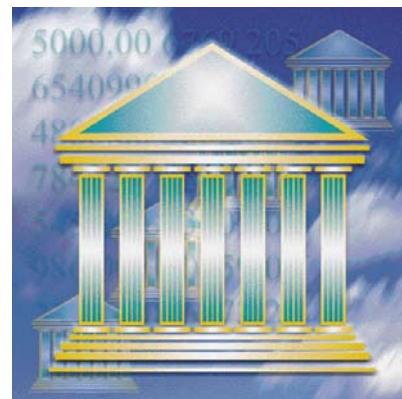


Catalogue no. 63-202-X

The Control and Sale of Alcoholic Beverages in Canada



Fiscal year ended March 31, 2007



Statistics
Canada

Statistique
Canada

Canada

How to obtain more information

For information about this product or the wide range of services and data available from Statistics Canada, visit our website at www.statcan.ca, e-mail us at infostats@statcan.ca, or telephone us, Monday to Friday from 8:30 a.m. to 4:30 p.m., at the following numbers:

Statistics Canada's National Contact Centre

Toll-free telephone (Canada and the United States):

| | |
|---|----------------|
| Inquiries line | 1-800-263-1136 |
| National telecommunications device for the hearing impaired | 1-800-363-7629 |
| Fax line | 1-877-287-4369 |

Local or international calls:

| | |
|----------------|----------------|
| Inquiries line | 1-613-951-8116 |
| Fax line | 1-613-951-0581 |

Depository Services Program

| | |
|----------------|----------------|
| Inquiries line | 1-800-635-7943 |
| Fax line | 1-800-565-7757 |

To access this product

This product, Catalogue no. 63-202-X, is available free in electronic format. To obtain a single issue, visit our website at www.statcan.ca and select "Publications" > "Free Internet publications."

Standards of service to the public

Statistics Canada is committed to serving its clients in a prompt, reliable and courteous manner. To this end, Statistics Canada has developed *standards of service* that its employees observe. 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, 2007

Published by authority of the Minister responsible for Statistics Canada

© Minister of Industry, 2008

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.

June 2008

Catalogue no. 63-202-X

ISSN 1481-0859

Frequency: Annual

Ottawa

La version française de cette publication est disponible sur demande (n° 63-202-X 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 Ferhana Ansari, Assistant Director.

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

Federal-provincial government section:

- Jo Ann MacMillan

Classification and dissemination section:

- Graham Lyttle

Table of contents

| | |
|--|-----------|
| Highlights | 5 |
| Introduction | 6 |
| Analysis | 7 |
| Related products | 16 |
| Statistical tables | |
| 1 Sales of alcoholic beverages of liquor authorities, wineries and breweries - Canadian and imported beverages | 19 |
| 1-1 Value | 19 |
| 1-2 Volume | 21 |
| 2 Sales of alcoholic beverages of liquor authorities, wineries and breweries - Total Canadian and imported beverages | 23 |
| 2-1 Value | 23 |
| 2-2 Volume | 24 |
| 3 Sales of alcoholic beverages | 25 |
| 3-1 Value | 25 |
| 3-2 Volume | 26 |
| 4 Sales of alcoholic beverages per capita 15 years and over | 27 |
| 4-1 Value | 27 |
| 4-2 Volume | 28 |
| 5 Sales of alcoholic beverages in litres of absolute alcohol | 29 |
| 5-1 Volume | 29 |
| 5-2 Volume per capita 15 years and over | 30 |
| 6 Sales of wines by type | 31 |
| 6-1 Value | 31 |
| 6-2 Volume | 33 |

Table of contents – continued

| | | |
|-----|--|----|
| 7 | Imports and exports of alcoholic beverages | 35 |
| 7-1 | by volume and by country | 35 |
| 7-2 | by value and volume | 36 |
| 8 | Net income of provincial and territorial liquor authorities and government revenue from the control and sale of alcoholic beverages | 37 |
| 9 | Total of net income of provincial and territorial liquor authorities and government revenue from the control and sale of alcoholic beverages | 38 |
| 10 | Reconciliation of net income of liquor authorities with total revenue specifically derived from the control and sale of alcoholic beverages | 39 |

Data quality, concepts and methodology

| | | |
|--|--|----|
| | Data concepts, methodology and quality | 40 |
|--|--|----|

Appendix

| | | |
|----|---|----|
| I | Provincial and territorial arrangements for the retail trade of alcoholic beverages | 45 |
| II | Glossary | 48 |

Charts

| | | |
|----|--|----|
| 1. | Distribution of sales of alcoholic beverages by value and volume | 7 |
| 2. | Value of sales of alcoholic beverages per capita 15 years and over | 8 |
| 3. | Volume of sales of alcoholic beverages - 1953 = 100 | 9 |
| 4. | Sales of alcoholic beverages by volume | 10 |
| 5. | Per capita sales by volume (aged 15 years and over) of alcoholic beverages by province and territory | 15 |

Highlights

- Beer remains the alcoholic drink of choice for Canadians in terms of both volume and dollar value, but its dominance continues to decline as consumers turn more to wine.

Note to readers

This release includes downward revisions to beer sales for 2004/2005 and 2005/2006. These revisions were primarily due to revised data from respondents.

Per capita statistics have been updated to reflect the incorporation of the latest Census results in the population statistics.

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, 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, therefore, do not 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 are based on the population aged 15 and over.

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

Beer remains the alcoholic drink of choice for Canadians in terms of both volume and dollar value, but its dominance continues to decline as consumers turn more to wine.

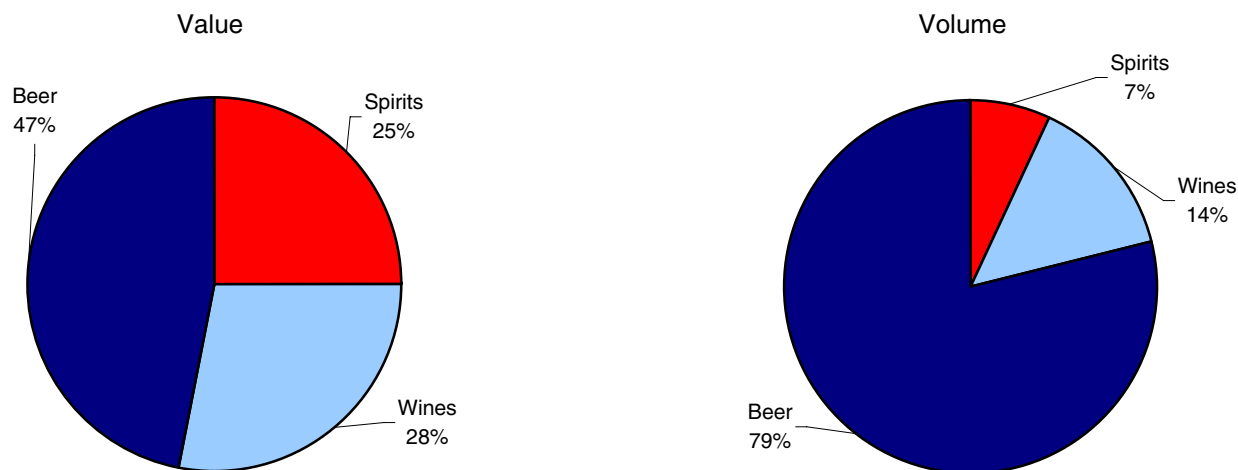
Canada's beer and liquor stores and agencies sold more than \$18.0 billion worth of alcoholic beverages during the fiscal year ending March 31, 2007, up 4.9% from the year before. This was the fastest rate of growth in sales since 2003.

This increase reflects, in part, the 1.4% increase in the population aged 15 and over as well as a 0.9% average increase in alcoholic beverage prices during this period.

In litres of absolute alcohol, the volume of sales of alcoholic beverages increased 3.1% to 218.7 million litres.

Market shares for the three alcoholic beverage types have changed substantially during the past decade. In 1997, beer accounted for 52% of dollar sales, spirits 27% and wine 21%. By 2007, beer had declined to 47% and spirits had slipped to 25%, while wine had captured 28% of the market.

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



In volume terms, wine sales significantly outpaced the growth of beer and spirit sales between 2005/06 and 2006/07.

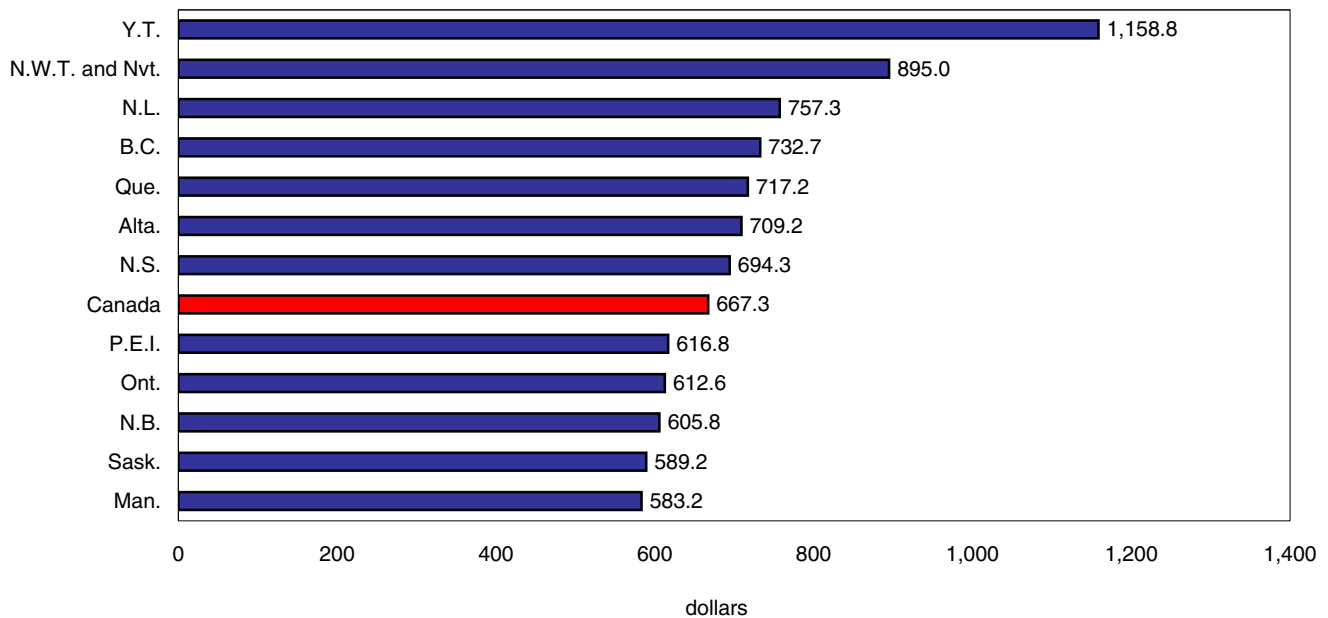
Alcoholic beverage sales on a per capita basis, for Canadians aged 15 and over, amounted to \$667 in 2006/2007, up \$22 from the previous year.

Text table 1
Value of sales of alcoholic beverages per capita 15 years and over - Fiscal years ended March 31

| Province | 2006 | 2007 | Percent change |
|--|--------------|--------------|----------------|
| | dollars | | |
| Newfoundland and Labrador | 734.4 | 757.3 | 3.1 |
| Prince Edward Island | 600.5 | 616.8 | 2.7 |
| Nova Scotia | 675.3 | 694.3 | 2.8 |
| New Brunswick | 584.3 | 605.8 | 3.7 |
| Quebec | 699.1 | 717.2 | 2.6 |
| Ontario | 604.7 | 612.6 | 1.3 |
| Manitoba | 552.1 | 583.2 | 5.6 |
| Saskatchewan | 538.8 | 589.2 | 9.4 |
| Alberta | 655.3 | 709.2 | 8.2 |
| British Columbia | 693.6 | 732.7 | 5.6 |
| Yukon Territory | 1,090.9 | 1,158.8 | 6.2 |
| Northwest Territories including Nunavut ¹ | 881.3 | 895.0 | 1.6 |
| Canada | 645.0 | 667.3 | 3.5 |

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
Value of sales of alcoholic beverages per capita 15 years and over



Note(s): 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.

The net income realized by provincial and territorial liquor authorities combined with other alcohol-related revenue such as liquor licences and permits, hit \$5 billion in 2006/07, up 5.2% from the previous year, with the Yukon, Alberta and Saskatchewan reporting the largest increases.

Red wines boost wine sales

Wineries and liquor stores and agencies sold \$5 billion worth of wines in 2006/07, up 9.5% from 2005/06. In terms of volume, Canadians bought 405.7 millions of litres of wine, up 7.1% from the year before.

Much of the strength in wine sales can be attributed to increased sales of red wine. Sales of red wine accounted for 61% of the total volume of red and white wine sold. Red wine sales include sales of red and rosé wines.

Red wine dollar sales have increased 130% since 2000 while white wine dollar sales increased a substantially lower 33% over the same time frame. Three-quarters of all red wines sold in Canada were from other countries, compared with just over 60% of white wines.

Wine sales on a per capita basis, for Canadians aged 15 and over, amounted to \$187 in 2006/2007, up almost \$14 from the previous year.

Consumers in Quebec bought the most wine by far as their per capita wine sales surpassed the national average by almost \$83. They accounted for 34% of all wine sold in Canada in 2006/07 and 42% of all red wine sold. Prince Edward Island and New Brunswick were the only two provinces to report higher volume of sales of white wines than red wines.

Beer dominance weakening

Beer stores and agencies sold \$8.4 billion worth of beer in 2006/07, up 2.0% from the previous year.

In terms of volume, Canadians bought 2.3 billion litres of beer, up 1.6% from the year before. Per capita beer sales by Canadians aged 15 and over declined 27% from its peak of 115.2 litres in 1976.

