon Territory	7,558	7,592	7,821	8,000	8,465
Northwest Territories	15,744	16,267	16,129	16,145	16,683
Nunavut	891	899	923	842	1,003
Wines					
Canada	3,383,031	3,696,027	3,967,784	4,227,477	4,605,583
Newfoundland and Labrador	25,178	30,169	28,535	28,708	33,117
Prince Edward Island	8,947	8,159	8,850	9,501	10,441
Nova Scotia	60,345	68,320	77,484	81,483	89,912
New Brunswick	43,367	49,447	50,640	53,910	57,446
Quebec	1,197,553	1,324,596	1,432,706	1,438,138	1,592,074
Ontario	1,162,613	1,267,618	1,349,823	1,492,441	1,584,699
Manitoba	69,324	73,726	79,403	85,166	94,575
Saskatchewan	35,361	36,904	39,101	45,535	49,043
Alberta	276,132	299,007	320,986	342,509	380,894
British Columbia	496,158	529,525	570,820	640,635	703,253
Yukon Territory	3,888	4,112	4,458	4,712	5,175
Northwest Territories	3,962	4,233	4,762	4,447	4,712
Nunavut	203	211	216	293	240
Beer					
Canada	7,240,059	7,653,722	7,942,182	8,042,911	8,430,715
Newfoundland and Labrador	165,936	169,778	186,033	170,157	178,449
Prince Edward Island	29,882	31,214	32,778	33,184	34,634
Nova Scotia	214,787	224,592	237,496	244,595	264,881
New Brunswick	191,587	192,437	202,816	206,987	214,492
Quebec ¹	2,069,098	2,266,905	2,292,978	2,275,887	2,314,310
Ontario	2,599,719	2,692,446	2,793,601	2,825,559	3,085,951
Manitoba	207,047	212,687	226,668	229,947	229,917
Saskatchewan	184,604	201,988	218,258	218,695	214,518
Alberta	672,415	712,906	743,482	762,922	795,281
British Columbia	873,077	915,801	973,978	1,038,875	1,061,123
Yukon Territory	11,918	12,277	12,952	13,723	14,045
Northwest Territories	17,294	17,977	18,354	19,718	20,095
Nunavut	2,695	2,715	2,788	2,663	3,020
Total alcoholic beverages					
Canada	14,339,190	15,170,389	15,896,205	16,345,412	17,334,404
Newfoundland and Labrador	277,447	289,437	318,349	299,633	318,416
Prince Edward Island	58,831	60,960	64,107	65,425	68,272
Nova Scotia	423,511	447,359	476,124	489,199	529,613
New Brunswick	316,589	326,354	344,449	354,223	368,195
Quebec ¹	3,730,591	4,088,518	4,233,700	4,177,761	4,431,483
Ontario	5,274,609	5,502,831	5,747,088	5,981,776	6,385,358
Manitoba	452,186	465,429	491,343	505,183	520,805
Saskatchewan	372,436	390,920	415,264	421,962	428,976
Alberta	1,423,419	1,482,392	1,560,353	1,623,790	1,737,857
British Columbia	1,945,416	2,049,907	2,177,024	2,355,913	2,471,990
Yukon Territory	23,366	23,982	25,230	26,436	27,684
Northwest Territories	37,001	38,477	39,244	40,310	41,490
Nunavut	3,790	3,824	3,928	3,798	4,263

1. Imported beer is estimated.

Table 3-2
Sales of alcoholic beverages — Volume ²

	2002	2003	2004	2005	2006
	thousands of litres				
Spirits					
Canada	182,313	192,648	197,470	196,952	202,631
Newfoundland and Labrador	3,148	3,168	4,543	4,457	4,501
Prince Edward Island	942	1,073	1,140	1,160	1,158
Nova Scotia	6,888	6,985	7,530	7,607	7,804
New Brunswick	3,993	4,242	4,410	4,426	4,419
Quebec	21,899	24,953	24,790	22,747	25,520
Ontario	80,554	86,080	86,247	86,224	86,743
Manitoba	8,353	8,645	8,983	8,564	8,588
Saskatchewan	7,197	7,174	7,349	7,251	7,385
Alberta	19,956	18,999	20,020	20,871	22,358
British Columbia	28,619	30,468	31,609	32,781	33,196
Yukon Territory	332	332	358	354	353
Northwest Territories	407	508	467	491	579
Nunavut	25	23	24	20	26
Wines					
Canada	316,688	333,661	343,299	357,480	378,742
Newfoundland and Labrador	2,492	2,808	2,160	2,220	2,475
Prince Edward Island	575	820	850	896	960
Nova Scotia	6,001	6,188	6,710	7,053	7,415
New Brunswick	4,820	5,201	5,228	5,448	5,705
Quebec	102,777	107,240	111,644	110,426	118,796
Ontario	106,423	115,546	116,219	125,928	131,208
Manitoba	7,264	7,357	7,520	7,864	8,166
Saskatchewan	4,025	3,920	4,327	4,684	5,210
Alberta	33,757	34,458	36,239	37,003	39,432
British Columbia	47,758	49,284	51,533	55,036	58,518
Yukon Territory	422	440	468	489	509
Northwest Territories	361	385	385	408	330
Nunavut	13	14	16	25	18
Beer					
Canada	2,135,765	2,135,403	2,174,396	2,168,725	2,232,045
Newfoundland and Labrador	42,210	40,351	43,257	39,897	40,791
Prince Edward Island	9,386	8,748	8,977	8,986	9,134
Nova Scotia	61,627	61,336	63,382	63,214	65,044
New Brunswick	50,864	49,558	50,847	50,603	51,152
Quebec ¹	578,829	577,378	580,744	578,153	594,616
Ontario	768,850	775,545	783,122	783,696	812,097
Manitoba	71,302	70,562	73,125	70,562	74,239
Saskatchewan	61,491	60,687	63,139	59,268	60,083
Alberta	223,951	223,321	231,325	236,626	245,304
British Columbia	259,686	260,247	268,844	270,117	272,023
Yukon Territory	3,462	3,493	3,570	3,647	3,521
Northwest Territories	3,646	3,703	3,587	3,529	3,523
Nunavut	461	474	478	427	518

1. 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 the alcohol content varies substantially 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