Chart 3
Volume of sales of alcoholic beverages - 1953 = 100

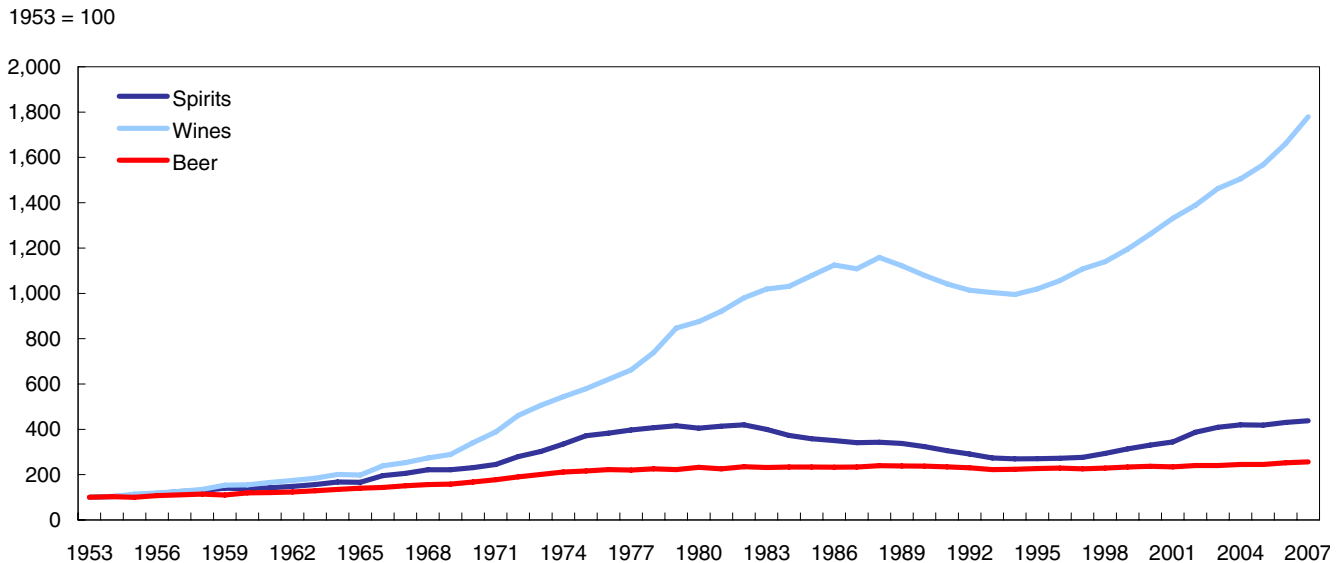
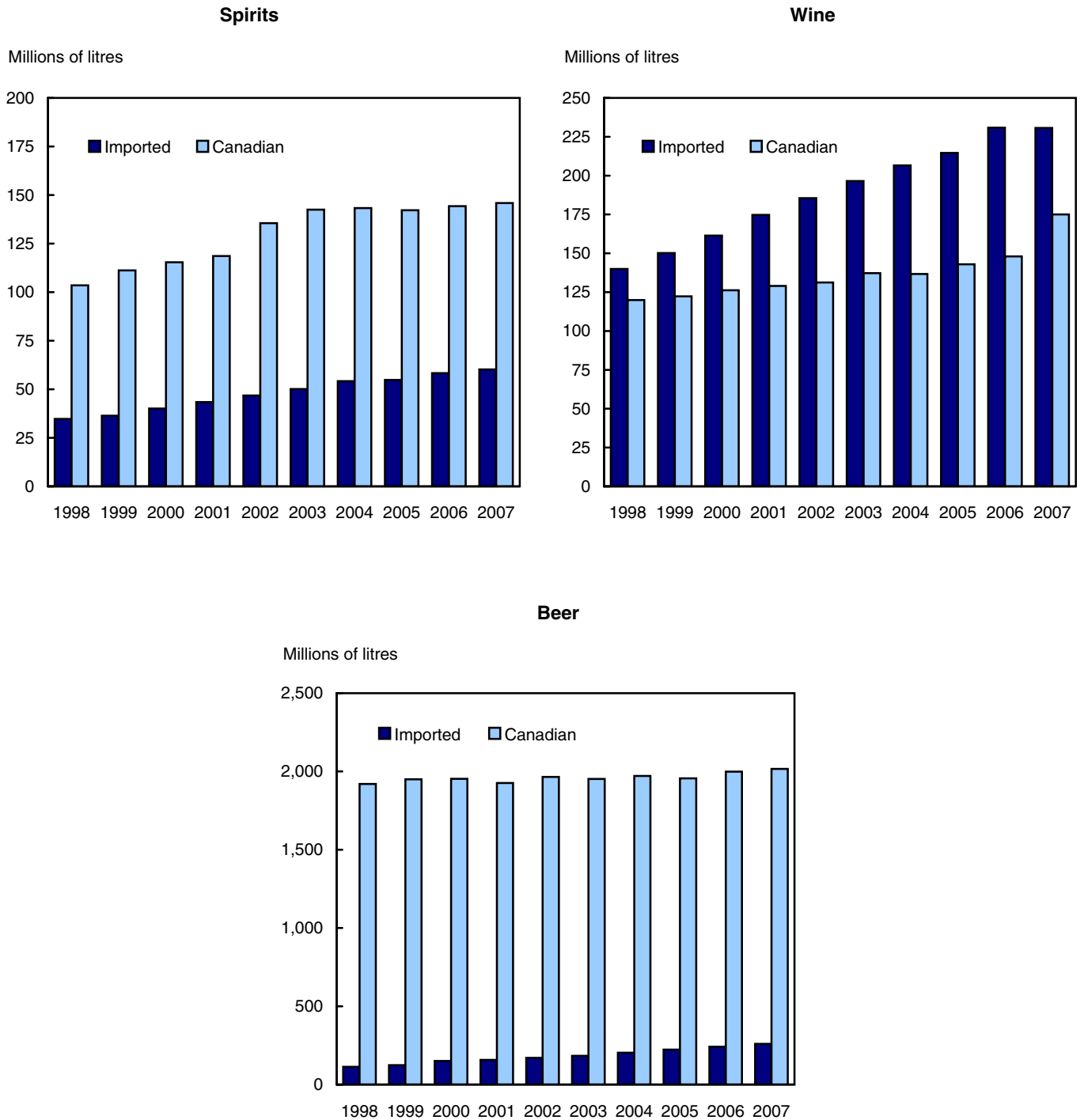


Chart 4
Sales of alcoholic beverages by volume



Although beer sales increased 2.0% at the Canada level, three jurisdictions – Quebec, Ontario and the Northwest Territories – reported lower sales compared to the previous year.

Beer sales on a per capita basis, for Canadians aged 15 and over, amounted to \$312 in 2006/2007, up \$1.60 from the previous year.

The growth in volume of sales of imported beer continues to outpace sales of domestic brands. The volume of imported beer sold jumped 7.6% in 2006/2007, while sales of domestic brands edged up 0.9%.

By volume, imported beer has more than doubled its market share in the last decade. In 2006/2007, foreign brands captured 11.4% of the beer market in Canada, up from 4.8% in 1996/1997.

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 | | | | | | | |
| 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 | 89.8 | 82.0 | 27.8 | 60.0 | 10.2 | 18.0 |
| 2006 | 71.2 | 39.1 | 89.2 | 81.2 | 28.8 | 60.9 | 10.8 | 18.8 |
| 2007 | 70.8 | 43.1 | 88.6 | 80.9 | 29.2 | 56.9 | 11.4 | 19.1 |

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

| Sales | Total | | Canadian | | Imported | |
|----------------|---------------------|---------|---------------------|---------|---------------------|---------|
| | millions of dollars | percent | millions of dollars | percent | millions of dollars | percent |
| Spirits | | | | | | |
| 1997 | 2,989 | .. | 2,049 | .. | 939 | .. |
| 1998 | 3,098 | 3.7 | 2,146 | 4.7 | 952 | 1.3 |
| 1999 | 3,236 | 4.5 | 2,229 | 3.9 | 1,007 | 5.8 |
| 2000 | 3,367 | 4.1 | 2,271 | 1.9 | 1,096 | 8.9 |
| 2001 | 3,524 | 4.6 | 2,325 | 2.4 | 1,198 | 9.3 |
| 2002 | 3,716 | 5.5 | 2,438 | 4.8 | 1,278 | 6.7 |
| 2003 | 3,821 | 2.8 | 2,484 | 1.9 | 1,337 | 4.6 |
| 2004 | 3,986 | 4.3 | 2,562 | 3.1 | 1,425 | 6.5 |
| 2005 | 4,076 | 2.2 | 2,593 | 1.2 | 1,483 | 4.1 |
| 2006 | 4,299 | 5.5 | 2,679 | 3.3 | 1,620 | 9.2 |
| 2007 | 4,546 | 5.8 | 2,829 | 5.6 | 1,718 | 6.0 |
| Wines | | | | | | |
| 1997 | 2,251 | .. | 797 | .. | 1,454 | .. |
| 1998 | 2,411 | 7.1 | 842 | 5.7 | 1,569 | 7.9 |
| 1999 | 2,638 | 9.4 | 879 | 4.4 | 1,759 | 12.1 |
| 2000 | 2,931 | 11.1 | 927 | 5.4 | 2,004 | 14.0 |
| 2001 | 3,136 | 7.0 | 955 | 3.0 | 2,182 | 8.8 |
| 2002 | 3,383 | 7.9 | 1,004 | 5.2 | 2,379 | 9.0 |
| 2003 | 3,696 | 9.3 | 1,094 | 8.9 | 2,602 | 9.4 |
| 2004 | 3,968 | 7.4 | 1,113 | 1.7 | 2,855 | 9.7 |
| 2005 | 4,228 | 6.6 | 1,214 | 9.1 | 3,014 | 5.6 |
| 2006 | 4,606 | 8.9 | 1,278 | 5.2 | 3,329 | 10.4 |
| 2007 | 5,046 | 9.5 | 1,585 | 24.0 | 3,461 | 4.0 |
| Beer | | | | | | |
| 1997 | 5,743 | .. | 5,391 | .. | 351 | .. |
| 1998 | 6,204 | 8.0 | 5,783 | 7.3 | 422 | 20.0 |
| 1999 | 6,501 | 4.8 | 6,039 | 4.4 | 462 | 9.7 |
| 2000 | 6,723 | 3.4 | 6,125 | 1.4 | 598 | 29.2 |
| 2001 | 6,795 | 1.1 | 6,170 | 0.7 | 626 | 4.7 |
| 2002 | 7,240 | 6.5 | 6,528 | 5.8 | 712 | 13.8 |
| 2003 | 7,654 | 5.7 | 6,849 | 4.9 | 805 | 13.0 |
| 2004 | 7,942 | 3.8 | 7,024 | 2.6 | 918 | 14.0 |
| 2005 | 7,985 | 0.5 | 7,077 | 0.8 | 908 | -1.1 |
| 2006 | 8,261 | 3.5 | 7,280 | 2.9 | 982 | 8.1 |
| 2007 | 8,423 | 2.0 | 7,333 | 0.7 | 1,090 | 11.0 |
| Total | | | | | | |
| 1997 | 10,982 | .. | 8,237 | .. | 2,744 | .. |
| 1998 | 11,714 | 6.7 | 8,771 | 6.5 | 2,942 | 7.2 |
| 1999 | 12,375 | 5.6 | 9,147 | 4.3 | 3,228 | 9.7 |
| 2000 | 13,022 | 5.2 | 9,323 | 1.9 | 3,698 | 14.6 |
| 2001 | 13,455 | 3.3 | 9,450 | 1.4 | 4,006 | 8.3 |
| 2002 | 14,339 | 6.6 | 9,970 | 5.5 | 4,369 | 9.1 |
| 2003 | 15,170 | 5.8 | 10,426 | 4.6 | 4,744 | 8.6 |
| 2004 | 15,896 | 4.8 | 10,699 | 2.6 | 5,198 | 9.6 |
| 2005 | 16,289 | 2.5 | 10,884 | 1.7 | 5,405 | 4.0 |
| 2006 | 17,167 | 5.4 | 11,236 | 3.2 | 5,930 | 9.7 |
| 2007 | 18,014 | 4.9 | 11,746 | 4.5 | 6,268 | 5.7 |

Text table 4
Sales of alcoholic beverages by volume¹ - Fiscal years ended March 31

| Sales | Total | | Canadian | | Imported | |
|----------------|--------------------|---------|--------------------|---------|--------------------|---------|
| | millions of litres | percent | millions of litres | percent | millions of litres | percent |
| Spirits | | | | | | |
| 1997 | 130 | .. | 94 | .. | 36 | .. |
| 1998 | 138 | 6.3 | 104 | 9.9 | 35 | -3.2 |
| 1999 | 148 | 6.7 | 111 | 7.4 | 36 | 4.8 |
| 2000 | 155 | 5.3 | 115 | 3.7 | 40 | 10.1 |
| 2001 | 162 | 4.2 | 119 | 2.8 | 43 | 8.3 |
| 2002 | 182 | 12.5 | 136 | 14.2 | 47 | 7.9 |
| 2003 | 193 | 5.7 | 143 | 5.1 | 50 | 7.2 |
| 2004 | 197 | 2.5 | 143 | 0.5 | 54 | 8.1 |
| 2005 | 197 | -0.3 | 142 | -0.8 | 55 | 1.1 |
| 2006 | 203 | 2.8 | 144 | 1.5 | 58 | 6.4 |
| 2007 | 206 | 1.8 | 146 | 1.2 | 60 | 3.3 |
| Wines | | | | | | |
| 1997 | 253 | .. | 116 | .. | 136 | .. |
| 1998 | 260 | 2.9 | 120 | 3.0 | 140 | 2.8 |
| 1999 | 273 | 4.9 | 122 | 2.0 | 150 | 7.3 |
| 2000 | 288 | 5.5 | 126 | 3.2 | 161 | 7.5 |
| 2001 | 304 | 5.6 | 129 | 2.2 | 175 | 8.2 |
| 2002 | 317 | 4.3 | 131 | 1.7 | 186 | 6.2 |
| 2003 | 334 | 5.4 | 137 | 4.6 | 196 | 5.9 |
| 2004 | 343 | 2.9 | 137 | -0.4 | 207 | 5.2 |
| 2005 | 357 | 4.1 | 143 | 4.5 | 215 | 3.9 |
| 2006 | 379 | 6.0 | 148 | 3.6 | 231 | 7.5 |
| 2007 | 406 | 7.1 | 175 | 18.2 | 231 | 0.0 |
| Beer | | | | | | |
| 1997 | 2,003 | .. | 1,906 | .. | 97 | .. |
| 1998 | 2,033 | 1.5 | 1,920 | 0.8 | 113 | 16.9 |
| 1999 | 2,074 | 2.0 | 1,950 | 1.6 | 124 | 9.8 |
| 2000 | 2,103 | 1.4 | 1,953 | 0.2 | 150 | 21.0 |
| 2001 | 2,084 | -0.9 | 1,926 | -1.4 | 158 | 4.9 |
| 2002 | 2,136 | 2.5 | 1,966 | 2.1 | 170 | 8.1 |
| 2003 | 2,135 | 0.0 | 1,952 | -0.7 | 183 | 7.6 |
| 2004 | 2,174 | 1.8 | 1,971 | 1.0 | 203 | 11.0 |
| 2005 | 2,179 | 0.2 | 1,956 | -0.8 | 223 | 9.6 |
| 2006 | 2,240 | 2.8 | 1,999 | 2.2 | 242 | 8.4 |
| 2007 | 2,276 | 1.6 | 2,016 | 0.9 | 260 | 7.6 |

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.

Vodka increases spirits sales

Liquor stores and agencies sold \$4.5 billion worth of spirits in 2006/07, up 5.8% from the previous year. This gain was due mainly to a 10% sales increase in vodka.

Spirit sales on a per capita basis, for Canadians aged 15 and over, amounted to \$168 in 2006/2007, up almost \$7 from the previous year.

The volume of sales of spirits increased 1.8% in 2006/07 to 206.1 million litres, with Canadian products representing 71% of these sales.

While domestic producers dominated the spirits market, the sales volume of imported spirits increased 3.3% to 60.2 million litres. Sales of Canadian spirits rose a modest 1.2% to 146.0 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 2006/07. Almost 70% of these sales were Canadian products.

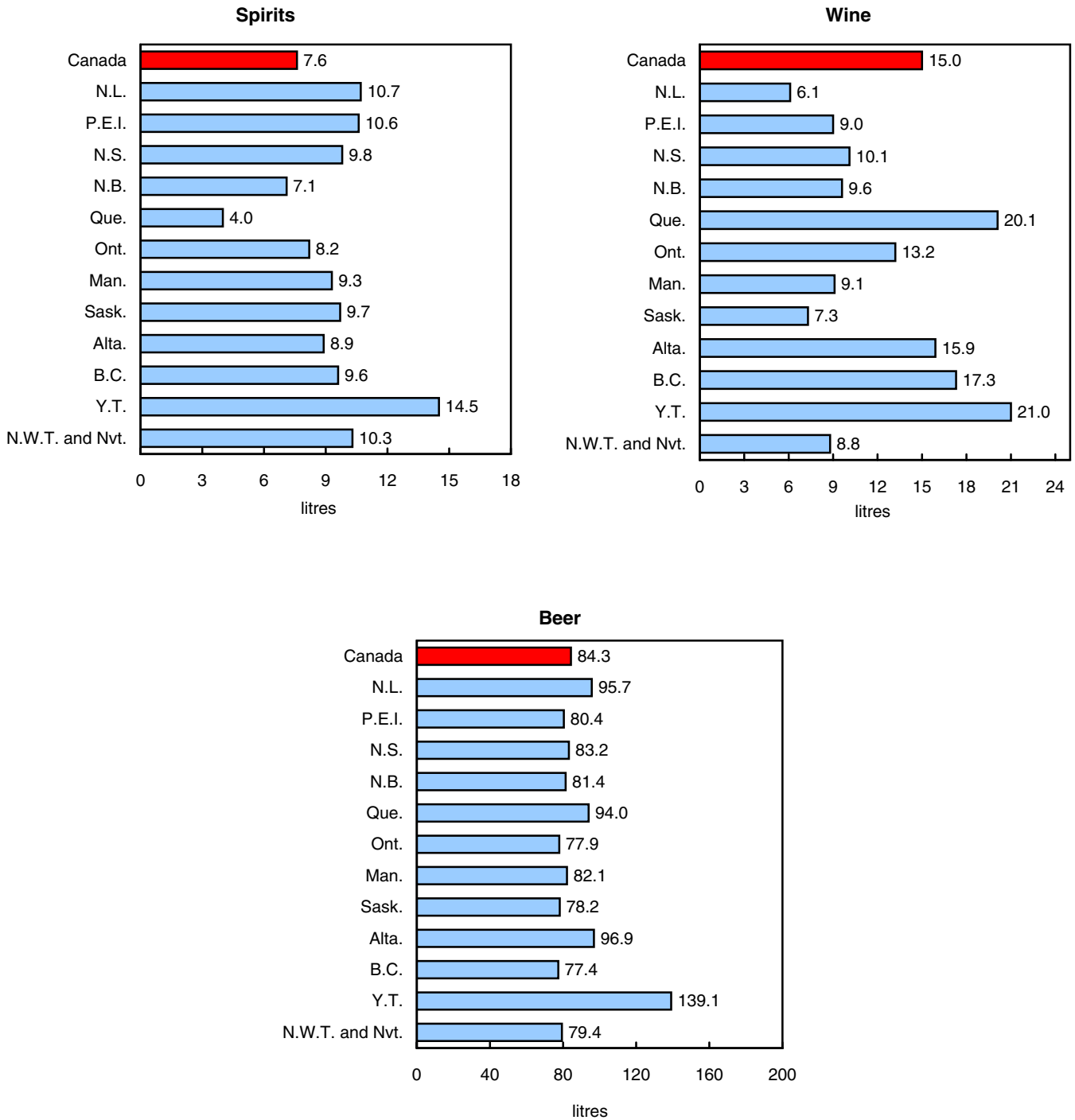
Text table 5

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 |
| 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 | 3,788 | 6.2 | 681 | -6.9 | 4,469 | 4.0 |
| 2006 | 4,045 | 6.8 | 719 | 5.6 | 4,764 | 6.6 |
| 2007 | 4,342 | 7.3 | 672 | -6.6 | 5,014 | 5.2 |

1. Available for distribution to provincial and territorial governments.

Chart 5
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.