	2002	2003	2004	2005	2006
	dollars				
Spirits					
Canada ³	147.7	149.6	154.0	155.3	161.6
Newfoundland and Labrador	199.5	206.9	239.2	232.0	246.5
Prince Edward Island	181.8	194.6	201.1	201.6	204.1
Nova Scotia	193.8	200.2	207.5	208.7	222.9
New Brunswick	132.0	136.0	145.7	148.6	152.7
Quebec	76.2	80.8	81.8	73.9	82.8
Ontario	157.7	157.7	161.1	164.5	166.9
Manitoba	192.5	194.7	199.9	202.9	208.1
Saskatchewan	192.9	192.5	199.2	199.1	207.8
Alberta	195.4	189.1	195.7	200.8	212.0
British Columbia	171.8	177.8	183.5	193.2	198.7
Yukon Territory	316.2	315.3	318.6	319.6	333.9
Northwest Territories including Nunavut ³	347.7	349.8	339.3	330.0	341.3
Wines					
Canada ³	134.4	144.7	153.3	161.2	173.1
Newfoundland and Labrador	58.2	69.7	65.8	66.1	76.4
Prince Edward Island	81.3	73.6	79.2	84.2	91.8
Nova Scotia	78.8	88.6	99.8	104.3	114.6
New Brunswick	70.1	79.6	81.1	85.9	91.2
Quebec	196.6	215.5	230.8	229.3	251.1
Ontario	121.2	129.6	135.6	147.6	154.2
Manitoba	75.9	80.2	85.7	90.9	100.2
Saskatchewan	44.7	46.7	49.3	57.2	61.6
Alberta	113.6	120.2	126.7	132.7	143.8
British Columbia	147.9	155.8	165.7	183.0	197.4
Yukon Territory	162.7	170.8	181.6	188.2	204.1
Northwest Territories including Nunavut ³	87.1	90.6	99.0	92.1	95.6
Beer					
Canada ³	287.7	299.7	306.9	306.6	316.9
Newfoundland and Labrador	383.5	392.4	428.8	391.8	411.6
Prince Edward Island	271.7	281.4	293.3	294.2	304.7
Nova Scotia	280.5	291.1	305.7	313.0	337.7
New Brunswick	309.8	309.8	324.9	329.6	340.4
Quebec ²	339.6	368.7	369.4	362.8	365.1
Ontario	271.1	275.3	280.7	279.4	300.3
Manitoba	226.7	231.4	244.5	245.5	243.7
Saskatchewan	233.5	255.7	275.4	274.7	269.5
Alberta	276.7	286.6	293.4	295.6	300.2
British Columbia	260.3	269.4	282.7	296.8	297.9
Yukon Territory	498.6	509.9	527.7	548.2	554.0
Northwest Territories including Nunavut ³	417.8	421.7	420.6	434.8	446.0
Total alcoholic beverages					
Canada ³	569.8	594.1	614.3	623.1	651.5
Newfoundland and Labrador	641.2	669.0	733.8	689.8	734.5
Prince Edward Island	534.8	549.7	573.6	580.1	600.5
Nova Scotia	553.0	579.8	613.0	625.9	675.2
New Brunswick	512.0	525.5	551.7	564.1	584.2
Quebec ²	612.4	665.0	682.1	666.0	699.1
Ontario	550.1	562.6	577.5	591.5	621.4
Manitoba	495.2	506.3	530.1	539.3	552.0
Saskatchewan	471.2	495.0	524.0	530.1	538.9
Alberta	585.7	595.9	615.8	629.2	655.9
British Columbia	580.1	603.0	631.9	673.0	694.0
Yukon Territory	977.5	996.0	1,028.0	1,056.0	1,092.0
Northwest Territories including Nunavut ³	852.6	862.0	858.9	857.0	882.8

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

2. 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

	2002	2003	2004	2005	2006
	litres				
Spirits					
Canada ³	7.2	7.5	7.6	7.5	7.6
Newfoundland and Labrador	7.3	7.3	10.5	10.3	10.4
Prince Edward Island	8.6	9.7	10.2	10.3	10.2
Nova Scotia	9.0	9.1	9.7	9.7	10.0
New Brunswick	6.5	6.8	7.1	7.0	7.0
Quebec	3.6	4.1	4.0	3.6	4.0
Ontario	8.4	8.8	8.7	8.5	8.4
Manitoba	9.1	9.4	9.7	9.1	9.1
Saskatchewan	9.1	9.1	9.3	9.1	9.3
Alberta	8.2	7.6	7.9	8.1	8.4
British Columbia	8.5	9.0	9.2	9.4	9.3
Yukon Territory	13.9	13.8	14.6	14.1	13.9
Northwest Territories including Nunavut ³	9.0	10.8	9.8	9.9	11.7
Wines					
Canada ³	12.6	13.1	13.3	13.6	14.2
Newfoundland and Labrador	5.8	6.5	5.0	5.1	5.7
Prince Edward Island	5.2	7.4	7.6	7.9	8.4
Nova Scotia	7.8	8.0	8.6	9.0	9.5
New Brunswick	7.8	8.4	8.4	8.7	9.1
Quebec	16.9	17.4	18.0	17.6	18.7
Ontario	11.1	11.8	11.7	12.5	12.8
Manitoba	8.0	8.0	8.1	8.4	8.7
Saskatchewan	5.1	5.0	5.5	5.9	6.5
Alberta	13.9	13.9	14.3	14.3	14.9
British Columbia	14.2	14.5	15.0	15.7	16.4
Yukon Territory	17.7	18.3	19.1	19.5	20.1
Northwest Territories including Nunavut ³	7.8	8.1	8.0	8.4	6.7
Beer					
Canada ³	84.9	83.6	84.0	82.7	83.9
Newfoundland and Labrador	97.5	93.3	99.7	91.9	94.1
Prince Edward Island	85.3	78.9	80.3	79.7	80.3
Nova Scotia	80.5	79.5	81.6	80.9	82.9
New Brunswick	82.3	79.8	81.4	80.6	81.2
Quebec ²	95.0	93.9	93.6	92.2	93.8
Ontario	80.2	79.3	78.7	77.5	79.0
Manitoba	78.1	76.8	78.9	75.3	78.7
Saskatchewan	77.8	76.8	79.7	74.5	75.5
Alberta	92.2	89.8	91.3	91.7	92.6
British Columbia	77.4	76.6	78.0	77.2	76.4
Yukon Territory	144.8	145.1	145.5	145.7	138.9
Northwest Territories including Nunavut ³	85.8	85.1	80.9	76.9	78.0

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

2. 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 the alcohol content varies substantially from one product to another within the same category.