® 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 | .. | 1 | .. | 96 | 6,756 | 288 | .. |
| Brandy | 744 | 104 | 471 | 607 | 23,182 | 6,002 | 881 |
| Gin | 1,382 | 183 | 1,513 | 2,621 | 28,484 | 17,607 | 1,832 |
| Liqueurs | 1,671 | 201 | 2,426 | 3,707 | 25,796 | 50,577 | 5,424 |
| Rum | 41,971 | 7,190 | 65,617 | 25,667 | 67,958 | 200,221 | 25,268 |
| Whisky | 21,307 | 4,208 | 21,922 | 26,050 | 18,456 | 401,184 | 64,876 |
| Vodka | 9,365 | 4,389 | 28,391 | 16,461 | 68,906 | 230,616 | 28,065 |
| Others | 486 | 328 | .. | 3,894 | 10,386 | 14,566 | 14 |
| Coolers | 7,536 | 2,935 | 16,605 | 7,172 | 43,212 | 137,605 | 14,906 |
| Total spirits | 84,462 | 19,538 | 136,944 | 86,275 ⁵ | 293,135 | 1,058,665 | 141,266 |
| Wines | | | | | | | |
| Cider | 142 | 10 | 575 | 1,037 | 15,957 | 1,999 | 1,250 |
| Sparkling | 621 | 15 | 2,572 | 4,973 | 20,557 | 26,123 | 1,934 |
| Others | 7,871 | 5,111 | 24,472 | 22,094 | 372,439 | 507,058 | 25,936 |
| Coolers | 940 | 160 | 638 | 5,579 ¹ | 5,215 | 4,056 | 410 |
| Total wines | 9,574 | 5,296 | 28,256 | 33,682 ⁵ | 414,168 | 539,235 | 29,529 |
| Beer | 168,378 | 34,139 | 250,734 | 218,834 ⁵ | 2,076,509 ⁶ | 2,433,094 | 213,776 |
| Total - Canadian beverages | 262,414 | 58,973 ³ | 415,934 | 338,791 ⁵ | 2,783,812 ⁶ | 4,030,994 | 384,571 |
| Imported | | | | | | | |
| Spirits | | | | | | | |
| Alcohol | .. | .. | .. | .. | 5,932 | .. | .. |
| Brandy | 153 | 44 | 862 | 576 | 37,963 | 84,842 | 3,060 |
| Gin | 285 | 292 | 3,035 | 1,599 | 21,885 | 40,687 | 4,133 |
| Liqueurs | 8,102 | 1,617 | 17,698 | 3,740 | 44,094 | 106,061 | 22,302 |
| Rum | 8,352 | 593 | 4,115 | 2,141 | 1,972 | 27,189 | 8,078 |
| Whisky | 4,395 | 55 | 7,381 | 2,748 | 55,913 | 196,242 | 10,596 |
| Vodka | 1,932 | 445 | 5,664 | 1,055 | 32,190 | 129,700 | 12,563 |
| Others | 100 | 1,310 | .. | 1,885 | 72,984 | 101,582 | 3,020 |
| Coolers | 2,070 | .. | 1,305 | .. | 1,738 | 30,337 | 455 |
| Total spirits | 25,387 | 4,356 | 40,059 | 13,743 ⁵ | 274,671 | 716,640 | 64,207 |
| Wines | | | | | | | |
| Cider | 39 | 27 | 656 | .. | 104 | 7,321 | 77 |
| Sparkling | 1,940 | 138 | 3,484 | 769 | 102,910 | 59,435 | 5,953 |
| Others | 25,403 | 6,022 | 64,813 | 25,685 | 1,208,873 | 1,111,373 | 68,890 |
| Coolers | 258 | .. | .. | 2,127 ¹ | 3,163 | 2,025 | 22 |
| Total wines | 27,641 | 6,187 | 68,952 | 28,581 ⁵ | 1,315,050 | 1,180,154 | 74,942 |
| Beer | 11,485 | 871 | 21,605 | 1,286 ⁵ | 222,876 ⁶ | 466,860 | 30,246 |
| Total - Imported beverages | 64,513 | 11,414 ³ | 130,616 | 43,610 ⁵ | 1,812,597 ⁶ | 2,363,655 | 169,395 |

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 | .. | .. | 57 | .. | .. | .. | 7,198 |
| Brandy | 556 | 958 | 2,623 | 59 | 4 | .. | 36,191 |
| Gin | 1,211 | 5,338 | 10,442 | 100 | 111 | 14 | 70,837 |
| Liqueurs | 4,192 | 10,682 | 19,156 | 405 | 224 | 53 | 124,515 |
| Rum | 26,626 | 90,061 | 102,601 | 1,176 | 2,572 | 326 | 657,254 |
| Whisky | 50,475 | 147,510 | 130,303 | 1,859 | 3,176 | 224 | 891,550 |
| Vodka | 38,485 | 118,445 | 127,866 | 2,033 | 7,773 | 337 | 681,132 |
| Others | 859 | 10,917 | 16,607 | 182 | 74 | .. | 58,312 |
| Coolers | 14,939 | .. | 55,476 | 725 | 515 ² | .. | 301,626 |
| Total spirits | 137,342 | 383,912 | 465,132 | 6,541 | 14,450² | 954 | 2,828,616 |
| Wines | | | | | | | |
| Cider | 2,447 | 6,645 | 37,083 | 640 | 322 | .. | 68,105 |
| Sparkling | 929 | 2,652 | 6,117 | 62 | 77 | 3 | 66,633 |
| Others | 20,566 | 69,514 | 315,933 | 2,143 | 1,569 | 128 | 1,374,833 |
| Coolers | 2,042 | 51,556 | 3,973 | 8 | 515 ² | 5 | 75,097 |
| Total wines | 25,983 | 130,367 | 363,106 | 2,854 | 2,483² | 136 | 1,584,669 |
| Beer | 233,196 | 744,179 | 925,273 | 14,122 | 17,447 | 3,190 | 7,332,871 |
| Total - Canadian beverages | 396,522 | 1,258,458 | 1,753,511 | 23,517⁴ | 34,380² | 4,280⁶ | 11,746,156 |
| Imported | | | | | | | |
| Spirits | | | | | | | |
| Alcohol | .. | .. | .. | .. | .. | .. | 5,932 |
| Brandy | 666 | 14,993 | 11,803 | 97 | 55 | 4 | 155,118 |
| Gin | 2,209 | 11,201 | 23,372 | 187 | 141 | .. | 109,026 |
| Liqueurs | 17,606 | 75,031 | 91,113 | 1,076 | 1,509 | 88 | 390,035 |
| Rum | 4,231 | 24,496 | 10,447 | 84 | 189 | .. | 91,888 |
| Whisky | 6,415 | 48,481 | 69,125 | 125 | 563 | 24 | 402,063 |
| Vodka | 4,718 | 30,415 | 59,188 | 205 | 343 | 7 | 278,425 |
| Others | 1,459 | 34,217 | 23,258 | 574 | 244 | 17 | 240,650 |
| Coolers | 1,573 | .. | 6,832 | 62 | 34 ² | .. | 44,405 |
| Total spirits | 38,876 | 238,833 | 295,137 | 2,410 | 3,079² | 141 | 1,717,541 |
| Wines | | | | | | | |
| Cider | 62 | 4,261 | 3,795 | 11 | 18 | .. | 16,369 |
| Sparkling | 1,432 | 15,099 | 24,623 | 102 | 145 | .. | 216,031 |
| Others | 26,718 | 277,024 | 387,339 | 2,761 | 3,311 | 125 | 3,208,336 |
| Coolers | 2,179 | 7,479 | 2,873 | 25 | 37 ² | .. | 20,189 |
| Total wines | 30,391 | 303,862 | 418,630 | 2,899 | 3,511² | 125 | 3,460,926 |
| Beer | 3,896 | 137,672 | 190,856 | 876 | 1,162 | 134 | 1,089,826 |
| Total - Imported beverages | 73,163 | 680,368 | 904,623 | 6,186⁴ | 7,752² | 401⁶ | 6,268,293 |

1. New Brunswick wine coolers include unidentifiable amount of spirit based coolers.
2. The distribution of spirits, wine and beer for Northwest Territories is based on volume.
3. Includes health tax of 25% on retail sales.
4. Includes a liquor tax of 12% on the retail value of all alcoholic beverages.
5. The distribution of the spirits, the wine and the beer for New Brunswick is based on 1997/1998 data.
6. Estimated data.

Source(s): Statistics Canada, CANSIM table 183-0015.

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 | .. | .. | .. | 3 | 261 | 10 | .. |
| Brandy | 20 | 4 | 16 | 20 | 860 | 222 | 34 |
| Gin | 48 | 6 | 51 | 87 | 1,240 | 656 | 67 |
| Liqueurs | 45 | 7 | 82 | 123 | 1,031 | 2,106 | 205 |
| Rum | 1,577 | 269 | 2,225 | 850 | 2,870 | 7,544 | 910 |
| Whisky | 710 | 158 | 743 | 863 | 744 | 14,851 | 2,300 |
| Vodka | 323 | 169 | 963 | 545 | 2,898 | 8,533 | 1,018 |
| Others | 15 | 34 | .. | 171 | 349 | 456 | .. |
| Coolers | 935 | 413 | 2,357 | 1,353 | 6,721 | 24,359 | 2,219 |
| Total spirits | 3,673 | 1,060 | 6,437 | 4,015³ | 16,974 | 58,737 | 6,753 |
| Wines | | | | | | | |
| Cider | 20 | .. | 63 | 139 | 1,182 | 367 | 281 |
| Sparkling | 69 | 2 | 281 | 417 | 2,301 | 2,854 | 197 |
| Others | 722 | 562 | 2,839 | 1,856 | 43,979 | 49,899 | 2,696 |
| Coolers | 117 | 31 | 118 | 1,056 ¹ | 1,140 | 730 | 92 |
| Total wines | 928 | 595 | 3,301 | 3,468³ | 48,602 | 53,850 | 3,266 |
| Beer² | 38,945 | 9,001 | 60,997 | 51,088 | 544,672 | 706,310 | 69,323 |
| Imported | | | | | | | |
| Spirits | | | | | | | |
| Alcohol | .. | .. | .. | .. | 207 | .. | .. |
| Brandy | 4 | 2 | 25 | 19 | 1,121 | 2,440 | 94 |
| Gin | 8 | 10 | 89 | 53 | 897 | 1,488 | 140 |
| Liqueurs | 258 | 48 | 518 | 124 | 1,320 | 3,343 | 665 |
| Rum | 273 | 21 | 120 | 71 | 61 | 909 | 267 |
| Whisky | 123 | 1 | 216 | 91 | 1,672 | 5,473 | 296 |
| Vodka | 56 | 15 | 166 | 35 | 1,162 | 4,665 | 445 |
| Others | 3 | 48 | .. | 83 | 2,333 | 3,685 | 91 |
| Coolers | 231 | .. | 157 | .. | 185 | 4,834 | 36 |
| Total spirits | 956 | 145 | 1,291 | 476³ | 8,958 | 26,837 | 2,034 |
| Wines | | | | | | | |
| Cider | 5 | 4 | 44 | .. | 14 | 1,512 | 8 |
| Sparkling | 144 | 8 | 234 | 65 | 5,252 | 2,443 | 411 |
| Others | 1,514 | 416 | 4,361 | 2,157 | 74,421 | 79,619 | 4,923 |
| Coolers | 29 | .. | .. | 349 ¹ | 325 | 313 | 1 |
| Total wines | 1,692 | 428 | 4,639 | 2,571³ | 80,012 | 83,887 | 5,343 |
| Beer² | 2,386 | 173 | 4,467 | 300⁴ | 57,769⁴ | 106,349 | 8,632 |

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**

| | Saskatchewan | Alberta | British Columbia | Yukon Territory | Northwest Territories | Nunavut | Canada |
|--------------------------|---------------|----------------|---------------------|--------------------|--------------------------|-------------------------|------------------|
| thousands of litres | | | | | | | |
| Canadian | | | | | | | |
| Spirits | | | | | | | |
| Alcohol | .. | .. | 1 | .. | .. | .. | 275 |
| Brandy | 24 | 39 | 105 | 2 | .. | .. | 1,346 |
| Gin | 44 | 224 | 406 | 4 | 3 | .. | 2,836 |
| Liqueurs | 163 | 439 | 726 | 13 | 6 | .. | 4,946 |
| Rum | 958 | 3,667 | 3,975 | 40 | 65 | 9 | 24,959 |
| Whisky | 1,843 | 5,969 | 4,781 | 61 | 81 | 6 | 33,110 |
| Vodka | 1,401 | 5,170 | 5,012 | 71 | 197 | 8 | 26,308 |
| Others | 19 | 599 | 487 | 7 | 2 | .. | 2,139 |
| Coolers | 2,022 | .. | 9,467 | 107 | 76 | .. | 50,029 |
| Total spirits | 6,474 | 16,107 | 24,960 | 305 | 430 | 23 | 145,948 |
| Wines | | | | | | | |
| Cider | 698 | 1,857 | 8,853 | 146 | 48 | .. | 13,654 |
| Sparkling | 102 | 344 | 478 | 4 | 4 | .. | 7,053 |
| Others | 2,258 | 7,430 | 26,308 | 229 | 94 | 2 | 138,874 |
| Coolers | 579 | 10,487 | 954 | 1 | 76 | 1 | 15,382 |
| Total wines | 3,637 | 20,118 | 36,593 | 380 | 222 | 3 | 174,963 |
| Beer ² | 61,575 | 225,732 | 241,104 | 3,425 | 3,361 | 559 ⁴ | 2,016,092 |
| Imported | | | | | | | |
| Spirits | | | | | | | |
| Alcohol | .. | .. | .. | .. | .. | .. | 207 |
| Brandy | 25 | 366 | 444 | 3 | 1 | .. | 4,544 |
| Gin | 73 | 423 | 813 | 5 | 4 | .. | 4,003 |
| Liqueurs | 576 | 2,612 | 2,772 | 29 | 38 | 3 | 12,306 |
| Rum | 139 | 897 | 343 | 3 | 5 | .. | 3,109 |
| Whisky | 176 | 1,354 | 1,833 | 3 | 14 | 1 | 11,253 |
| Vodka | 156 | 1,091 | 2,046 | 6 | 9 | .. | 9,852 |
| Others | 30 | 1,500 | 653 | 10 | 6 | 1 | 8,443 |
| Coolers | 108 | .. | 910 | 7 | 5 | .. | 6,473 |
| Total spirits | 1,283 | 8,243 | 9,814 | 66 | 82 | 5 | 60,190 |
| Wines | | | | | | | |
| Cider | 7 | 908 | 721 | 2 | 3 | .. | 3,228 |
| Sparkling | 66 | 787 | 951 | 4 | 9 | .. | 10,374 |
| Others | 1,835 | 20,288 | 24,130 | 149 | 201 | 17 | 214,031 |
| Coolers | 248 | 1,425 | 410 | 3 | 5 | .. | 3,108 |
| Total wines | 2,156 | 23,408 | 26,212 | 158 | 218 | 17 | 230,741 |
| Beer ² | 749 | 39,227 | 39,652 | 140 | 224 | 10 ⁴ | 260,078 |

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.

Source(s): Statistics Canada, CANSIM table 183-0015.