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

	2002	2003	2004	2005	2006
	thousands of litres				
Spirits					
Canada	52,596	53,230	54,683	55,075	57,291
Newfoundland and Labrador	1,193	1,195	1,324	1,327	1,348
Prince Edward Island	285	303	302	320	323
Nova Scotia	2,029	2,008	2,089	2,094	2,124
New Brunswick	1,143	1,214	1,251	1,260	1,265
Quebec	6,184	6,363	6,449	5,935	6,708
Ontario	21,619	21,932	22,225	22,532	22,960
Manitoba	2,465	2,467	2,543	2,476	2,502
Saskatchewan	2,128	2,069	2,108	2,099	2,136
Alberta	7,487	7,136	7,552	7,867	8,417
British Columbia	7,815	8,255	8,563	8,878	9,245
Yukon Territory	85	85	89	91	93
Northwest Territories	154	195	180	190	160
Nunavut	9	9	9	6	10
Wine					
Canada	35,363	37,229	38,611	40,528	43,002
Newfoundland and Labrador	225	247	232	240	268
Prince Edward Island	64	93	97	103	112
Nova Scotia	680	699	765	808	851
New Brunswick	456	494	505	530	561
Quebec	12,109	12,647	13,179	13,120	14,101
Ontario	12,291	13,234	13,515	14,744	15,330
Manitoba	822	839	845	889	928
Saskatchewan	439	425	454	493	543
Alberta	3,073	3,148	3,341	3,493	3,792
British Columbia	5,126	5,317	5,589	6,013	6,425
Yukon Territory	44	46	48	51	53
Northwest Territories	32	38	39	40	37
Nunavut	2	2	2	4	2
Beer					
Canada	106,788	106,770	108,720	108,436	111,602
Newfoundland and Labrador	2,111	2,018	2,163	1,995	2,040
Prince Edward Island	469	437	449	449	457
Nova Scotia	3,081	3,067	3,169	3,161	3,252
New Brunswick	2,543	2,478	2,542	2,530	2,558
Quebec ¹	28,941	28,869	29,037	28,908	29,731
Ontario	38,443	38,777	39,156	39,185	40,605
Manitoba	3,565	3,528	3,656	3,528	3,712
Saskatchewan	3,075	3,034	3,157	2,963	3,004
Alberta	11,198	11,166	11,566	11,831	12,265
British Columbia	12,984	13,012	13,442	13,506	13,601
Yukon Territory	173	175	179	182	176
Northwest Territories	182	185	179	176	176
Nunavut	23	24	25	21	26
Total alcoholic beverages					
Canada	194,747	197,229	202,014	204,040	211,895
Newfoundland and Labrador	3,528	3,459	3,719	3,562	3,656
Prince Edward Island	818	834	848	872	892
Nova Scotia	5,791	5,773	6,023	6,063	6,227
New Brunswick	4,142	4,185	4,298	4,320	4,383
Quebec ¹	47,234	47,878	48,665	47,963	50,540
Ontario	72,352	73,944	74,895	76,461	78,895
Manitoba	6,852	6,833	7,044	6,892	7,142
Saskatchewan	5,641	5,529	5,719	5,556	5,683
Alberta	21,757	21,451	22,460	23,192	24,474
British Columbia	25,925	26,585	27,594	28,397	29,271
Yukon Territory	302	306	316	325	322
Northwest Territories	368	418	397	406	373
Nunavut	34	35	36	31	38

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

	2002	2003	2004	2005	2006
	litres				
Spirits					
Canada³	2.1	2.1	2.1	2.1	2.2
Newfoundland and Labrador	2.8	2.8	3.1	3.1	3.1
Prince Edward Island	2.6	2.7	2.7	2.8	2.8
Nova Scotia	2.7	2.6	2.7	2.7	2.7
New Brunswick	1.8	2.0	2.0	2.0	2.0
Quebec	1.0	1.0	1.0	0.9	1.1
Ontario	2.3	2.2	2.2	2.2	2.2
Manitoba	2.7	2.7	2.7	2.6	2.7
Saskatchewan	2.7	2.6	2.7	2.6	2.7
Alberta	3.1	2.9	3.0	3.0	3.2
British Columbia	2.3	2.4	2.5	2.5	2.6
Yukon Territory	3.6	3.5	3.6	3.6	3.7
Northwest Territories including Nunavut	3.4	4.2	3.8	3.8	3.3
Wine					
Canada³	1.4	1.5	1.5	1.5	1.6
Newfoundland and Labrador	0.5	0.6	0.5	0.6	0.6
Prince Edward Island	0.6	0.8	0.9	0.9	1.0
Nova Scotia	0.9	0.9	1.0	1.0	1.1
New Brunswick	0.7	0.8	0.8	0.8	0.9
Quebec	2.0	2.1	2.1	2.1	2.2
Ontario	1.3	1.4	1.4	1.5	1.5
Manitoba	0.9	0.9	0.9	0.9	1.0
Saskatchewan	0.6	0.5	0.6	0.6	0.7
Alberta	1.3	1.3	1.3	1.4	1.4
British Columbia	1.5	1.6	1.6	1.7	1.8
Yukon Territory	1.8	1.9	2.0	2.0	2.1
Northwest Territories including Nunavut	0.8	0.8	0.8	0.8	0.7
Beer					
Canada³	4.2	4.2	4.2	4.1	4.2
Newfoundland and Labrador	4.9	4.7	5.0	4.6	4.7
Prince Edward Island	4.3	3.9	4.0	4.0	4.0
Nova Scotia	4.0	4.0	4.1	4.0	4.1
New Brunswick	4.1	4.0	4.1	4.0	4.1
Quebec ²	4.8	4.7	4.7	4.6	4.7
Ontario	4.0	4.0	3.9	3.9	4.0
Manitoba	3.9	3.8	3.9	3.8	3.9
Saskatchewan	3.9	3.8	4.0	3.7	3.8
Alberta	4.6	4.5	4.6	4.6	4.6
British Columbia	3.9	3.8	3.9	3.9	3.8
Yukon Territory	7.2	7.3	7.3	7.3	6.9
Northwest Territories including Nunavut	4.3	4.3	4.0	3.8	3.9
Total alcoholic beverages					
Canada³	7.7	7.7	7.8	7.8	8.0
Newfoundland and Labrador	8.2	8.0	8.6	8.2	8.4
Prince Edward Island	7.4	7.5	7.6	7.7	7.8
Nova Scotia	7.6	7.5	7.8	7.8	7.9
New Brunswick	6.7	6.7	6.9	6.9	7.0
Quebec ²	7.8	7.8	7.8	7.6	8.0
Ontario	7.5	7.6	7.5	7.6	7.7
Manitoba	7.5	7.4	7.6	7.4	7.6
Saskatchewan	7.1	7.0	7.2	7.0	7.1
Alberta	9.0	8.6	8.9	9.0	9.2
British Columbia	7.7	7.8	8.0	8.1	8.2
Yukon Territory	12.6	12.7	12.9	13.0	12.7
Northwest Territories including Nunavut	8.4	9.2	8.6	8.5	7.9