**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 | .. | 1 | .. | 96 | 12,688 | 288 | .. |
| Brandy | 897 | 148 | 1,332 | 1,183 | 61,145 | 90,844 | 3,941 |
| Gin | 1,667 | 475 | 4,548 | 4,220 | 50,369 | 58,294 | 5,965 |
| Liqueurs | 9,773 | 1,818 | 20,124 | 7,447 | 69,890 | 156,638 | 27,726 |
| Rum | 50,323 | 7,783 | 69,732 | 27,808 | 69,930 | 227,410 | 33,347 |
| Whisky | 25,702 | 4,263 | 29,303 | 28,798 | 74,369 | 597,426 | 75,473 |
| Vodka | 11,297 | 4,834 | 34,055 | 17,516 | 101,096 | 360,316 | 40,628 |
| Others | 585 | 1,638 | .. | 5,779 | 83,370 | 116,148 | 3,033 |
| Coolers | 9,606 | 2,935 | 17,910 | 7,172 | 44,950 | 167,942 | 15,361 |
| Total spirits | 109,850 | 23,895 | 177,003 | 100,018 | 567,806 | 1,775,306 | 205,473 |
| Wines | | | | | | | |
| Cider | 182 | 36 | 1,230 | 1,037 | 16,061 | 9,319 | 1,326 |
| Sparkling | 2,561 | 153 | 6,056 | 5,742 | 123,467 | 85,558 | 7,887 |
| Others | 33,274 | 11,133 | 89,284 | 47,779 | 1,581,312 | 1,618,431 | 94,826 |
| Coolers | 1,199 | 160 | 638 | 7,706 ¹ | 8,378 | 6,081 | 432 |
| Total wines | 37,215 | 11,482 | 97,208 | 62,264⁵ | 1,729,218 | 1,719,389 | 104,471 |
| Beer | 179,862 | 35,010 | 272,339 | 220,119⁵ | 2,299,385⁶ | 2,899,955 | 244,022 |
| Total Canadian and imported beverages | 326,927 | 70,387³ | 546,550 | 382,401⁵ | 4,596,409⁶ | 6,394,649 | 553,966 |
| Goods and Services Tax (GST) included | 19,231 | 4,140 | 32,150 | 22,494 | 270,377 | 376,156 | 32,586 |
| Discounts and rebates included | .. | . | 3,249 | 4,999 | . | 33,748 | . |
| | Saskatchewan | Alberta | British Columbia | Yukon Territory | Northwest Territories | Nunavut | Canada |
| thousands of dollars | | | | | | | |
| Canadian and imported beverages | | | | | | | |
| Spirits | | | | | | | |
| Alcohol | .. | .. | 57 | .. | .. | .. | 13,130 |
| Brandy | 1,222 | 15,951 | 14,427 | 156 | 60 | 4 | 191,309 |
| Gin | 3,420 | 16,539 | 33,814 | 287 | 252 | 14 | 179,863 |
| Liqueurs | 21,797 | 85,713 | 110,268 | 1,481 | 1,733 | 141 | 514,550 |
| Rum | 30,857 | 114,557 | 113,048 | 1,261 | 2,761 | 326 | 749,142 |
| Whisky | 56,891 | 195,991 | 199,428 | 1,984 | 3,739 | 249 | 1,293,613 |
| Vodka | 43,202 | 148,861 | 187,053 | 2,238 | 8,116 | 344 | 959,557 |
| Others | 2,317 | 45,134 | 39,865 | 756 | 319 | 17 | 298,963 |
| Coolers | 16,511 | .. | 62,308 | 788 ² | 549 ⁶ | .. | 346,031 |
| Total spirits | 176,218 | 622,745 | 760,269 | 8,951 | 17,529⁶ | 1,095 | 4,546,158 |
| Wines | | | | | | | |
| Cider | 2,509 | 10,906 | 40,879 | 650 | 340 | .. | 84,474 |
| Sparkling | 2,361 | 17,751 | 30,740 | 165 | 221 | 3 | 282,664 |
| Others | 47,283 | 346,538 | 703,272 | 4,904 | 4,880 | 253 | 4,583,169 |
| Coolers | 4,221 | 59,035 | 6,846 | 34 ² | 553 ⁶ | 5 | 95,287 |
| Total wines | 56,374 | 434,229 | 781,737 | 5,753 | 5,994⁶ | 261 | 5,045,594 |
| Beer | 237,093 | 881,852 | 1,116,129 | 14,999 | 18,610 | 3,324 | 8,422,697 |
| Total Canadian and imported beverages | 469,685 | 1,938,826 | 2,658,134 | 29,703⁴ | 42,132⁶ | 4,680⁶ | 18,014,449 |
| Goods and Services Tax (GST) included | 27,629 | 114,049 | 156,361 | 1,570 | 2,478 | 275 | 1,059,496 |
| Discounts and rebates included | 12,510 | .. | 145,921 | .. | . | . | 200,427 |

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 health tax of 25% on retail sales.
4. Includes a liquor tax of 12% on the retail value of all alcoholic beverages.
5. The distribution of the spirits, the wine and the beer for New Brunswick is based on 1997/1998 data.
6. Estimated data.

Source(s): Statistics Canada, CANSIM table 183-0015.

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 | .. | .. | .. | 3 | 468 | 10 | .. |
| Brandy | 24 | 6 | 41 | 39 | 1,981 | 2,662 | 128 |
| Gin | 56 | 16 | 140 | 140 | 2,137 | 2,144 | 207 |
| Liqueurs | 303 | 55 | 600 | 247 | 2,351 | 5,449 | 870 |
| Rum | 1,850 | 290 | 2,345 | 921 | 2,931 | 8,453 | 1,177 |
| Whisky | 833 | 159 | 959 | 954 | 2,416 | 20,324 | 2,596 |
| Vodka | 379 | 184 | 1,129 | 580 | 4,060 | 13,198 | 1,463 |
| Others | 18 | 82 | .. | 254 | 2,682 | 4,141 | 91 |
| Coolers | 1,166 | 413 | 2,514 | 1,353 | 6,906 | 29,193 | 2,255 |
| Total spirits | 4,629 | 1,205 | 7,728 | 4,491³ | 25,932 | 85,574 | 8,787 |
| Wines | | | | | | | |
| Cider | 25 | 4 | 107 | 139 | 1,196 | 1,879 | 289 |
| Sparkling | 213 | 10 | 515 | 482 | 7,553 | 5,297 | 608 |
| Others | 2,236 | 978 | 7,200 | 4,013 | 118,400 | 129,518 | 7,619 |
| Coolers | 146 | 31 | 118 | 1,405 ¹ | 1,465 | 1,043 | 93 |
| Total wines | 2,620 | 1,023 | 7,940 | 6,039³ | 128,614 | 137,737 | 8,609 |
| Beer² | 41,331 | 9,174 | 65,464 | 51,388⁴ | 602,441⁴ | 812,659 | 77,955 |
| | Saskatchewan | Alberta | British Columbia | Yukon Territory | Northwest Territories | Nunavut | Canada |
| thousands of litres | | | | | | | |
| Canadian and imported beverages | | | | | | | |
| Spirits | | | | | | | |
| Alcohol | .. | .. | 1 | .. | .. | .. | 482 |
| Brandy | 49 | 405 | 549 | 5 | 1 | .. | 5,890 |
| Gin | 117 | 647 | 1,219 | 9 | 7 | .. | 6,839 |
| Liqueurs | 739 | 3,051 | 3,498 | 42 | 44 | 3 | 17,252 |
| Rum | 1,097 | 4,564 | 4,318 | 43 | 70 | 9 | 28,068 |
| Whisky | 2,019 | 7,323 | 6,614 | 64 | 95 | 7 | 44,363 |
| Vodka | 1,557 | 6,261 | 7,058 | 77 | 206 | 8 | 36,160 |
| Others | 49 | 2,099 | 1,140 | 17 | 8 | 1 | 10,582 |
| Coolers | 2,130 | .. | 10,377 | 114 | 81 | .. | 56,502 |
| Total spirits | 7,757 | 24,350 | 34,774 | 371 | 512 | 28⁴ | 206,138 |
| Wines | | | | | | | |
| Cider | 705 | 2,765 | 9,574 | 148 | 51 | .. | 16,882 |
| Sparkling | 168 | 1,131 | 1,429 | 8 | 13 | .. | 17,427 |
| Others | 4,093 | 27,718 | 50,438 | 378 | 295 | 19 | 352,905 |
| Coolers | 827 | 11,912 | 1,364 | 4 | 81 | 1 | 18,490 |
| Total wines | 5,793 | 43,526 | 62,805 | 538 | 440 | 20⁴ | 405,704 |
| Beer² | 62,324 | 264,959 | 280,756 | 3,565 | 3,585 | 569⁴ | 2,276,170 |

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.

Source(s): Statistics Canada, CANSIM table 183-0015.

Table 3-1
Sales of alcoholic beverages — Value

| | 2003 | 2004 | 2005 | 2006 | 2007 |
|----------------------------------|-------------------|-------------------|-------------------|-------------------|--------------------|
| thousands of dollars | | | | | |
| Spirits | | | | | |
| Canada | 3,820,639 | 3,986,238 | 4,075,586 | 4,298,571 | 4,546,158 |
| Newfoundland and Labrador | 89,491 | 103,780 | 100,769 | 106,848 | 109,850 |
| Prince Edward Island | 21,587 | 22,478 | 22,740 | 23,197 | 23,895 |
| Nova Scotia | 154,447 | 161,144 | 163,122 | 174,821 | 177,003 |
| New Brunswick | 84,470 | 90,993 | 93,326 | 96,257 | 100,018 |
| Quebec | 497,017 | 508,016 | 463,736 | 525,098 | 567,806 |
| Ontario | 1,542,766 | 1,603,664 | 1,663,776 | 1,714,708 | 1,775,306 |
| Manitoba | 179,015 | 185,273 | 190,071 | 196,313 | 205,473 |
| Saskatchewan | 152,028 | 157,905 | 157,732 | 165,415 | 176,218 |
| Alberta | 470,479 | 495,885 | 518,359 | 561,683 | 622,745 |
| British Columbia | 604,581 | 632,227 | 676,404 | 707,613 | 760,269 |
| Yukon Territory | 7,592 | 7,821 | 8,001 | 8,376 | 8,951 |
| Northwest Territories | 16,267 | 16,129 | 16,709 | 17,240 | 17,529 |
| Nunavut | 899 | 923 | 842 | 1,003 | 1,095 ² |
| Wines | | | | | |
| Canada | 3,696,027 | 3,967,784 | 4,228,394 | 4,606,486 | 5,045,594 |
| Newfoundland and Labrador | 30,169 | 28,535 | 28,709 | 33,119 | 37,215 |
| Prince Edward Island | 8,159 | 8,850 | 9,501 | 10,441 | 11,482 |
| Nova Scotia | 68,320 | 77,484 | 81,482 | 89,912 | 97,208 |
| New Brunswick | 49,447 | 50,640 | 53,911 | 57,446 | 62,264 |
| Quebec | 1,324,596 | 1,432,706 | 1,438,138 | 1,592,074 | 1,729,218 |
| Ontario | 1,267,618 | 1,349,823 | 1,492,441 | 1,584,699 | 1,719,389 |
| Manitoba | 73,726 | 79,403 | 85,166 | 94,575 | 104,471 |
| Saskatchewan | 36,904 | 39,101 | 45,535 | 49,043 | 56,374 |
| Alberta | 299,007 | 320,986 | 342,509 | 380,894 | 434,229 |
| British Columbia | 529,525 | 570,820 | 640,635 | 703,253 | 781,737 |
| Yukon Territory | 4,112 | 4,458 | 4,713 | 5,175 | 5,753 |
| Northwest Territories | 4,233 | 4,762 | 5,362 | 5,613 | 5,994 |
| Nunavut | 211 | 216 | 293 | 240 | 261 ² |
| Beer | | | | | |
| Canada | 7,653,722 | 7,942,182 | 7,985,461 | 8,261,487 | 8,422,697 |
| Newfoundland and Labrador | 169,778 | 186,033 | 170,156 | 178,449 | 179,862 |
| Prince Edward Island | 31,214 | 32,778 | 33,184 | 34,634 | 35,010 |
| Nova Scotia | 224,592 | 237,496 | 244,595 | 264,882 | 272,339 |
| New Brunswick | 192,437 | 202,816 | 206,986 | 214,491 | 220,119 |
| Quebec ¹ | 2,266,905 | 2,292,978 | 2,218,521 | 2,314,613 | 2,299,385 |
| Ontario | 2,692,446 | 2,793,601 | 2,826,106 | 2,917,877 | 2,899,955 |
| Manitoba | 212,687 | 226,668 | 229,947 | 229,917 | 244,022 |
| Saskatchewan | 201,988 | 218,258 | 218,695 | 214,518 | 237,093 |
| Alberta | 712,906 | 743,482 | 763,770 | 795,281 | 881,852 |
| British Columbia | 915,801 | 973,978 | 1,038,875 | 1,061,123 | 1,116,129 |
| Yukon Territory | 12,277 | 12,952 | 13,723 | 14,044 | 14,999 |
| Northwest Territories | 17,977 | 18,354 | 18,239 | 18,637 | 18,610 |
| Nunavut | 2,715 | 2,788 | 2,663 | 3,021 | 3,324 ² |
| Total alcoholic beverages | | | | | |
| Canada | 15,170,389 | 15,896,205 | 16,289,441 | 17,166,544 | 18,014,449 |
| Newfoundland and Labrador | 289,437 | 318,349 | 299,634 | 318,416 | 326,927 |
| Prince Edward Island | 60,960 | 64,107 | 65,424 | 68,271 | 70,387 |
| Nova Scotia | 447,359 | 476,124 | 489,198 | 529,615 | 546,550 |
| New Brunswick | 326,354 | 344,449 | 354,224 | 368,194 | 382,401 |
| Quebec ¹ | 4,088,518 | 4,233,700 | 4,120,395 | 4,431,786 | 4,596,409 |
| Ontario | 5,502,831 | 5,747,088 | 5,982,324 | 6,217,284 | 6,394,649 |
| Manitoba | 465,429 | 491,343 | 505,183 | 520,805 | 553,966 |
| Saskatchewan | 390,920 | 415,264 | 421,962 | 428,976 | 469,685 |
| Alberta | 1,482,392 | 1,560,353 | 1,624,639 | 1,737,858 | 1,938,826 |
| British Columbia | 2,049,907 | 2,177,024 | 2,355,913 | 2,471,990 | 2,658,134 |
| Yukon Territory | 23,982 | 25,230 | 26,437 | 27,595 | 29,703 |
| Northwest Territories | 38,477 | 39,244 | 40,310 | 41,490 | 42,132 |
| Nunavut | 3,824 | 3,928 | 3,799 | 4,263 | 4,680 ² |

1. Imported beer is estimated.

2. Estimated data.

Source(s): Statistics Canada, CANSIM table 183-0015.

Table 3-2
Sales of alcoholic beverages — Volume ²

| | 2003 | 2004 | 2005 | 2006 | 2007 |
|---------------------------|------------------|------------------|------------------|------------------|------------------|
| thousands of litres | | | | | |
| Spirits | | | | | |
| Canada | 192,648 | 197,470 | 196,955 | 202,548 | 206,138 |
| Newfoundland and Labrador | 3,168 | 4,543 | 4,457 | 4,501 | 4,629 |
| Prince Edward Island | 1,073 | 1,140 | 1,162 | 1,158 | 1,205 |
| Nova Scotia | 6,985 | 7,530 | 7,607 | 7,805 | 7,728 |
| New Brunswick | 4,242 | 4,410 | 4,426 | 4,419 | 4,491 |
| Quebec | 24,953 | 24,790 | 22,747 | 25,520 | 25,932 |
| Ontario | 86,080 | 86,247 | 86,224 | 86,742 | 85,574 |
| Manitoba | 8,645 | 8,983 | 8,564 | 8,588 | 8,787 |
| Saskatchewan | 7,174 | 7,349 | 7,251 | 7,385 | 7,757 |
| Alberta | 18,999 | 20,020 | 20,871 | 22,355 | 24,350 |
| British Columbia | 30,468 | 31,609 | 32,781 | 33,196 | 34,774 |
| Yukon Territory | 332 | 358 | 354 | 353 | 371 |
| Northwest Territories | 508 | 467 | 492 | 500 | 512 |
| Nunavut | 23 | 24 | 19 | 26 | 28 ³ |
| Wines | | | | | |
| Canada | 333,661 | 343,299 | 357,479 | 378,819 | 405,704 |
| Newfoundland and Labrador | 2,808 | 2,160 | 2,220 | 2,475 | 2,620 |
| Prince Edward Island | 820 | 850 | 897 | 960 | 1,023 |
| Nova Scotia | 6,188 | 6,710 | 7,050 | 7,414 | 7,940 |
| New Brunswick | 5,201 | 5,228 | 5,449 | 5,704 | 6,039 |
| Quebec | 107,240 | 111,644 | 110,426 | 118,796 | 128,614 |
| Ontario | 115,546 | 116,219 | 125,928 | 131,208 | 137,737 |
| Manitoba | 7,357 | 7,520 | 7,864 | 8,166 | 8,609 |
| Saskatchewan | 3,920 | 4,327 | 4,684 | 5,210 | 5,793 |
| Alberta | 34,458 | 36,239 | 37,003 | 39,432 | 43,526 |
| British Columbia | 49,284 | 51,533 | 55,036 | 58,518 | 62,805 |
| Yukon Territory | 440 | 468 | 489 | 509 | 538 |
| Northwest Territories | 385 | 385 | 408 | 409 | 440 |
| Nunavut | 14 | 16 | 25 | 18 | 20 ³ |
| Beer | | | | | |
| Canada | 2,135,403 | 2,174,396 | 2,178,833 | 2,240,161 | 2,276,170 |
| Newfoundland and Labrador | 40,351 | 43,257 | 39,897 | 40,791 | 41,331 |
| Prince Edward Island | 8,748 | 8,977 | 8,985 | 9,134 | 9,174 |
| Nova Scotia | 61,336 | 63,382 | 63,215 | 65,044 | 65,464 |
| New Brunswick | 49,558 | 50,847 | 50,603 | 51,152 | 51,388 |
| Quebec ¹ | 577,378 | 580,744 | 593,581 | 602,734 | 602,441 |
| Ontario | 775,545 | 783,122 | 778,376 | 812,097 | 812,659 |
| Manitoba | 70,562 | 73,125 | 70,562 | 74,239 | 77,955 |
| Saskatchewan | 60,687 | 63,139 | 59,268 | 60,083 | 62,324 |
| Alberta | 223,321 | 231,325 | 236,626 | 245,304 | 264,959 |
| British Columbia | 260,247 | 268,844 | 270,117 | 272,023 | 280,756 |
| Yukon Territory | 3,493 | 3,570 | 3,647 | 3,521 | 3,565 |
| Northwest Territories | 3,703 | 3,587 | 3,529 | 3,522 | 3,585 |
| Nunavut | 474 | 478 | 427 | 517 | 569 ³ |

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.

3. Estimated data.

Source(s): Statistics Canada, CANSIM table 183-0006.

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

| | 2003 | 2004 | 2005 | 2006 | 2007 |
|---|--------------|--------------|--------------|--------------|--------------|
| | dollars | | | | |
| Spirits | | | | | |
| Canada ³ | 149.6 | 154.0 | 155.3 | 161.5 | 168.4 |
| Newfoundland and Labrador | 206.9 | 239.2 | 232.0 | 246.4 | 254.5 |
| Prince Edward Island | 194.6 | 201.1 | 201.6 | 204.0 | 209.4 |
| Nova Scotia | 200.2 | 207.5 | 208.6 | 222.9 | 224.8 |
| New Brunswick | 136.0 | 145.7 | 148.6 | 152.8 | 158.5 |
| Quebec | 80.8 | 81.8 | 73.9 | 82.8 | 88.6 |
| Ontario | 157.7 | 161.1 | 164.4 | 166.8 | 170.1 |
| Manitoba | 194.7 | 199.9 | 202.8 | 208.1 | 216.3 |
| Saskatchewan | 192.5 | 199.2 | 198.0 | 207.7 | 221.1 |
| Alberta | 189.1 | 195.7 | 200.6 | 211.8 | 227.8 |
| British Columbia | 177.8 | 183.5 | 193.1 | 198.6 | 209.6 |
| Yukon Territory | 315.3 | 318.6 | 319.9 | 331.1 | 349.2 |
| Northwest Territories including Nunavut ³ | 349.8 | 339.3 | 341.1 | 351.4 | 356.1 |
| Wines | | | | | |
| Canada ³ | 144.7 | 153.3 | 161.1 | 173.1 | 186.9 |
| Newfoundland and Labrador | 69.7 | 65.8 | 66.1 | 76.4 | 86.2 |
| Prince Edward Island | 73.6 | 79.2 | 84.2 | 91.8 | 100.6 |
| Nova Scotia | 88.6 | 99.8 | 104.2 | 114.6 | 123.5 |
| New Brunswick | 79.6 | 81.1 | 85.9 | 91.2 | 98.6 |
| Quebec | 215.5 | 230.8 | 229.3 | 251.2 | 269.8 |
| Ontario | 129.6 | 135.6 | 147.5 | 154.1 | 164.7 |
| Manitoba | 80.2 | 85.7 | 90.9 | 100.2 | 110.0 |
| Saskatchewan | 46.7 | 49.3 | 57.2 | 61.6 | 70.7 |
| Alberta | 120.2 | 126.7 | 132.6 | 143.6 | 158.8 |
| British Columbia | 155.8 | 165.7 | 182.9 | 197.3 | 215.5 |
| Yukon Territory | 170.8 | 181.6 | 188.5 | 204.6 | 224.4 |
| Northwest Territories including Nunavut ³ | 90.6 | 99.0 | 109.9 | 112.7 | 119.6 |
| Beer | | | | | |
| Canada ³ | 299.7 | 306.9 | 304.2 | 310.4 | 312.0 |
| Newfoundland and Labrador | 392.4 | 428.8 | 391.8 | 411.6 | 416.7 |
| Prince Edward Island | 281.4 | 293.3 | 294.2 | 304.6 | 306.8 |
| Nova Scotia | 291.1 | 305.7 | 312.8 | 337.7 | 346.0 |
| New Brunswick | 309.8 | 324.9 | 329.7 | 340.4 | 348.7 |
| Quebec ² | 368.7 | 369.4 | 353.7 | 365.1 | 358.8 |
| Ontario | 275.3 | 280.7 | 279.2 | 283.8 | 277.8 |
| Manitoba | 231.4 | 244.5 | 245.4 | 243.7 | 256.9 |
| Saskatchewan | 255.7 | 275.4 | 274.6 | 269.4 | 297.4 |
| Alberta | 286.6 | 293.4 | 295.6 | 299.9 | 322.6 |
| British Columbia | 269.4 | 282.7 | 296.6 | 297.7 | 307.7 |
| Yukon Territory | 509.9 | 527.7 | 548.7 | 555.2 | 585.1 |
| Northwest Territories including Nunavut ³ | 421.7 | 420.6 | 406.2 | 417.2 | 419.3 |
| Total alcoholic beverages | | | | | |
| Canada ³ | 594.1 | 614.3 | 620.6 | 645.0 | 667.3 |
| Newfoundland and Labrador | 669.0 | 733.8 | 689.9 | 734.4 | 757.3 |
| Prince Edward Island | 549.7 | 573.6 | 580.0 | 600.5 | 616.8 |
| Nova Scotia | 579.8 | 613.0 | 625.6 | 675.3 | 694.3 |
| New Brunswick | 525.5 | 551.7 | 564.2 | 584.3 | 605.8 |
| Quebec ² | 665.0 | 682.1 | 656.8 | 699.1 | 717.2 |
| Ontario | 562.6 | 577.5 | 591.1 | 604.7 | 612.6 |
| Manitoba | 506.3 | 530.1 | 539.1 | 552.1 | 583.2 |
| Saskatchewan | 495.0 | 524.0 | 529.8 | 538.8 | 589.2 |
| Alberta | 595.9 | 615.8 | 628.8 | 655.3 | 709.2 |
| British Columbia | 603.0 | 631.9 | 672.7 | 693.6 | 732.7 |
| Yukon Territory | 996.0 | 1,028.0 | 1,057.1 | 1,090.9 | 1,158.8 |
| Northwest Territories including Nunavut ³ | 862.0 | 858.9 | 857.2 | 881.3 | 895.0 |

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.

Source(s): Statistics Canada, CANSIM table 183-0006.

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

| | 2003 | 2004 | 2005 | 2006 | 2007 |
|---|-------------|-------------|-------------|-------------|-------------|
| | litres | | | | |
| Spirits | | | | | |
| Canada ³ | 7.5 | 7.6 | 7.5 | 7.6 | 7.6 |
| Newfoundland and Labrador | 7.3 | 10.5 | 10.3 | 10.4 | 10.7 |
| Prince Edward Island | 9.7 | 10.2 | 10.3 | 10.2 | 10.6 |
| Nova Scotia | 9.1 | 9.7 | 9.7 | 10.0 | 9.8 |
| New Brunswick | 6.8 | 7.1 | 7.0 | 7.0 | 7.1 |
| Quebec | 4.1 | 4.0 | 3.6 | 4.0 | 4.0 |
| Ontario | 8.8 | 8.7 | 8.5 | 8.4 | 8.2 |
| Manitoba | 9.4 | 9.7 | 9.1 | 9.1 | 9.3 |
| Saskatchewan | 9.1 | 9.3 | 9.1 | 9.3 | 9.7 |
| Alberta | 7.6 | 7.9 | 8.1 | 8.4 | 8.9 |
| British Columbia | 9.0 | 9.2 | 9.4 | 9.3 | 9.6 |
| Yukon Territory | 13.8 | 14.6 | 14.2 | 14.0 | 14.5 |
| Northwest Territories including Nunavut ³ | 10.8 | 9.8 | 9.9 | 10.1 | 10.3 |
| Wines | | | | | |
| Canada ³ | 13.1 | 13.3 | 13.6 | 14.2 | 15.0 |
| Newfoundland and Labrador | 6.5 | 5.0 | 5.1 | 5.7 | 6.1 |
| Prince Edward Island | 7.4 | 7.6 | 8.0 | 8.4 | 9.0 |
| Nova Scotia | 8.0 | 8.6 | 9.0 | 9.5 | 10.1 |
| New Brunswick | 8.4 | 8.4 | 8.7 | 9.1 | 9.6 |
| Quebec | 17.4 | 18.0 | 17.6 | 18.7 | 20.1 |
| Ontario | 11.8 | 11.7 | 12.4 | 12.8 | 13.2 |
| Manitoba | 8.0 | 8.1 | 8.4 | 8.7 | 9.1 |
| Saskatchewan | 5.0 | 5.5 | 5.9 | 6.5 | 7.3 |
| Alberta | 13.9 | 14.3 | 14.3 | 14.9 | 15.9 |
| British Columbia | 14.5 | 15.0 | 15.7 | 16.4 | 17.3 |
| Yukon Territory | 18.3 | 19.1 | 19.6 | 20.1 | 21.0 |
| Northwest Territories including Nunavut ³ | 8.1 | 8.0 | 8.4 | 8.2 | 8.8 |
| Beer | | | | | |
| Canada ³ | 83.6 | 84.0 | 83.0 | 84.2 | 84.3 |
| Newfoundland and Labrador | 93.3 | 99.7 | 91.9 | 94.1 | 95.7 |
| Prince Edward Island | 78.9 | 80.3 | 79.6 | 80.3 | 80.4 |
| Nova Scotia | 79.5 | 81.6 | 80.8 | 82.9 | 83.2 |
| New Brunswick | 79.8 | 81.4 | 80.6 | 81.2 | 81.4 |
| Quebec ² | 93.9 | 93.6 | 94.6 | 95.1 | 94.0 |
| Ontario | 79.3 | 78.7 | 76.9 | 79.0 | 77.9 |
| Manitoba | 76.8 | 78.9 | 75.3 | 78.7 | 82.1 |
| Saskatchewan | 76.8 | 79.7 | 74.4 | 75.5 | 78.2 |
| Alberta | 89.8 | 91.3 | 91.6 | 92.5 | 96.9 |
| British Columbia | 76.6 | 78.0 | 77.1 | 76.3 | 77.4 |
| Yukon Territory | 145.1 | 145.5 | 145.8 | 139.2 | 139.1 |
| Northwest Territories including Nunavut ³ | 85.1 | 80.9 | 76.9 | 77.8 | 79.4 |

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.

Source(s): Statistics Canada, CANSIM table 183-0006.

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

| | 2003 | 2004 | 2005 | 2006 | 2007 |
|----------------------------------|---------------------|----------------|----------------|----------------|-----------------|
| | thousands of litres | | | | |
| Spirits | | | | | |
| Canada | 53,230 | 54,683 | 55,046 | 57,293 | 59,229 |
| Newfoundland and Labrador | 1,195 | 1,324 | 1,327 | 1,348 | 1,383 |
| Prince Edward Island | 303 | 302 | 320 | 323 | 326 |
| Nova Scotia | 2,008 | 2,089 | 2,094 | 2,125 | 2,091 |
| New Brunswick | 1,214 | 1,251 | 1,260 | 1,265 | 1,273 |
| Quebec | 6,363 | 6,449 | 5,935 | 6,708 | 7,486 |
| Ontario | 21,932 | 22,225 | 22,532 | 22,960 | 22,922 |
| Manitoba | 2,467 | 2,543 | 2,476 | 2,502 | 2,552 |
| Saskatchewan | 2,069 | 2,108 | 2,099 | 2,136 | 2,210 |
| Alberta | 7,136 | 7,552 | 7,867 | 8,416 | 9,130 |
| British Columbia | 8,255 | 8,563 | 8,878 | 9,245 | 9,578 |
| Yukon Territory | 85 | 89 | 91 | 93 | 100 |
| Northwest Territories | 195 | 180 | 160 | 164 | 168 |
| Nunavut | 9 | 9 | 7 | 10 | 11 ² |
| Wine | | | | | |
| Canada | 37,229 | 38,611 | 40,378 | 42,816 | 45,675 |
| Newfoundland and Labrador | 247 | 232 | 240 | 268 | 292 |
| Prince Edward Island | 93 | 97 | 104 | 112 | 120 |
| Nova Scotia | 699 | 765 | 804 | 847 | 913 |
| New Brunswick | 494 | 505 | 531 | 561 | 595 |
| Quebec | 12,647 | 13,179 | 12,973 | 13,914 | 14,894 |
| Ontario | 13,234 | 13,515 | 14,744 | 15,330 | 16,097 |
| Manitoba | 839 | 845 | 889 | 928 | 982 |
| Saskatchewan | 425 | 454 | 493 | 543 | 594 |
| Alberta | 3,148 | 3,341 | 3,493 | 3,792 | 4,194 |
| British Columbia | 5,317 | 5,589 | 6,013 | 6,425 | 6,891 |
| Yukon Territory | 46 | 48 | 51 | 53 | 56 |
| Northwest Territories | 38 | 39 | 40 | 41 | 44 |
| Nunavut | 2 | 2 | 3 | 2 | 2 ² |
| Beer | | | | | |
| Canada | 106,770 | 108,720 | 108,942 | 112,008 | 113,809 |
| Newfoundland and Labrador | 2,018 | 2,163 | 1,995 | 2,040 | 2,067 |
| Prince Edward Island | 437 | 449 | 449 | 457 | 459 |
| Nova Scotia | 3,067 | 3,169 | 3,161 | 3,252 | 3,273 |
| New Brunswick | 2,478 | 2,542 | 2,530 | 2,558 | 2,569 |
| Quebec ¹ | 28,869 | 29,037 | 29,679 | 30,137 | 30,122 |
| Ontario | 38,777 | 39,156 | 38,919 | 40,605 | 40,633 |
| Manitoba | 3,528 | 3,656 | 3,528 | 3,712 | 3,898 |
| Saskatchewan | 3,034 | 3,157 | 2,963 | 3,004 | 3,116 |
| Alberta | 11,166 | 11,566 | 11,831 | 12,265 | 13,248 |
| British Columbia | 13,012 | 13,442 | 13,506 | 13,601 | 14,038 |
| Yukon Territory | 175 | 179 | 182 | 176 | 178 |
| Northwest Territories | 185 | 179 | 176 | 176 | 179 |
| Nunavut | 24 | 25 | 21 | 26 | 28 ² |
| Total alcoholic beverages | | | | | |
| Canada | 197,229 | 202,014 | 204,365 | 212,117 | 218,712 |
| Newfoundland and Labrador | 3,459 | 3,719 | 3,562 | 3,656 | 3,742 |
| Prince Edward Island | 834 | 848 | 873 | 892 | 905 |
| Nova Scotia | 5,773 | 6,023 | 6,059 | 6,224 | 6,278 |
| New Brunswick | 4,185 | 4,298 | 4,321 | 4,383 | 4,438 |
| Quebec ¹ | 47,878 | 48,665 | 48,587 | 50,760 | 52,501 |
| Ontario | 73,944 | 74,895 | 76,195 | 78,894 | 79,652 |
| Manitoba | 6,833 | 7,044 | 6,892 | 7,142 | 7,431 |
| Saskatchewan | 5,529 | 5,719 | 5,556 | 5,683 | 5,919 |
| Alberta | 21,451 | 22,460 | 23,192 | 24,473 | 26,572 |
| British Columbia | 26,585 | 27,594 | 28,397 | 29,271 | 30,507 |
| Yukon Territory | 306 | 316 | 325 | 322 | 335 |
| Northwest Territories | 418 | 397 | 377 | 381 | 391 |
| Nunavut | 35 | 36 | 31 | 38 | 41 ² |

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

2. Estimated data.

Source(s): Statistics Canada, CANSIM table 183-0019.