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

	2002			2003			2004		
	Canadian	Imported	Total	Canadian	Imported	Total	Canadian	Imported	Total
thousands of dollars									
Red wines									
Canada	296,887	1,321,688	1,618,575	354,641	1,516,998	1,871,639	377,002	1,663,044	2,040,046
Newfoundland and Labrador	1,472	6,673	8,145	1,794	8,217	10,011	1,479	9,878	11,357
Prince Edward Island	988	957	1,945	1,005	1,884	2,889	1,154	2,109	3,263
Nova Scotia	4,170	18,101	22,272	4,906	22,464	27,370	5,159	27,847	33,006
New Brunswick ¹	3,056	7,639	10,695	3,490	8,695	12,185	3,542	9,003	12,545
Quebec	69,376	637,763	707,139	76,832	729,901	806,733	82,407	802,927	885,334
Ontario	109,906	383,335	493,241	145,706	452,266	597,972	151,336	486,452	637,788
Manitoba	6,535	22,812	29,347	7,265	25,353	32,618	7,426	27,714	35,140
Saskatchewan	5,198	8,343	13,541	5,348	7,644	12,992	5,888	8,563	14,451
Alberta	17,116	94,583	111,699	20,673	105,668	126,341	23,662	117,036	140,698
British Columbia	78,554	140,560	219,114	87,012	153,886	240,898	94,273	170,272	264,545
Yukon Territory	516	921	1,437	610	1,020	1,630	675	1,244	1,919
Northwest Territories	0	0	0	0	0	0	0	0	0
Nunavut	0	0	0	0	0	0	0	0	0
White wines									
Canada	424,449	696,720	1,121,169	473,009	738,057	1,211,076	470,084	781,976	1,252,060
Newfoundland and Labrador	3,683	5,232	8,915	4,024	5,919	9,943	4,159	6,598	10,757
Prince Edward Island	2,492	1,376	3,868	2,070	1,636	3,706	2,239	1,792	4,031
Nova Scotia	10,005	15,612	25,617	10,709	16,346	27,055	11,441	18,885	30,325
New Brunswick ¹	11,810	8,695	20,505	13,485	9,896	23,381	13,686	10,246	23,932
Quebec	73,867	241,122	314,989	74,861	258,505	333,366	74,079	276,345	350,424
Ontario	175,735	269,686	445,421	212,166	286,208	498,375	199,887	295,933	495,820
Manitoba	10,851	15,701	26,552	10,956	16,326	27,282	11,387	19,098	30,485
Saskatchewan	7,325	5,858	13,183	7,369	5,823	13,192	7,582	6,030	13,612
Alberta	24,413	54,340	78,753	26,538	56,069	82,607	28,317	59,062	87,379
British Columbia	103,731	78,391	182,122	110,281	80,593	190,874	116,718	87,239	203,957
Yukon Territory	537	707	1,244	550	735	1,295	589	749	1,338
Northwest Territories	0	0	0	0	0	0	0	0	0
Nunavut	0	0	0	0	0	0	0	0	0
Unidentified wines									
Canada	282,873	360,414	643,287	266,273	347,049	613,312	265,796	409,882	675,678
Newfoundland and Labrador	5,750	2,368	8,118	7,374	2,841	10,215	1,731	4,690	6,421
Prince Edward Island	2,700	434	3,134	1,025	540	1,564	972	584	1,556
Nova Scotia	7,358	5,098	12,456	8,312	5,584	13,895	7,906	6,247	14,153
New Brunswick ¹	9,022	3,145	12,167	10,300	3,580	13,881	10,455	3,708	14,163
Quebec	28,249	147,175	175,425	29,678	154,818	184,497	33,500	163,448	196,948
Ontario	94,154	129,796	223,951	71,888	99,384	171,271	69,856	146,359	216,215
Manitoba	6,235	7,190	13,425	6,175	7,651	13,826	5,817	7,960	13,778
Saskatchewan	4,837	3,801	8,637	5,316	5,405	10,720	5,472	5,566	11,038
Alberta	60,696	24,984	85,680	61,344	28,716	90,059	62,930	29,979	92,909
British Columbia	60,302	34,620	94,922	61,191	36,562	97,753	63,169	39,150	102,318
Yukon Territory	971	236	1,207	929	268	1,187	951	250	1,201
Northwest Territories	2,494	1,468	3,962	2,634	1,599	4,233	2,928	1,834	4,762
Nunavut	104	100	203	107	104	211	110	106	216
Total wines									
Canada	1,004,209	2,378,822	3,383,031	1,093,923	2,602,104	3,696,027	1,112,882	2,854,902	3,967,784
Newfoundland and Labrador	10,905	14,273	25,178	13,192	16,977	30,169	7,369	21,166	28,535
Prince Edward Island	6,180	2,767	8,947	4,100	4,060	8,159	4,365	4,485	8,850
Nova Scotia	21,533	38,811	60,345	23,927	44,394	68,320	24,506	52,979	77,484
New Brunswick ¹	23,888	19,479	43,367	27,275	22,171	49,447	27,683	22,957	50,640
Quebec	171,492	1,026,060	1,197,553	181,371	1,143,224	1,324,596	189,986	1,242,720	1,432,706
Ontario	379,795	782,817	1,162,613	429,760	837,858	1,267,618	421,079	928,744	1,349,823
Manitoba	23,621	45,703	69,324	24,396	49,330	73,726	24,630	54,772	79,403
Saskatchewan	17,360	18,002	35,361	18,033	18,872	36,904	18,942	20,159	39,101
Alberta	102,225	173,907	276,132	108,555	190,453	299,007	114,909	206,077	320,986
British Columbia	242,587	253,571	496,158	258,484	271,041	529,525	274,160	296,661	570,820
Yukon Territory	2,024	1,864	3,888	2,089	2,023	4,112	2,215	2,243	4,458
Northwest Territories	2,494	1,468	3,962	2,634	1,599	4,233	2,928	1,834	4,762
Nunavut	104	100	203	107	104	211	110	106	216

See footnotes at the end of the table.

Table 6-1 – continued

Sales of wines by type — Value

	2005			2006		
	Canadian	Imported	Total	Canadian	Imported	Total
	thousands of dollars					
Red wines						
Canada	437,957	1,862,382	2,300,339	475,065	2,082,269	2,557,333
Newfoundland and Labrador	2,391	9,687	12,078	4,033	11,431	15,464
Prince Edward Island	1,319	2,602	3,921	1,509	2,746	4,254
Nova Scotia	5,857	32,451	38,308	7,184	35,777	42,962
New Brunswick ¹	3,817	10,070	13,887	3,521	10,160	13,681
Quebec	92,268	853,956	946,225	93,583	978,574	1,072,157
Ontario	167,013	553,620	720,633	176,569	587,990	764,559
Manitoba	9,535	36,166	45,701	10,651	40,015	50,666
Saskatchewan	7,508	11,705	19,213	8,204	13,702	21,906
Alberta	27,621	142,402	170,023	31,549	166,852	198,400
British Columbia	119,839	208,228	328,067	137,318	233,186	370,505
Yukon Territory	789	1,494	2,283	876	1,772	2,648
Northwest Territories	0	0	0	0	0	0
Nunavut	0	0	0	67	64	132
White wines						
Canada	517,958	852,093	1,370,051	537,855	991,162	1,529,017
Newfoundland and Labrador	6,255	6,834	13,089	3,755	10,640	14,395
Prince Edward Island	2,471	2,091	4,562	2,752	2,240	4,991
Nova Scotia	12,720	20,995	33,715	13,411	24,199	37,610
New Brunswick ¹	14,749	11,460	26,209	13,607	11,565	25,172
Quebec	76,623	288,387	365,010	76,607	382,201	458,807
Ontario	214,506	321,878	536,385	224,508	341,585	566,093
Manitoba	13,442	19,792	33,234	13,654	21,461	35,115
Saskatchewan	8,284	7,289	15,573	8,268	7,918	16,186
Alberta	30,897	68,201	99,098	32,890	75,690	108,579
British Columbia	137,355	104,342	241,697	147,704	112,667	260,371
Yukon Territory	656	823	1,479	648	948	1,596
Northwest Territories	0	0	0	0	0	0
Nunavut	0	0	0	51	50	101
Unidentified wines						
Canada	258,512	298,575	557,087	264,970	254,263	519,233
Newfoundland and Labrador	3,032	509	3,541	1,835	1,423	3,258
Prince Edward Island	696	322	1,018	699	495	1,196
Nova Scotia	6,609	2,851	9,460	6,182	3,159	9,340
New Brunswick ¹	10,786	3,028	13,814	14,031	4,562	18,593
Quebec	20,007	106,897	126,903	16,355	44,755	61,110
Ontario	97,942	137,483	235,423	105,952	148,095	254,047
Manitoba	4,251	1,979	6,231	4,152	4,643	8,794
Saskatchewan	5,914	4,835	10,749	6,319	4,632	10,951
Alberta	55,792	17,596	73,388	55,789	18,124	73,915
British Columbia	49,954	20,917	70,871	50,170	22,208	72,377
Yukon Territory	834	117	950	799	132	931
Northwest Territories	2,535	1,912	4,447	2,686	2,027	4,713
Nunavut	162	132	293	8	0	8
Total wines						
Canada	1,214,427	3,013,050	4,227,477	1,277,890	3,327,694	4,605,583
Newfoundland and Labrador	11,678	17,030	28,708	9,623	23,494	33,117
Prince Edward Island	4,486	5,015	9,501	4,960	5,481	10,441
Nova Scotia	25,186	56,297	81,483	26,777	63,135	89,912
New Brunswick ¹	29,352	24,558	53,910	31,159	26,287	57,446
Quebec	188,898	1,249,240	1,438,138	186,545	1,405,530	1,592,074
Ontario	479,461	1,012,981	1,492,441	507,029	1,077,670	1,584,699
Manitoba	27,228	57,937	85,166	28,457	66,119	94,575
Saskatchewan	21,706	23,829	45,535	22,791	26,252	49,043
Alberta	114,310	228,199	342,509	120,228	260,666	380,894
British Columbia	307,148	333,487	640,635	335,192	368,061	703,253
Yukon Territory	2,279	2,434	4,712	2,323	2,852	5,175
Northwest Territories	2,535	1,912	4,447	2,686	2,027	4,712
Nunavut	162	132	293	126	114	240

1. Estimated data.

Table 6-2
Sales of wines by type — Volume

	2002			2003			2004		
	Canadian	Imported	Total	Canadian	Imported	Total	Canadian	Imported	Total
thousands of litres									
Red wines									
Canada	37,633	103,766	141,399	43,316	116,227	159,543	44,241	123,312	167,553
Newfoundland and Labrador	149	482	631	178	516	694	158	669	827
Prince Edward Island	76	66	142	119	146	265	131	161	292
Nova Scotia	556	1,313	1,869	582	1,592	2,174	618	1,919	2,537
New Brunswick ¹	306	850	1,156	340	907	1,247	405	856	1,261
Quebec	11,732	50,035	61,767	12,192	54,060	66,252	12,813	59,806	72,619
Ontario	12,823	30,054	42,877	16,950	36,607	53,557	16,245	35,546	51,791
Manitoba	827	2,014	2,841	883	2,151	3,034	943	2,427	3,370
Saskatchewan	713	697	1,410	725	578	1,303	784	632	1,416
Alberta	2,180	8,158	10,338	2,483	8,655	11,138	2,842	9,392	12,234
British Columbia	8,191	9,949	18,140	8,767	10,848	19,615	9,195	11,718	20,913
Yukon Territory	70	61	131	82	69	151	91	77	168
Northwest Territories	10	80	90	14	91	105	15	101	116
Nunavut	0	7	7	1	7	8	1	8	9
White wines									
Canada	53,817	61,670	115,487	57,931	63,164	121,095	57,088	66,566	123,654
Newfoundland and Labrador	450	436	886	467	449	916	473	512	985
Prince Edward Island	181	105	286	281	135	416	288	145	433
Nova Scotia	1,447	1,332	2,780	1,354	1,331	2,685	1,447	1,456	2,903
New Brunswick ¹	1,193	962	2,155	1,296	1,029	2,325	1,484	989	2,473
Quebec	12,001	20,100	32,101	11,310	20,288	31,598	10,892	20,770	31,662
Ontario	21,396	25,029	46,425	25,920	26,480	52,399	24,285	28,911	53,196
Manitoba	1,476	1,557	3,033	1,422	1,568	2,990	1,548	1,348	2,896
Saskatchewan	1,022	522	1,544	1,007	504	1,511	1,014	505	1,519
Alberta	3,217	5,433	8,650	3,266	5,219	8,485	3,481	5,391	8,872
British Columbia	11,334	6,081	17,415	11,495	6,060	17,555	12,068	6,425	18,493
Yukon Territory	71	51	122	73	49	122	75	50	125
Northwest Territories	28	56	84	40	48	88	31	59	90
Nunavut	0	6	6	1	5	6	1	6	7
Unidentified wines									
Canada	39,733	20,070	59,802	35,927	17,095	53,022	35,353	16,739	52,092
Newfoundland and Labrador	803	172	975	1,018	180	1,198	112	236	348
Prince Edward Island	104	42	146	114	26	140	97	28	125
Nova Scotia	1,113	239	1,353	1,077	252	1,329	1,004	266	1,270
New Brunswick ¹	1,179	330	1,509	1,282	347	1,629	1,152	342	1,494
Quebec	2,357	6,553	8,909	2,325	7,065	9,390	2,357	5,006	7,363
Ontario	8,865	8,256	17,121	5,251	4,338	9,589	5,375	5,857	11,232
Manitoba	935	455	1,390	865	468	1,333	1,088	166	1,254
Saskatchewan	796	275	1,071	875	231	1,106	923	469	1,392
Alberta	12,633	2,136	14,769	12,323	2,512	14,835	12,472	2,661	15,133
British Columbia	10,611	1,592	12,203	10,458	1,656	12,114	10,438	1,689	12,127
Yukon Territory	161	8	169	158	8	167	168	7	175
Northwest Territories	176	12	187	180	12	192	166	12	178
Nunavut	0	0	0	0	0	0	0	0	0
Total wines									
Canada	131,182	185,506	316,688	137,174	196,486	333,661	136,682	206,617	343,299
Newfoundland and Labrador	1,402	1,090	2,492	1,663	1,145	2,808	743	1,417	2,160
Prince Edward Island	361	214	575	514	307	820	516	334	850
Nova Scotia	3,117	2,884	6,001	3,014	3,175	6,188	3,069	3,641	6,710
New Brunswick ¹	2,678	2,142	4,820	2,918	2,283	5,201	3,041	2,187	5,228
Quebec	26,089	76,688	102,777	25,827	81,413	107,240	26,062	85,582	111,644
Ontario	43,084	63,339	106,423	48,120	67,425	115,546	45,905	70,314	116,219
Manitoba	3,238	4,026	7,264	3,170	4,187	7,357	3,579	3,941	7,520
Saskatchewan	2,531	1,494	4,025	2,607	1,313	3,920	2,721	1,606	4,327
Alberta	18,030	15,727	33,757	18,072	16,386	34,458	18,795	17,444	36,239
British Columbia	30,136	17,622	47,758	30,720	18,564	49,284	31,701	19,832	51,533
Yukon Territory	302	120	422	314	126	440	334	134	468
Northwest Territories	214	147	361	235	150	385	213	172	385
Nunavut	0	13	13	2	12	14	2	14	16

See footnotes at the end of the table.