Table 5-2
Sales of alcoholic beverages in litres of absolute alcohol — Volume per capita^{1,3} 15 years and over

| | 2003 | 2004 | 2005 | 2006 | 2007 |
|--|------------|------------|------------|------------|------------|
| | litres | | | | |
| Spirits | | | | | |
| Canada³ | 2.1 | 2.1 | 2.1 | 2.2 | 2.2 |
| Newfoundland and Labrador | 2.8 | 3.1 | 3.1 | 3.1 | 3.2 |
| Prince Edward Island | 2.7 | 2.7 | 2.8 | 2.8 | 2.9 |
| Nova Scotia | 2.6 | 2.7 | 2.7 | 2.7 | 2.7 |
| New Brunswick | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 |
| Quebec | 1.0 | 1.0 | 0.9 | 1.1 | 1.2 |
| Ontario | 2.2 | 2.2 | 2.2 | 2.2 | 2.2 |
| Manitoba | 2.7 | 2.7 | 2.6 | 2.7 | 2.7 |
| Saskatchewan | 2.6 | 2.7 | 2.6 | 2.7 | 2.8 |
| Alberta | 2.9 | 3.0 | 3.0 | 3.2 | 3.3 |
| British Columbia | 2.4 | 2.5 | 2.5 | 2.6 | 2.6 |
| Yukon Territory | 3.5 | 3.6 | 3.7 | 3.7 | 3.9 |
| Northwest Territories including Nunavut | 4.2 | 3.8 | 3.2 | 3.3 | 3.4 |
| Wine | | | | | |
| Canada³ | 1.5 | 1.5 | 1.5 | 1.6 | 1.7 |
| Newfoundland and Labrador | 0.6 | 0.5 | 0.6 | 0.6 | 0.7 |
| Prince Edward Island | 0.8 | 0.9 | 0.9 | 1.0 | 1.1 |
| Nova Scotia | 0.9 | 1.0 | 1.0 | 1.1 | 1.2 |
| New Brunswick | 0.8 | 0.8 | 0.8 | 0.9 | 0.9 |
| Quebec | 2.1 | 2.1 | 2.1 | 2.2 | 2.3 |
| Ontario | 1.4 | 1.4 | 1.5 | 1.5 | 1.5 |
| Manitoba | 0.9 | 0.9 | 0.9 | 1.0 | 1.0 |
| Saskatchewan | 0.5 | 0.6 | 0.6 | 0.7 | 0.7 |
| Alberta | 1.3 | 1.3 | 1.4 | 1.4 | 1.5 |
| British Columbia | 1.6 | 1.6 | 1.7 | 1.8 | 1.9 |
| Yukon Territory | 1.9 | 2.0 | 2.0 | 2.1 | 2.2 |
| Northwest Territories including Nunavut | 0.8 | 0.8 | 0.8 | 0.8 | 0.9 |
| Beer | | | | | |
| Canada³ | 4.2 | 4.2 | 4.2 | 4.2 | 4.2 |
| Newfoundland and Labrador | 4.7 | 5.0 | 4.6 | 4.7 | 4.8 |
| Prince Edward Island | 3.9 | 4.0 | 4.0 | 4.0 | 4.0 |
| Nova Scotia | 4.0 | 4.1 | 4.0 | 4.1 | 4.2 |
| New Brunswick | 4.0 | 4.1 | 4.0 | 4.1 | 4.1 |
| Quebec ² | 4.7 | 4.7 | 4.7 | 4.8 | 4.7 |
| Ontario | 4.0 | 3.9 | 3.8 | 3.9 | 3.9 |
| Manitoba | 3.8 | 3.9 | 3.8 | 3.9 | 4.1 |
| Saskatchewan | 3.8 | 4.0 | 3.7 | 3.8 | 3.9 |
| Alberta | 4.5 | 4.6 | 4.6 | 4.6 | 4.8 |
| British Columbia | 3.8 | 3.9 | 3.9 | 3.8 | 3.9 |
| Yukon Territory | 7.3 | 7.3 | 7.3 | 7.0 | 7.0 |
| Northwest Territories including Nunavut | 4.3 | 4.0 | 3.8 | 3.9 | 4.0 |
| Total alcoholic beverages | | | | | |
| Canada³ | 7.7 | 7.8 | 7.8 | 8.0 | 8.1 |
| Newfoundland and Labrador | 8.0 | 8.6 | 8.2 | 8.4 | 8.7 |
| Prince Edward Island | 7.5 | 7.6 | 7.7 | 7.8 | 7.9 |
| Nova Scotia | 7.5 | 7.8 | 7.7 | 7.9 | 8.0 |
| New Brunswick | 6.7 | 6.9 | 6.9 | 7.0 | 7.0 |
| Quebec ² | 7.8 | 7.8 | 7.7 | 8.0 | 8.2 |
| Ontario | 7.6 | 7.5 | 7.5 | 7.7 | 7.6 |
| Manitoba | 7.4 | 7.6 | 7.4 | 7.6 | 7.8 |
| Saskatchewan | 7.0 | 7.2 | 7.0 | 7.1 | 7.4 |
| Alberta | 8.6 | 8.9 | 9.0 | 9.2 | 9.7 |
| British Columbia | 7.8 | 8.0 | 8.1 | 8.2 | 8.4 |
| Yukon Territory | 12.7 | 12.9 | 13.0 | 12.7 | 13.1 |
| Northwest Territories including Nunavut | 9.2 | 8.6 | 7.9 | 8.1 | 8.3 |

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.

Source(s): Statistics Canada, CANSIM table 183-0019.

Table 6-1
Sales of wines by type — Value

| | 2003 | | | 2004 | | | 2005 | | |
|----------------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
| | Canadian | Imported | Total | Canadian | Imported | Total | Canadian | Imported | Total |
| thousands of dollars | | | | | | | | | |
| Red wines | | | | | | | | | |
| Canada | 354,641 | 1,516,998 | 1,871,639 | 377,002 | 1,663,044 | 2,040,046 | 438,795 | 1,864,309 | 2,303,104 |
| Newfoundland and Labrador | 1,794 | 8,217 | 10,011 | 1,479 | 9,878 | 11,357 | 2,391 | 9,687 | 12,078 |
| Prince Edward Island | 1,005 | 1,884 | 2,889 | 1,154 | 2,109 | 3,263 | 1,319 | 2,602 | 3,922 |
| Nova Scotia | 4,906 | 22,464 | 27,370 | 5,159 | 27,847 | 33,006 | 6,368 | 32,451 | 38,819 |
| New Brunswick ¹ | 3,490 | 8,695 | 12,185 | 3,542 | 9,003 | 12,545 | 3,817 | 10,070 | 13,886 |
| Quebec | 76,832 | 729,901 | 806,733 | 82,407 | 802,927 | 885,334 | 92,267 | 853,956 | 946,223 |
| Ontario | 145,706 | 452,266 | 597,972 | 151,336 | 486,452 | 637,788 | 167,013 | 553,620 | 720,633 |
| Manitoba | 7,265 | 25,353 | 32,618 | 7,426 | 27,714 | 35,140 | 9,535 | 36,166 | 45,701 |
| Saskatchewan | 5,348 | 7,644 | 12,992 | 5,888 | 8,563 | 14,451 | 7,508 | 11,705 | 19,213 |
| Alberta | 20,673 | 105,668 | 126,341 | 23,662 | 117,036 | 140,698 | 27,621 | 142,402 | 170,023 |
| British Columbia | 87,012 | 153,886 | 240,898 | 94,273 | 170,272 | 264,545 | 119,839 | 208,228 | 328,067 |
| Yukon Territory | 610 | 1,020 | 1,630 | 675 | 1,244 | 1,919 | 783 | 1,484 | 2,267 |
| Northwest Territories | 0 | 0 | 0 | 0 | 0 | 0 | 265 | 1,861 | 2,126 |
| Nunavut | 0 | 0 | 0 | 0 | 0 | 0 | 68 | 77 | 146 |
| White wines | | | | | | | | | |
| Canada | 473,009 | 738,057 | 1,211,076 | 470,084 | 781,976 | 1,252,060 | 519,667 | 853,144 | 1,372,810 |
| Newfoundland and Labrador | 4,024 | 5,919 | 9,943 | 4,159 | 6,598 | 10,757 | 6,255 | 6,835 | 13,090 |
| Prince Edward Island | 2,070 | 1,636 | 3,706 | 2,239 | 1,792 | 4,031 | 2,472 | 2,091 | 4,562 |
| Nova Scotia | 10,709 | 16,346 | 27,055 | 11,441 | 18,885 | 30,325 | 13,830 | 20,994 | 34,824 |
| New Brunswick ¹ | 13,485 | 9,896 | 23,381 | 13,686 | 10,246 | 23,932 | 14,749 | 11,461 | 26,210 |
| Quebec | 74,861 | 258,505 | 333,366 | 74,079 | 276,345 | 350,424 | 76,623 | 288,387 | 365,010 |
| Ontario | 212,166 | 286,208 | 498,375 | 199,887 | 295,933 | 495,820 | 214,506 | 321,878 | 536,385 |
| Manitoba | 10,956 | 16,326 | 27,282 | 11,387 | 19,098 | 30,485 | 13,442 | 19,792 | 33,234 |
| Saskatchewan | 7,369 | 5,823 | 13,192 | 7,582 | 6,030 | 13,612 | 8,284 | 7,289 | 15,573 |
| Alberta | 26,538 | 56,069 | 82,607 | 28,317 | 59,062 | 87,379 | 30,897 | 68,201 | 99,098 |
| British Columbia | 110,281 | 80,593 | 190,874 | 116,718 | 87,239 | 203,957 | 137,355 | 104,342 | 241,697 |
| Yukon Territory | 550 | 735 | 1,285 | 589 | 749 | 1,338 | 651 | 817 | 1,468 |
| Northwest Territories | 0 | 0 | 0 | 0 | 0 | 0 | 535 | 1,002 | 1,537 |
| Nunavut | 0 | 0 | 0 | 0 | 0 | 0 | 67 | 55 | 122 |
| Unidentified wines | | | | | | | | | |
| Canada | 266,273 | 347,049 | 613,312 | 265,796 | 409,882 | 675,678 | 255,813 | 296,666 | 552,479 |
| Newfoundland and Labrador | 7,374 | 2,841 | 10,215 | 1,731 | 4,690 | 6,421 | 3,031 | 509 | 3,541 |
| Prince Edward Island | 1,025 | 540 | 1,564 | 972 | 584 | 1,556 | 696 | 321 | 1,017 |
| Nova Scotia | 8,312 | 5,584 | 13,895 | 7,906 | 6,247 | 14,153 | 4,987 | 2,852 | 7,839 |
| New Brunswick ¹ | 10,300 | 3,580 | 13,881 | 10,455 | 3,708 | 14,163 | 10,787 | 3,028 | 13,815 |
| Quebec | 29,678 | 154,818 | 184,497 | 33,500 | 163,448 | 196,948 | 20,008 | 106,896 | 126,904 |
| Ontario | 71,888 | 99,384 | 171,271 | 69,856 | 146,359 | 216,215 | 97,941 | 137,482 | 235,424 |
| Manitoba | 6,175 | 7,651 | 13,826 | 5,817 | 7,960 | 13,778 | 4,251 | 1,980 | 6,231 |
| Saskatchewan | 5,316 | 5,405 | 10,720 | 5,472 | 5,566 | 11,038 | 5,914 | 4,835 | 10,749 |
| Alberta | 61,344 | 28,716 | 90,059 | 62,930 | 29,979 | 92,909 | 55,792 | 17,596 | 73,388 |
| British Columbia | 61,191 | 36,562 | 97,753 | 63,169 | 39,150 | 102,318 | 49,954 | 20,916 | 70,870 |
| Yukon Territory | 929 | 268 | 1,187 | 951 | 250 | 1,201 | 845 | 133 | 977 |
| Northwest Territories | 2,634 | 1,599 | 4,233 | 2,928 | 1,834 | 4,762 | 1,581 | 118 | 1,699 |
| Nunavut | 107 | 104 | 211 | 110 | 106 | 216 | 26 | 0 | 26 |
| Total wines | | | | | | | | | |
| Canada | 1,093,923 | 2,602,104 | 3,696,027 | 1,112,882 | 2,854,902 | 3,967,784 | 1,214,274 | 3,014,119 | 4,228,394 |
| Newfoundland and Labrador | 13,192 | 16,977 | 30,169 | 7,369 | 21,166 | 28,535 | 11,678 | 17,031 | 28,709 |
| Prince Edward Island | 4,100 | 4,060 | 8,159 | 4,365 | 4,485 | 8,850 | 4,487 | 5,014 | 9,501 |
| Nova Scotia | 23,927 | 44,394 | 68,320 | 24,506 | 52,979 | 77,484 | 25,185 | 56,297 | 81,482 |
| New Brunswick ¹ | 27,275 | 22,171 | 49,447 | 27,683 | 22,957 | 50,640 | 29,352 | 24,559 | 53,911 |
| Quebec | 181,371 | 1,143,224 | 1,324,596 | 189,986 | 1,242,720 | 1,432,706 | 188,898 | 1,249,240 | 1,438,138 |
| Ontario | 429,760 | 837,858 | 1,267,618 | 421,079 | 928,744 | 1,349,823 | 479,461 | 1,012,981 | 1,492,441 |
| Manitoba | 24,396 | 49,330 | 73,726 | 24,630 | 54,772 | 79,403 | 27,228 | 57,937 | 85,166 |
| Saskatchewan | 18,033 | 18,872 | 36,904 | 18,942 | 20,159 | 39,101 | 21,706 | 23,829 | 45,535 |
| Alberta | 108,555 | 190,453 | 299,007 | 114,909 | 206,077 | 320,986 | 114,310 | 228,199 | 342,509 |
| British Columbia | 258,484 | 271,041 | 529,525 | 274,160 | 296,661 | 570,820 | 307,148 | 333,487 | 640,635 |
| Yukon Territory | 2,089 | 2,023 | 4,112 | 2,215 | 2,243 | 4,458 | 2,279 | 2,434 | 4,713 |
| Northwest Territories | 2,634 | 1,599 | 4,233 | 2,928 | 1,834 | 4,762 | 2,382 | 2,980 | 5,362 |
| Nunavut | 107 | 104 | 211 | 110 | 106 | 216 | 162 | 132 | 293 |

See footnotes at the end of the table.