Table 6-2 – continued

Sales of wines by type — Volume

	2005			2006		
	Canadian	Imported	Total	Canadian	Imported	Total
	thousands of litres					
Red wines						
Canada	47,470	128,598	176,068	50,909	141,783	192,692
Newfoundland and Labrador	177	717	894	374	703	1,077
Prince Edward Island	141	184	326	163	182	345
Nova Scotia	689	2,146	2,835	791	2,267	3,058
New Brunswick ¹	332	876	1,208	442	934	1,376
Quebec	13,352	58,769	72,121	13,944	66,537	80,481
Ontario	17,426	38,453	55,879	18,149	40,638	58,787
Manitoba	1,044	2,729	3,773	1,080	2,962	4,042
Saskatchewan	884	774	1,658	965	915	1,880
Alberta	3,036	10,564	13,600	3,467	12,024	15,491
British Columbia	10,271	13,177	23,448	11,408	14,395	25,803
Yukon Territory	101	84	185	108	98	206
Northwest Territories	16	115	131	17	120	137
Nunavut	1	10	11	1	8	9
White wines						
Canada	57,749	63,531	121,280	59,588	67,930	127,518
Newfoundland and Labrador	463	506	969	362	680	1,042
Prince Edward Island	295	158	453	324	158	482
Nova Scotia	1,501	1,513	3,014	1,516	1,664	3,180
New Brunswick ¹	1,284	997	2,280	1,619	1,079	2,698
Quebec	10,724	19,878	30,602	10,668	22,210	32,878
Ontario	24,666	25,652	50,318	25,459	26,386	51,845
Manitoba	1,589	1,619	3,208	1,584	1,710	3,294
Saskatchewan	995	532	1,527	1,001	583	1,584
Alberta	3,487	5,658	9,145	3,680	6,104	9,784
British Columbia	12,632	6,903	19,535	13,265	7,233	20,498
Yukon Territory	81	48	129	79	54	133
Northwest Territories	32	60	92	31	62	93
Nunavut	1	7	8	1	6	7
Unidentified wines						
Canada	37,660	22,472	60,132	37,471	21,061	58,532
Newfoundland and Labrador	319	38	357	238	118	356
Prince Edward Island	87	29	117	85	47	133
Nova Scotia	950	255	1,205	899	279	1,177
New Brunswick ¹	1,537	423	1,960	1,221	410	1,631
Quebec	2,169	5,534	7,703	2,057	3,380	5,437
Ontario	8,450	11,281	19,731	8,744	11,832	20,576
Manitoba	717	166	883	659	171	830
Saskatchewan	1,049	450	1,499	1,285	461	1,746
Alberta	11,708	2,550	14,258	11,670	2,487	14,157
British Columbia	10,328	1,725	12,053	10,359	1,858	12,217
Yukon Territory	168	7	175	159	11	170
Northwest Territories	171	14	185	92	7	99
Nunavut	6	0	6	1	0	1
Total wines						
Canada	142,879	214,600	357,480	147,968	230,774	378,742
Newfoundland and Labrador	959	1,261	2,220	974	1,501	2,475
Prince Edward Island	524	372	896	572	388	960
Nova Scotia	3,140	3,914	7,053	3,206	4,209	7,415
New Brunswick ¹	3,153	2,295	5,448	3,282	2,423	5,705
Quebec	26,245	84,181	110,426	26,669	92,127	118,796
Ontario	50,542	75,386	125,928	52,352	78,856	131,208
Manitoba	3,350	4,514	7,864	3,323	4,843	8,166
Saskatchewan	2,928	1,756	4,684	3,251	1,959	5,210
Alberta	18,231	18,772	37,003	18,817	20,615	39,432
British Columbia	33,231	21,805	55,036	35,032	23,486	58,518
Yukon Territory	350	139	489	346	163	509
Northwest Territories	219	189	408	140	190	330
Nunavut	8	17	25	3	15	18

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	.	51,873	.
Chile	.	24,147	.
France	1,676	62,647	.
Germany	.	5,358	18,734
Ireland	149	.	.
Italy	.	45,729	.
Jamaica	5,655	.	.
Mexico	.	.	52,320
Netherlands	.	.	46,828
United Kingdom	4,835	.	11,239
United States	26,943	36,032	58,888
Other countries	12,474	61,659	68,131
Total imports	51,732	287,445	256,140
Exports			
Japan	234	.	.
Sweden	246	.	.
Taiwan	.	48	.
United Kingdom	236	.	.
United States	59,947	14,370	360,588
Other countries	2,696	1,306	.
Total exports	63,359	15,724	360,588

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

Table 7-2
Imports and exports of alcoholic beverages by value and volume ¹

Detail	2002	2003	2004	2005	2006
thousands of dollars					
By value					
Imports					
Spirits	303,361	301,656	401,869	370,420	420,810
Wines	940,435	1,054,428	1,203,785	1,204,286	1,327,898
Beer	255,510	307,142	342,380	388,129	449,449
Total imports	1,499,306	1,663,226	1,948,034	1,962,835	2,198,157
Exports of domestic stock					
Spirits	562,756	415,603	445,352	453,551	332,152
Wines	116,001	114,966	55,795	41,484	52,972
Beer	343,262	336,110	321,328	285,359	299,808
Total exports of domestic stock ²	1,022,019	866,679	822,475	780,394	684,932
thousands of litres					
By volume					
Imports					
Spirits (L.A.A.)	30,626	31,472	33,148	32,560	51,732
Wines	249,247	202,250	284,979	263,376	287,445
Beer	178,643	205,980	219,847	231,726	256,140
Total imports	458,516	439,702	537,974	527,662	595,317
Exports of domestic stock					
Spirits (L.A.A.)	62,522	64,712	66,703	69,109	63,359
Wines	43,913	38,222	19,440	12,852	15,724
Beer	415,748	394,746	391,127	354,726	360,588
Total exports of domestic stock ²	522,183	497,680	477,270	436,687	439,671

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 beverages ¹

	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	151,157	68,272	522,734	368,195	2,439,416	3,589,731	520,805
Deduct:							
Deduct: Goods and Services Tax (GST)	9,889	4,467	34,198	24,088	159,588	234,842	34,071
Net sales	141,268	63,805	488,536	344,107	2,279,828	3,354,889	486,734
Deduct:							
Deduct: cost of goods sold ²	57,853	42,006	258,005	181,197	1,058,939	1,885,612	243,208
Gross profit on sales	83,415	21,799	230,531	162,910	1,220,889	1,469,277	243,526
Deduct:							
Deduct: administrative and general expenses less miscellaneous income	-22,057	9,827	49,236	36,787	413,294	363,494	48,019
Net income from sales by liquor authorities	105,472	11,971	181,296	126,123	807,595	1,105,783	195,507
Government revenue (excluding remitted profits from liquor authorities)							
Sales tax ¹	0	12,798 ³	0	0	0	0	0
Licences and permits	1,832	105	3,931	943	20,924	520,764	2,164
Fines and confiscations	0	22	46	343	1,328	0	0
Total government revenue	1,832	12,925	3,977	1,286	22,252	520,764	2,164
Total of net income of liquor authorities and provincial and territorial government revenue	107,304	24,896	185,273	127,409	829,847	1,626,547	197,671
	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	428,976	1,735,938	2,394,435	27,790	41,490	4,263	12,293,203
Deduct:							
Deduct: Goods and Services Tax (GST)	28,064	113,566	156,643	1,818	2,714	279	804,228
Net sales	400,912	1,622,372	2,237,792	25,972	38,776	3,984	11,488,975
Deduct:							
Deduct: cost of goods sold ²	202,508	1,019,406	1,226,598	14,601	14,575	2,014	6,206,522
Gross profit on sales	198,404	602,966	1,011,194	11,371	24,201	1,970	5,282,453
Deduct:							
Deduct: administrative and general expenses less miscellaneous income	58,449	12,959	210,723	6,262	3,892	1,225	1,192,110
Net income from sales by liquor authorities	139,955	590,007	800,471	5,109	20,309	745	4,090,343
Government revenue (excluding remitted profits from liquor authorities)							
Sales tax ¹	0	0	0	2,783 ⁴	0	0	15,581
Licences and permits	1,008	5,831	7,450	109	468	540	566,069
Fines and confiscations	0	179	0	0	4	15	1,937
Total government revenue	1,008	6,010	7,450	2,892	472	555	583,586
Total of net income of liquor authorities and provincial and territorial government revenue	140,963	596,017	807,921	8,001	20,781	1,300	4,673,929

1. Excludes the general sales taxes levied by most provinces.
2. Includes discounts and rebates such as container refunds and bottle sales.
3. Health taxes (tax on all purchases from government liquor stores) under the Health Tax Act.
4. Taxes on sales of alcoholic beverages under the Liquor Ordinance of the Yukon Territory.

Table 9
Total of net income of provincial and territorial liquor authorities and government revenue from the control and sale of alcoholic beverages ¹

Province or territory	1997	1998	1999	2000	2001
thousands of dollars					
Canada	3,336,292	3,445,556	3,604,548	3,727,033	3,825,298
Newfoundland and Labrador	76,087	85,763	87,185	92,830	96,141
Prince Edward Island	18,700	19,012	19,134	20,408	20,482
Nova Scotia	122,036	125,510	136,410	141,526	144,638
New Brunswick	88,649	88,600	95,672	103,972	106,686
Quebec	494,652	507,203	542,986	574,704	617,786
Ontario	1,221,845	1,250,561	1,328,898	1,404,552	1,400,385
Manitoba	145,875	150,623	152,919	157,505	159,839
Saskatchewan	121,652	125,712	129,571	129,970	127,896
Alberta	430,172	456,154	474,042	461,219	476,310
British Columbia	592,589	612,045	614,056	615,496	649,026
Yukon Territory	7,782	7,903	7,027	6,978	7,088
Northwest Territories	16,253	16,470	16,647	16,074	16,830
Nunavut	1,799	2,191
thousands of dollars					
	2002	2003	2004	2005	2006
Canada	3,928,686	4,010,885	4,298,317	4,460,049	4,673,929
Newfoundland and Labrador	93,118	92,270	100,038	104,254	107,304
Prince Edward Island	21,211	21,567	22,670	23,030	24,896
Nova Scotia	151,434	161,616	171,621	173,862	185,273
New Brunswick	121,725	113,694	121,904	125,086	127,409
Quebec	628,717	695,107	714,818	683,627	829,847
Ontario	1,452,384	1,402,302	1,534,521	1,637,467	1,626,547
Manitoba	164,665	167,647	177,586	186,560	197,671
Saskatchewan	124,428	126,425	134,544	143,345	140,963
Alberta	499,449	541,312	556,608	566,691	596,017
British Columbia	643,373	660,424	733,749	785,897	807,921
Yukon Territory	7,062	6,889	7,915	8,008	8,001
Northwest Territories	18,944	19,819	20,420	20,572	20,781
Nunavut	2,176	1,813	1,923	1,650	1,300

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	106,132	11,975	181,372	126,123	807,851	1,106,545	196,238
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	-1,832	-83	-43	0	0	-4,321	-2,164
Deduct: fines and confiscations	0	0	-46	0	-256	0	0
Add:							
Expenses deducted from income by the liquor authority							
Add: policing and enforcement expenses	1,172	79	0	0	0	3,559	1,433
Add: maintenance of prisoners	0	0	13	0	0	0	0
Net income from sales by liquor authorities	105,472	11,971	181,296	126,123	807,595	1,105,783	195,507
Add:							
Add: liquor revenue of province and territory	1,832	83	89	0	256	4,321	2,164
Other provincial and territorial liquor revenues not included in income of liquor authority ¹							
Add: sales tax	0	12,798	0	0	0	0	0
Add: licences and permits	0	22	3,888	943	20,924	516,443	0
Add: fines and confiscations	0	22	0	343	1,072	0	0
Total of net income of liquor authorities and provincial and territorial government revenue	107,304	24,896	185,273	127,409	829,847	1,626,547	197,671
	Saskatchewan	Alberta	British Columbia	Yukon Territory	Northwest Territories	Nunavut	Canada
thousands of dollars							
Net income shown in the annual report of the liquor authority	140,963	596,017	800,471	5,218	20,246	975	4,100,126
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	-1,008	-5,831	0	-109	-468	-540	-16,399
Deduct: fines and confiscations	0	-179	0	0	-4	-15	-500
Add:							
Expenses deducted from income by the liquor authority							
Add: policing and enforcement expenses	0	0	0	0	535	325	7,103
Add: maintenance of prisoners	0	0	0	0	0	0	13
Net income from sales by liquor authorities	139,955	590,007	800,471	5,109	20,309	745	4,090,343
Add:							
Add: liquor revenue of province and territory	1,008	6,010	0	109	472	555	16,899
Other provincial and territorial liquor revenues not included in income of liquor authority ¹							
Add: sales tax	0	0	0	2,783	0	0	15,581
Add: licences and permits	0	0	7,450	0	0	0	549,670
Add: fines and confiscations	0	0	0	0	0	0	1,437
Total of net income of liquor authorities and provincial and territorial government revenue	140,963	596,017	807,921	8,001	20,781	1,300	4,673,929