Table 6-1 – continued

Sales of wines by type — Value

| | 2006 | | | 2007 | | |
|----------------------------|------------------|------------------|------------------|------------------|------------------|------------------|
| | Canadian | Imported | Total | Canadian | Imported | Total |
| thousands of dollars | | | | | | |
| Red wines | | | | | | |
| Canada | 476,381 | 2,084,974 | 2,561,355 | 686,087 | 2,183,492 | 2,869,579 |
| Newfoundland and Labrador | 4,033 | 11,432 | 15,465 | 4,169 | 13,708 | 17,878 |
| Prince Edward Island | 1,509 | 2,752 | 4,261 | 1,665 | 3,116 | 4,781 |
| Nova Scotia | 7,634 | 35,778 | 43,412 | 8,042 | 37,206 | 45,248 |
| New Brunswick ¹ | 4,114 | 10,852 | 14,966 | 4,502 | 11,866 | 16,368 |
| Quebec | 93,583 | 978,574 | 1,072,157 | 266,911 | 938,623 | 1,205,534 |
| Ontario | 176,569 | 587,990 | 764,559 | 192,396 | 654,322 | 846,718 |
| Manitoba | 10,651 | 40,015 | 50,666 | 11,022 | 45,182 | 56,204 |
| Saskatchewan | 8,204 | 13,702 | 21,906 | 9,288 | 16,402 | 25,690 |
| Alberta | 31,549 | 166,852 | 198,400 | 34,479 | 193,497 | 227,976 |
| British Columbia | 137,318 | 233,186 | 370,505 | 152,147 | 265,372 | 417,519 |
| Yukon Territory | 870 | 1,761 | 2,631 | 1,086 | 1,945 | 3,031 |
| Northwest Territories | 279 | 2,017 | 2,296 | 305 | 2,183 | 2,488 |
| Nunavut | 67 | 64 | 132 | 73 ¹ | 70 ¹ | 143 ¹ |
| White wines | | | | | | |
| Canada | 541,488 | 993,019 | 1,534,507 | 616,497 | 977,974 | 1,594,471 |
| Newfoundland and Labrador | 3,755 | 10,640 | 14,395 | 3,777 | 11,930 | 15,707 |
| Prince Edward Island | 2,746 | 2,240 | 4,985 | 2,917 | 2,555 | 5,472 |
| Nova Scotia | 14,251 | 24,199 | 38,450 | 14,228 | 27,087 | 41,315 |
| New Brunswick ¹ | 15,895 | 12,351 | 28,246 | 17,372 | 13,496 | 30,868 |
| Quebec | 76,607 | 382,201 | 458,807 | 120,108 | 299,518 | 419,626 |
| Ontario | 224,508 | 341,585 | 566,093 | 240,237 | 369,224 | 609,461 |
| Manitoba | 13,654 | 21,461 | 35,115 | 14,361 | 24,486 | 38,847 |
| Saskatchewan | 8,268 | 7,918 | 16,186 | 8,789 | 9,131 | 17,920 |
| Alberta | 32,890 | 75,690 | 108,579 | 35,159 | 89,692 | 124,851 |
| British Columbia | 147,704 | 112,667 | 260,371 | 158,036 | 128,772 | 286,808 |
| Yukon Territory | 644 | 941 | 1,585 | 898 | 840 | 1,739 |
| Northwest Territories | 516 | 1,076 | 1,592 | 559 | 1,187 | 1,746 |
| Nunavut | 51 | 50 | 102 | 56 ¹ | 55 ¹ | 112 ¹ |
| Unidentified wines | | | | | | |
| Canada | 259,761 | 250,863 | 510,624 | 282,085 | 299,460 | 581,545 |
| Newfoundland and Labrador | 1,836 | 1,423 | 3,259 | 1,628 | 2,003 | 3,631 |
| Prince Edward Island | 700 | 495 | 1,195 | 714 | 515 | 1,229 |
| Nova Scotia | 4,891 | 3,159 | 8,050 | 5,986 | 4,659 | 10,645 |
| New Brunswick ¹ | 11,152 | 3,083 | 14,234 | 11,809 | 3,219 | 15,028 |
| Quebec | 16,355 | 44,755 | 61,110 | 27,149 | 76,909 | 104,058 |
| Ontario | 105,951 | 148,095 | 254,047 | 106,602 | 156,608 | 263,210 |
| Manitoba | 4,152 | 4,643 | 8,794 | 4,146 | 5,274 | 9,420 |
| Saskatchewan | 6,319 | 4,632 | 10,951 | 7,906 | 4,858 | 12,764 |
| Alberta | 55,790 | 18,125 | 73,915 | 60,728 | 20,673 | 81,401 |
| British Columbia | 50,170 | 22,208 | 72,378 | 52,923 | 24,486 | 77,410 |
| Yukon Territory | 810 | 150 | 959 | 869 | 114 | 983 |
| Northwest Territories | 1,630 | 95 | 1,725 | 1,619 | 140 | 1,760 |
| Nunavut | 6 | 0 | 6 | 6 ¹ | .. ¹ | 6 ¹ |
| Total wines | | | | | | |
| Canada | 1,277,631 | 3,328,855 | 4,606,486 | 1,584,669 | 3,460,926 | 5,045,594 |
| Newfoundland and Labrador | 9,624 | 23,495 | 33,119 | 9,574 | 27,641 | 37,215 |
| Prince Edward Island | 4,954 | 5,487 | 10,441 | 5,296 | 6,187 | 11,482 |
| Nova Scotia | 26,777 | 63,135 | 89,912 | 28,256 | 68,952 | 97,208 |
| New Brunswick ¹ | 31,161 | 26,286 | 57,446 | 33,682 | 28,581 | 62,264 |
| Quebec | 186,545 | 1,405,530 | 1,592,074 | 414,168 | 1,315,050 | 1,729,218 |
| Ontario | 507,029 | 1,077,670 | 1,584,699 | 539,235 | 1,180,154 | 1,719,389 |
| Manitoba | 28,457 | 66,119 | 94,575 | 29,529 | 74,942 | 104,471 |
| Saskatchewan | 22,791 | 26,252 | 49,043 | 25,983 | 30,391 | 56,374 |
| Alberta | 120,228 | 260,666 | 380,894 | 130,367 | 303,862 | 434,229 |
| British Columbia | 335,192 | 368,061 | 703,253 | 363,106 | 418,630 | 781,737 |
| Yukon Territory | 2,324 | 2,852 | 5,175 | 2,854 | 2,899 | 5,753 |
| Northwest Territories | 2,425 | 3,189 | 5,613 | 2,483 | 3,511 | 5,994 |
| Nunavut | 125 | 114 | 240 | 136 ¹ | 125 ¹ | 261 ¹ |

1. Estimated data.

Source(s): Statistics Canada, CANSIM table 183-0015.

Table 6-2
Sales of wines by type — Volume

| | 2003 | | | 2004 | | | 2005 | | |
|----------------------------|---------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|
| | Canadian | Imported | Total | Canadian | Imported | Total | Canadian | Imported | Total |
| | thousands of litres | | | | | | | | |
| Red wines | | | | | | | | | |
| Canada | 43,316 | 116,227 | 159,543 | 44,241 | 123,312 | 167,553 | 47,554 | 128,599 | 176,153 |
| Newfoundland and Labrador | 178 | 516 | 694 | 158 | 669 | 827 | 177 | 717 | 894 |
| Prince Edward Island | 119 | 146 | 265 | 131 | 161 | 292 | 141 | 185 | 326 |
| Nova Scotia | 582 | 1,592 | 2,174 | 618 | 1,919 | 2,537 | 773 | 2,146 | 2,919 |
| New Brunswick ¹ | 340 | 907 | 1,247 | 405 | 856 | 1,261 | 332 | 876 | 1,208 |
| Quebec | 12,192 | 54,060 | 66,252 | 12,813 | 59,806 | 72,619 | 13,352 | 58,769 | 72,121 |
| Ontario | 16,950 | 36,607 | 53,557 | 16,245 | 35,546 | 51,791 | 17,426 | 38,453 | 55,879 |
| Manitoba | 883 | 2,151 | 3,034 | 943 | 2,427 | 3,370 | 1,044 | 2,729 | 3,773 |
| Saskatchewan | 725 | 578 | 1,303 | 784 | 632 | 1,416 | 884 | 774 | 1,658 |
| Alberta | 2,483 | 8,655 | 11,138 | 2,842 | 9,392 | 12,234 | 3,036 | 10,564 | 13,600 |
| British Columbia | 8,767 | 10,848 | 19,615 | 9,195 | 11,718 | 20,913 | 10,271 | 13,177 | 23,448 |
| Yukon Territory | 82 | 69 | 151 | 91 | 77 | 168 | 101 | 84 | 185 |
| Northwest Territories | 14 | 91 | 105 | 15 | 101 | 116 | 16 | 115 | 131 |
| Nunavut | 1 | 7 | 8 | 1 | 8 | 9 | 1 | 10 | 11 |
| White wines | | | | | | | | | |
| Canada | 57,931 | 63,164 | 121,095 | 57,088 | 66,566 | 123,654 | 57,935 | 63,533 | 121,468 |
| Newfoundland and Labrador | 467 | 449 | 916 | 473 | 512 | 985 | 463 | 506 | 969 |
| Prince Edward Island | 281 | 135 | 416 | 288 | 145 | 433 | 295 | 158 | 453 |
| Nova Scotia | 1,354 | 1,331 | 2,685 | 1,447 | 1,456 | 2,903 | 1,685 | 1,513 | 3,198 |
| New Brunswick ¹ | 1,296 | 1,029 | 2,325 | 1,484 | 989 | 2,473 | 1,284 | 997 | 2,281 |
| Quebec | 11,310 | 20,288 | 31,598 | 10,892 | 20,770 | 31,662 | 10,724 | 19,878 | 30,602 |
| Ontario | 25,920 | 26,480 | 52,399 | 24,285 | 28,911 | 53,196 | 24,666 | 25,652 | 50,318 |
| Manitoba | 1,422 | 1,568 | 2,990 | 1,548 | 1,348 | 2,896 | 1,589 | 1,619 | 3,208 |
| Saskatchewan | 1,007 | 504 | 1,511 | 1,014 | 505 | 1,519 | 995 | 532 | 1,527 |
| Alberta | 3,266 | 5,219 | 8,485 | 3,481 | 5,391 | 8,872 | 3,487 | 5,658 | 9,145 |
| British Columbia | 11,495 | 6,060 | 17,555 | 12,068 | 6,425 | 18,493 | 12,632 | 6,903 | 19,535 |
| Yukon Territory | 73 | 49 | 122 | 75 | 50 | 125 | 81 | 48 | 129 |
| Northwest Territories | 40 | 48 | 88 | 31 | 59 | 90 | 33 | 62 | 95 |
| Nunavut | 1 | 5 | 6 | 1 | 6 | 7 | 1 | 7 | 8 |
| Unidentified wines | | | | | | | | | |
| Canada | 35,927 | 17,095 | 53,022 | 35,353 | 16,739 | 52,092 | 37,388 | 22,470 | 59,858 |
| Newfoundland and Labrador | 1,018 | 180 | 1,198 | 112 | 236 | 348 | 319 | 38 | 357 |
| Prince Edward Island | 114 | 26 | 140 | 97 | 28 | 125 | 88 | 30 | 118 |
| Nova Scotia | 1,077 | 252 | 1,329 | 1,004 | 266 | 1,270 | 679 | 254 | 933 |
| New Brunswick ¹ | 1,282 | 347 | 1,629 | 1,152 | 342 | 1,494 | 1,537 | 423 | 1,960 |
| Quebec | 2,325 | 7,065 | 9,390 | 2,357 | 5,006 | 7,363 | 2,169 | 5,534 | 7,703 |
| Ontario | 5,251 | 4,338 | 9,589 | 5,375 | 5,857 | 11,232 | 8,450 | 11,281 | 19,731 |
| Manitoba | 865 | 468 | 1,333 | 1,088 | 166 | 1,254 | 717 | 166 | 883 |
| Saskatchewan | 875 | 231 | 1,106 | 923 | 469 | 1,392 | 1,049 | 450 | 1,499 |
| Alberta | 12,323 | 2,512 | 14,835 | 12,472 | 2,661 | 15,133 | 11,708 | 2,550 | 14,258 |
| British Columbia | 10,458 | 1,656 | 12,114 | 10,438 | 1,689 | 12,127 | 10,328 | 1,725 | 12,053 |
| Yukon Territory | 158 | 8 | 167 | 168 | 7 | 175 | 168 | 7 | 175 |
| Northwest Territories | 180 | 12 | 192 | 166 | 12 | 178 | 170 | 12 | 182 |
| Nunavut | 0 | 0 | 0 | 0 | 0 | 0 | 6 | 0 | 6 |
| Total wines | | | | | | | | | |
| Canada | 137,174 | 196,486 | 333,661 | 136,682 | 206,617 | 343,299 | 142,877 | 214,602 | 357,479 |
| Newfoundland and Labrador | 1,663 | 1,145 | 2,808 | 743 | 1,417 | 2,160 | 959 | 1,261 | 2,220 |
| Prince Edward Island | 514 | 307 | 820 | 516 | 334 | 850 | 524 | 373 | 897 |
| Nova Scotia | 3,014 | 3,175 | 6,188 | 3,069 | 3,641 | 6,710 | 3,137 | 3,913 | 7,050 |
| New Brunswick ¹ | 2,918 | 2,283 | 5,201 | 3,041 | 2,187 | 5,228 | 3,153 | 2,296 | 5,449 |
| Quebec | 25,827 | 81,413 | 107,240 | 26,062 | 85,582 | 111,644 | 26,245 | 84,181 | 110,426 |
| Ontario | 48,120 | 67,425 | 115,546 | 45,905 | 70,314 | 116,219 | 50,542 | 75,386 | 125,928 |
| Manitoba | 3,170 | 4,187 | 7,357 | 3,579 | 3,941 | 7,520 | 3,350 | 4,514 | 7,864 |
| Saskatchewan | 2,607 | 1,313 | 3,920 | 2,721 | 1,606 | 4,327 | 2,928 | 1,756 | 4,684 |
| Alberta | 18,072 | 16,386 | 34,458 | 18,795 | 17,444 | 36,239 | 18,231 | 18,772 | 37,003 |
| British Columbia | 30,720 | 18,564 | 49,284 | 31,701 | 19,832 | 51,533 | 33,231 | 21,805 | 55,036 |
| Yukon Territory | 314 | 126 | 440 | 334 | 134 | 468 | 350 | 139 | 489 |
| Northwest Territories | 235 | 150 | 385 | 213 | 172 | 385 | 219 | 189 | 408 |
| Nunavut | 2 | 12 | 14 | 2 | 14 | 16 | 8 | 17 | 25 |

See footnotes at the end of the table.

Table 6-2 – continued

Sales of wines by type — Volume

| | 2006 | | | 2007 | | |
|----------------------------|----------------|----------------|----------------|----------------|-----------------|-----------------|
| | Canadian | Imported | Total | Canadian | Imported | Total |
| thousands of litres | | | | | | |
| Red wines | | | | | | |
| Canada | 50,917 | 141,785 | 192,702 | 69,896 | 140,199 | 210,095 |
| Newfoundland and Labrador | 374 | 703 | 1,077 | 383 | 802 | 1,185 |
| Prince Edward Island | 163 | 182 | 345 | 177 | 203 | 380 |
| Nova Scotia | 886 | 2,266 | 3,152 | 877 | 2,504 | 3,381 |
| New Brunswick ¹ | 355 | 936 | 1,291 | 376 | 995 | 1,371 |
| Quebec | 13,944 | 66,537 | 80,481 | 30,816 | 57,917 | 88,733 |
| Ontario | 18,149 | 40,638 | 58,787 | 19,307 | 43,871 | 63,178 |
| Manitoba | 1,080 | 2,962 | 4,042 | 1,102 | 3,128 | 4,230 |
| Saskatchewan | 965 | 915 | 1,880 | 1,019 | 1,048 | 2,067 |
| Alberta | 3,467 | 12,024 | 15,491 | 3,666 | 13,567 | 17,233 |
| British Columbia | 11,408 | 14,395 | 25,803 | 12,037 | 15,918 | 27,955 |
| Yukon Territory | 108 | 98 | 206 | 117 | 104 | 221 |
| Northwest Territories | 17 | 120 | 137 | 18 | 132 | 150 |
| Nunavut | 1 | 9 | 10 | 1 ¹ | 10 ¹ | 11 ¹ |
| White wines | | | | | | |
| Canada | 59,521 | 67,918 | 127,439 | 65,057 | 66,661 | 131,718 |
| Newfoundland and Labrador | 362 | 680 | 1,042 | 359 | 752 | 1,111 |
| Prince Edward Island | 324 | 158 | 482 | 335 | 177 | 512 |
| Nova Scotia | 1,696 | 1,664 | 3,360 | 1,551 | 1,822 | 3,373 |
| New Brunswick ¹ | 1,372 | 1,065 | 2,437 | 1,459 | 1,132 | 2,591 |
| Quebec | 10,668 | 22,210 | 32,878 | 14,961 | 17,668 | 32,629 |
| Ontario | 25,459 | 26,386 | 51,845 | 26,195 | 27,494 | 53,689 |
| Manitoba | 1,584 | 1,710 | 3,294 | 1,536 | 1,767 | 3,303 |
| Saskatchewan | 1,001 | 583 | 1,584 | 992 | 636 | 1,628 |
| Alberta | 3,680 | 6,104 | 9,784 | 3,870 | 6,988 | 10,858 |
| British Columbia | 13,265 | 7,233 | 20,498 | 13,671 | 8,101 | 21,772 |
| Yukon Territory | 79 | 54 | 133 | 94 | 45 | 139 |
| Northwest Territories | 30 | 65 | 95 | 33 | 72 | 105 |
| Nunavut | 1 | 6 | 7 | 1 ¹ | 7 ¹ | 8 ¹ |
| Unidentified wines | | | | | | |
| Canada | 37,600 | 21,078 | 58,678 | 40,010 | 23,881 | 63,891 |
| Newfoundland and Labrador | 238 | 118 | 356 | 186 | 138 | 324 |
| Prince Edward Island | 86 | 47 | 133 | 83 | 48 | 131 |
| Nova Scotia | 622 | 280 | 902 | 873 | 313 | 1,186 |
| New Brunswick ¹ | 1,553 | 423 | 1,976 | 1,633 | 444 | 2,077 |
| Quebec | 2,057 | 3,380 | 5,437 | 2,825 | 4,427 | 7,252 |
| Ontario | 8,744 | 11,832 | 20,576 | 8,348 | 12,522 | 20,870 |
| Manitoba | 659 | 171 | 830 | 628 | 448 | 1,076 |
| Saskatchewan | 1,285 | 461 | 1,746 | 1,626 | 472 | 2,098 |
| Alberta | 11,670 | 2,487 | 14,157 | 12,582 | 2,853 | 15,435 |
| British Columbia | 10,359 | 1,858 | 12,217 | 10,885 | 2,193 | 13,078 |
| Yukon Territory | 159 | 11 | 170 | 169 | 9 | 178 |
| Northwest Territories | 167 | 10 | 177 | 171 | 14 | 185 |
| Nunavut | 1 | 0 | 1 | 1 ¹ | .. ¹ | 1 ¹ |
| Total wines | | | | | | |
| Canada | 148,038 | 230,781 | 378,819 | 174,963 | 230,741 | 405,704 |
| Newfoundland and Labrador | 974 | 1,501 | 2,475 | 928 | 1,692 | 2,620 |
| Prince Edward Island | 573 | 387 | 960 | 595 | 428 | 1,023 |
| Nova Scotia | 3,204 | 4,210 | 7,414 | 3,301 | 4,639 | 7,940 |
| New Brunswick ¹ | 3,280 | 2,424 | 5,704 | 3,468 | 2,571 | 6,039 |
| Quebec | 26,669 | 92,127 | 118,796 | 48,602 | 80,012 | 128,614 |
| Ontario | 52,352 | 78,856 | 131,208 | 53,850 | 83,887 | 137,737 |
| Manitoba | 3,323 | 4,843 | 8,166 | 3,266 | 5,343 | 8,609 |
| Saskatchewan | 3,251 | 1,959 | 5,210 | 3,637 | 2,156 | 5,793 |
| Alberta | 18,817 | 20,615 | 39,432 | 20,118 | 23,408 | 43,526 |
| British Columbia | 35,032 | 23,486 | 58,518 | 36,593 | 26,212 | 62,805 |
| Yukon Territory | 346 | 163 | 509 | 380 | 158 | 538 |
| Northwest Territories | 214 | 195 | 409 | 222 | 218 | 440 |
| Nunavut | 3 | 15 | 18 | 3 ¹ | 17 ¹ | 20 ¹ |