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

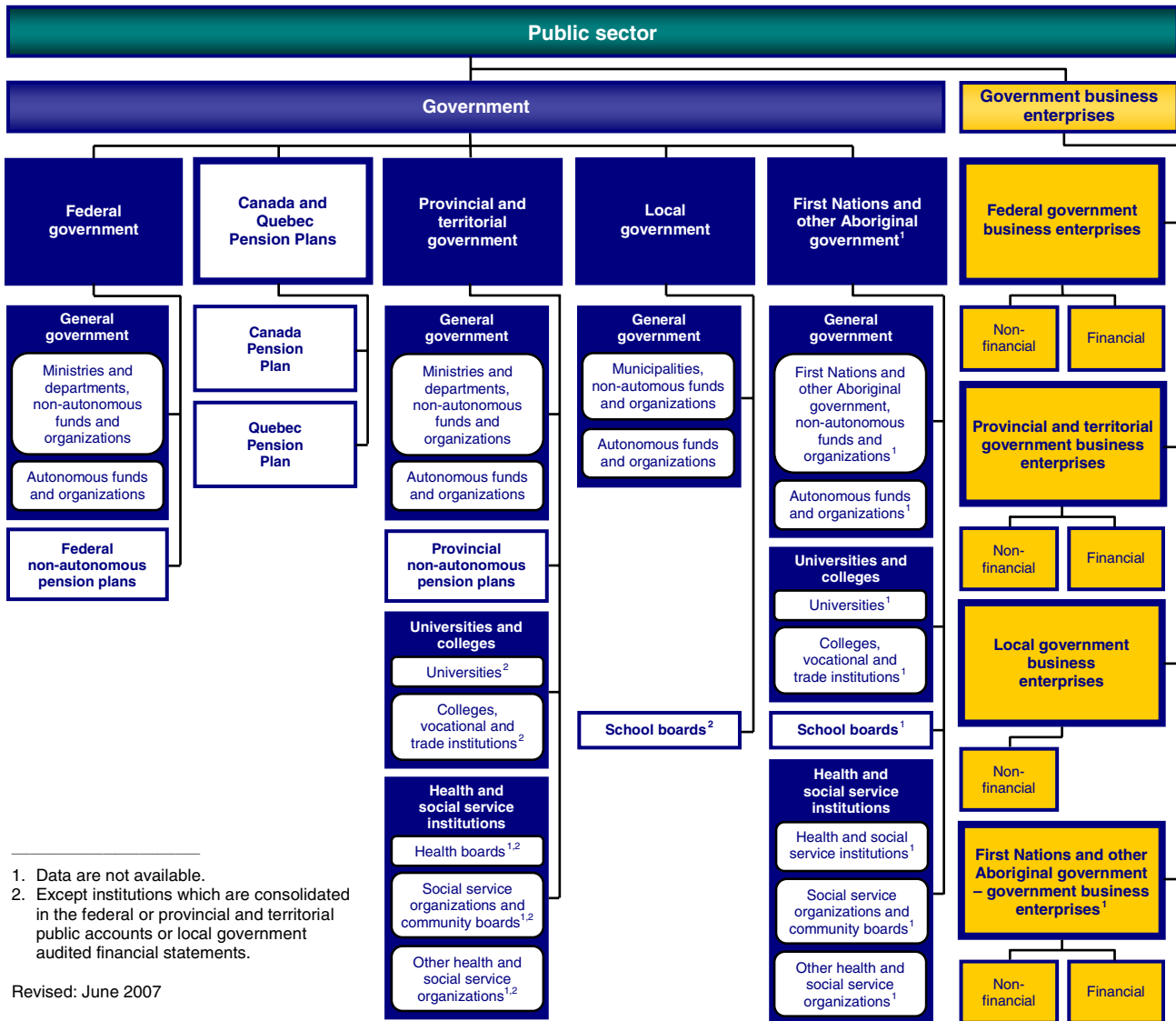
Financial data come from audited financial statements of provincial and territorial liquor authorities; therefore, minimal error detection procedures are required. For survey data, several automated checks are performed on the data to verify internal consistency and identify extreme values. Current year 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.



1. Data are not available.
 2. Except institutions which are consolidated in the federal or provincial and territorial public accounts or local government audited financial statements.

Revised: June 2007

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 in 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 2005			Fiscal Year 2006		
	Liquor stores	Agency stores	Total liquor and agency stores	Liquor stores	Agency stores	Total liquor and agency stores
Newfoundland and Labrador	25	114	139	24	112	136
Prince Edward Island	19	1	20	20	1	21
Nova Scotia	108	8	116	107	8	115
New Brunswick	50	72	122	51	71	122
Quebec	403	403	806	403	403	806
Ontario	597	194	791	598	194	792
Manitoba	45	174	219	46	171	217
Saskatchewan	81	191	272	80	189	269
Alberta ¹
British Columbia	212	787	999	208	872	1,080
Yukon Territory	6	0	6	6	0	6
Northwest Territories	0	5	5	0	5	5
Nunavut	0	0	0	0	0	0
Canada	1,546	1,949	3,495	1,543	2,026	3,569

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 - 2006

	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	Y	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, 2006

Province or territory	Total liquor and agency stores	Wineries	Breweries	Total
thousands of dollars				
Value				
Newfoundland and Labrador	151,157	.	167,259	318,416
Prince Edward Island	68,272	.	.	68,272
Nova Scotia	522,734	1,578	5,301	529,613
New Brunswick	368,195	.	.	368,195
Quebec	2,439,416	.	2,317,113	4,756,529
Ontario	3,589,731	188,537	2,607,421	6,385,689
Manitoba	520,805	.	.	520,805
Saskatchewan	428,976	.	.	428,976
Alberta	1,735,938	62	1,858	1,737,858
British Columbia	2,394,435	73,953	3,602	2,471,990
Yukon Territory	27,790	.	.	27,790
Northwest Territories	41,490	.	.	41,490
Nunavut	4,263	.	.	4,263
Canada	12,293,203	264,129	5,102,554	17,659,886
thousands of litres				
Volume				
Newfoundland and Labrador	9,244	.	38,523	47,767
Prince Edward Island	11,252	.	.	11,252
Nova Scotia	78,626	345	1,294	80,265
New Brunswick	61,276	.	.	61,276
Quebec	166,296	.	595,098	761,394
Ontario	307,324	18,750	632,707	958,781
Manitoba	90,993	.	.	90,993
Saskatchewan	72,678	.	.	72,678
Alberta	306,542	3	549	307,094
British Columbia	358,664	3,662	1,411	363,737
Yukon Territory	4,383	.	.	4,383
Northwest Territories	4,432	.	.	4,432
Nunavut	562	.	.	562
Canada	1,472,271	22,760	1,269,582	2,764,613

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.