1. Estimated data.

Source(s): Statistics Canada, CANSIM table 183-0015.

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 | . | 52,426 | . |
| Brazil | 2 | . | . |
| Guyana | 3,116 | . | . |
| Chile | . | 26,027 | . |
| France | 2,133 | 62,366 | . |
| Germany | . | 5,975 | 18,613 |
| Ireland | 160 | . | 13,313 |
| Italy | . | 52,915 | . |
| Spain | . | 21,654 | . |
| Jamaica | 5,396 | . | . |
| Mexico | 1 | . | 57,746 |
| Netherlands | . | . | 50,988 |
| United Kingdom | 5,030 | . | 10,763 |
| United States | 26,689 | 40,861 | 59,612 |
| Other countries | 10,080 | 43,146 | 60,863 |
| Total imports | 52,605 | 305,371 | 271,898 |
| Exports | | | |
| Belgium | 2,466 | . | . |
| France | 58 | . | . |
| Japan | 319 | . | . |
| Sweden | 319 | . | . |
| Taiwan | . | 135 | . |
| United Kingdom | 198 | . | . |
| United States | 66,118 | 6,306 | 396,657 |
| Other countries | 2,471 | 742 | . |
| Total exports | 71,949 | 7,183 | 396,657 |

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

Source(s): Statistics Canada, CANSIM table 183-0016.

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

| Detail | 2003 | 2004 | 2005 | 2006 | 2007 |
|---|------------------|------------------|------------------|------------------|------------------|
| thousands of dollars | | | | | |
| By value | | | | | |
| Imports | | | | | |
| Spirits | 301,656 | 401,869 | 394,430 | 420,333 | 448,332 |
| Wines | 1,054,428 | 1,203,785 | 1,204,987 | 1,328,646 | 1,504,051 |
| Beer | 307,142 | 342,380 | 388,445 | 449,441 | 476,553 |
| Total imports | 1,663,226 | 1,948,034 | 1,987,862 | 2,198,420 | 2,428,936 |
| Exports of domestic stock | | | | | |
| Spirits | 415,603 | 445,352 | 500,223 | 382,050 | 380,455 |
| Wines | 114,966 | 55,795 | 43,693 | 54,693 | 32,154 |
| Beer | 336,110 | 321,328 | 285,689 | 300,417 | 333,225 |
| Total exports of domestic stock ² | 866,679 | 822,475 | 829,605 | 737,160 | 745,834 |
| thousands of litres | | | | | |
| By volume | | | | | |
| Imports | | | | | |
| Spirits (L.A.A.) | 31,472 | 33,148 | 34,180 | 51,892 | 52,605 |
| Wines | 202,250 | 284,979 | 261,147 | 287,680 | 305,371 |
| Beer | 205,980 | 219,847 | 232,100 | 256,242 | 271,898 |
| Total imports | 439,702 | 537,974 | 527,427 | 595,814 | 629,874 |
| Exports of domestic stock | | | | | |
| Spirits (L.A.A.) | 64,712 | 66,703 | 74,395 | 69,173 | 71,949 |
| Wines | 38,222 | 19,440 | 12,958 | 16,008 | 7,183 |
| Beer | 394,746 | 391,127 | 354,906 | 360,904 | 396,657 |
| Total exports of domestic stock ² | 497,680 | 477,270 | 442,259 | 446,085 | 475,789 |

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 products re-exported.

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

Source(s): Statistics Canada, CANSIM table 183-0016.

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 | 159,180 | 70,387 | 539,718 | 382,401 | 2,310,510 | 3,851,076 | 553,966 |
| Deduct: | | | | | | | |
| Deduct: Goods and Services Tax (GST) | 9,364 | 4,140 | 31,748 | 22,494 | 135,912 | 226,534 | 32,586 |
| Net sales | 149,816 | 66,247 | 507,970 | 359,907 | 2,174,598 | 3,624,542 | 521,380 |
| Deduct: | | | | | | | |
| Deduct: cost of goods sold ² | 61,344 | 43,260 | 245,594 | 189,385 | 993,801 | 1,989,297 | 261,558 |
| Gross profit on sales | 88,472 | 22,987 | 262,376 | 170,522 | 1,180,797 | 1,635,245 | 259,822 |
| Deduct: | | | | | | | |
| Deduct: administrative and general expenses less miscellaneous income | -23,850 | 9,974 | 74,135 | 39,039 | 470,450 | 335,264 | 52,616 |
| Net income from sales by liquor authorities | 112,322 | 13,013 | 188,241 | 131,483 | 710,347 | 1,299,981 | 207,206 |
| Government revenue (excluding remitted profits from liquor authorities) | | | | | | | |
| Sales tax ¹ | .. | 13,293 ³ | .. | .. | .. | .. | .. |
| Licences and permits | .. | 80 | 4,042 | 932 | 159,517 | 471,614 | 2,207 |
| Fines and confiscations | .. | .. | .. | 312 | -226 | .. | .. |
| Total government revenue | .. | 13,373 | 4,042 | 1,244 | 159,291 | 471,614 | 2,207 |
| Total of net income of liquor authorities and provincial and territorial government revenue | 112,322 | 26,386 | 192,283 | 132,727 | 869,638 | 1,771,595 | 209,413 |
| | Saskatchewan | Alberta | British Columbia | Yukon Territory | Northwest Territories | Nunavut ⁵ | Canada |
| thousands of dollars | | | | | | | |
| Liquor authorities | | | | | | | |
| Net income from sales | | | | | | | |
| Gross sales (including Goods and Services Tax (GST)) ² | 469,685 | 1,936,601 | 2,574,664 | 29,703 | 42,132 | 4,680 | 12,924,703 |
| Deduct: | | | | | | | |
| Deduct: Goods and Services Tax (GST) | 27,629 | 113,918 | 151,451 | 1,570 | 2,478 | 275 | 760,099 |
| Net sales | 442,056 | 1,822,683 | 2,423,213 | 28,133 | 39,654 | 4,405 | 12,164,604 |
| Deduct: | | | | | | | |
| Deduct: cost of goods sold ² | 227,917 | 1,161,062 | 1,343,611 | 15,591 | 15,070 | 2,227 | 6,549,717 |
| Gross profit on sales | 214,139 | 661,621 | 1,079,602 | 12,542 | 24,584 | 2,178 | 5,614,887 |
| Deduct: | | | | | | | |
| Deduct: administrative and general expenses less miscellaneous income | 53,619 | 9,162 | 239,316 | 6,735 | 4,038 | 2,461 | 1,272,959 |
| Net income from sales by liquor authorities | 160,520 | 652,459 | 840,286 | 5,807 | 20,546 | -283 | 4,341,928 |
| Government revenue (excluding remitted profits from liquor authorities) | | | | | | | |
| Sales tax ¹ | .. | .. | .. | 3,014 ⁴ | .. | .. | 16,307 |
| Licences and permits | 946 | 5,635 | 8,877 | 112 | 447 | 597 | 655,006 |
| Fines and confiscations | .. | 177 | 151 | .. | 5 | 17 | 436 |
| Total government revenue | 946 | 5,812 | 9,028 | 3,126 | 452 | 614 | 671,749 |
| Total of net income of liquor authorities and provincial and territorial government revenue | 161,466 | 658,271 | 849,314 | 8,933 | 20,998 | 331 | 5,013,677 |

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.

5. Estimated data.

Source(s): Statistics Canada, CANSIM table 183-0017.

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 | 1998 | 1999 | 2000 | 2001 | 2002 |
|---------------------------|------------------|------------------|------------------|------------------|------------------|
| thousands of dollars | | | | | |
| Canada | 3,445,556 | 3,604,548 | 3,727,033 | 3,825,298 | 3,928,686 |
| Newfoundland and Labrador | 85,763 | 87,185 | 92,830 | 96,141 | 93,118 |
| Prince Edward Island | 19,012 | 19,134 | 20,408 | 20,482 | 21,211 |
| Nova Scotia | 125,510 | 136,410 | 141,526 | 144,638 | 151,434 |
| New Brunswick | 88,600 | 95,672 | 103,972 | 106,686 | 121,725 |
| Quebec | 507,203 | 542,986 | 574,704 | 617,786 | 628,717 |
| Ontario | 1,250,561 | 1,328,898 | 1,404,552 | 1,400,385 | 1,452,384 |
| Manitoba | 150,623 | 152,919 | 157,505 | 159,839 | 164,665 |
| Saskatchewan | 125,712 | 129,571 | 129,970 | 127,896 | 124,428 |
| Alberta | 456,154 | 474,042 | 461,219 | 476,310 | 499,449 |
| British Columbia | 612,045 | 614,056 | 615,496 | 649,026 | 643,373 |
| Yukon Territory | 7,903 | 7,027 | 6,978 | 7,088 | 7,062 |
| Northwest Territories | 16,470 | 16,647 | 16,074 | 16,830 | 18,944 |
| Nunavut | .. | .. | 1,799 | 2,191 | 2,176 |
| thousands of dollars | | | | | |
| | 2003 | 2004 | 2005 | 2006 | 2007 |
| Canada | 4,010,885 | 4,298,317 | 4,469,045 | 4,763,725 | 5,013,677 |
| Newfoundland and Labrador | 92,270 | 100,038 | 104,255 | 107,304 | 112,322 |
| Prince Edward Island | 21,567 | 22,670 | 23,277 | 24,969 | 26,386 |
| Nova Scotia | 161,616 | 171,621 | 173,862 | 185,117 | 192,283 |
| New Brunswick | 113,694 | 121,904 | 125,086 | 127,409 | 132,727 |
| Quebec | 695,107 | 714,818 | 691,269 | 814,945 | 869,638 |
| Ontario | 1,402,302 | 1,534,521 | 1,638,877 | 1,724,346 | 1,771,595 |
| Manitoba | 167,647 | 177,586 | 186,560 | 197,671 | 209,413 |
| Saskatchewan | 126,425 | 134,544 | 143,345 | 147,222 | 161,466 |
| Alberta | 541,312 | 556,608 | 566,691 | 596,715 | 658,271 |
| British Columbia | 660,424 | 733,749 | 785,897 | 807,921 | 849,314 |
| Yukon Territory | 6,889 | 7,915 | 8,008 | 8,001 | 8,933 |
| Northwest Territories | 19,819 | 20,420 | 20,572 | 20,805 | 20,998 |
| Nunavut | 1,813 | 1,923 | 1,346 | 1,300 | 331 ² |

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

2. Estimated data.

Source(s): Statistics Canada, CANSIM table 183-0017.

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 | 111,150 | 13,017 | 188,241 | 131,483 | 710,097 | 1,300,601 | 207,944 |
| Deduct: | | | | | | | |
| Revenue included in the income of the liquor authority deemed to be the liquor revenue of the province or territory: | | | | | | | |
| Deduct: sales tax | .. | .. | .. | .. | .. | .. | .. |
| Deduct: licences and permits | .. | -80 | .. | .. | .. | -4,422 | -2,207 |
| Deduct: fines and confiscations | .. | .. | .. | .. | 250 | .. | .. |
| Add: | | | | | | | |
| Expenses deducted from income by the liquor authority | | | | | | | |
| Add: policing and enforcement expenses | 1,172 | 76 | .. | .. | .. | 3,802 | 1,469 |
| Add: maintenance of prisoners | .. | .. | .. | .. | .. | .. | .. |
| Net income from sales by liquor authorities | 112,322 | 13,013 | 188,241 | 131,483 | 710,347 | 1,299,981 | 207,206 |
| Add: | | | | | | | |
| Add: liquor revenue of province and territory | .. | 80 | .. | .. | -250 | 4,422 | 2,207 |
| Other provincial and territorial liquor revenues not included in income of liquor authority ¹ | | | | | | | |
| Add: sales tax | .. | 13,293 | .. | .. | .. | .. | .. |
| Add: licences and permits | .. | .. | 4,042 | 932 | 159,517 | 467,192 | .. |
| Add: fines and confiscations | .. | .. | .. | 312 | 24 | .. | .. |
| Total of net income of liquor authorities and provincial and territorial government revenue | 112,322 | 26,386 | 192,283 | 132,727 | 869,638 | 1,771,595 | 209,413 |
| | Saskatchewan | Alberta | British Columbia | Yukon Territory | Northwest Territories | Nunavut ² | Canada |
| thousands of dollars | | | | | | | |
| Net income shown in the annual report of the liquor authority | 161,466 | 658,271 | 840,286 | 5,919 | 20,487 | -28 | 4,348,934 |
| Deduct: | | | | | | | |
| Revenue included in the income of the liquor authority deemed to be the liquor revenue of the province or territory: | | | | | | | |
| Deduct: sales tax | .. | .. | .. | .. | .. | .. | .. |
| Deduct: licences and permits | -946 | -5,635 | .. | -112 | -447 | -597 | -14,446 |
| Deduct: fines and confiscations | .. | -177 | .. | .. | -5 | -17 | 51 |
| Add: | | | | | | | |
| Expenses deducted from income by the liquor authority | | | | | | | |
| Add: policing and enforcement expenses | .. | .. | .. | .. | 511 | 359 | 7,389 |
| Add: maintenance of prisoners | .. | .. | .. | .. | .. | .. | .. |
| Net income from sales by liquor authorities | 160,520 | 652,459 | 840,286 | 5,807 | 20,546 | -283 | 4,341,928 |
| Add: | | | | | | | |
| Add: liquor revenue of province and territory | 946 | 5,812 | .. | 112 | 452 | 614 | 14,395 |
| Other provincial and territorial liquor revenues not included in income of liquor authority ¹ | | | | | | | |
| Add: sales tax | .. | .. | .. | 3,014 | .. | .. | 16,307 |
| Add: licences and permits | .. | .. | 8,877 | .. | .. | .. | 640,560 |
| Add: fines and confiscations | .. | .. | 151 | .. | .. | .. | 487 |
| Total of net income of liquor authorities and provincial and territorial government revenue | 161,466 | 658,271 | 849,314 | 8,933 | 20,998 | 331 | 5,013,677 |

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

2. Estimated data.

Source(s): Statistics Canada, CANSIM table 183-0018.

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 whose 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

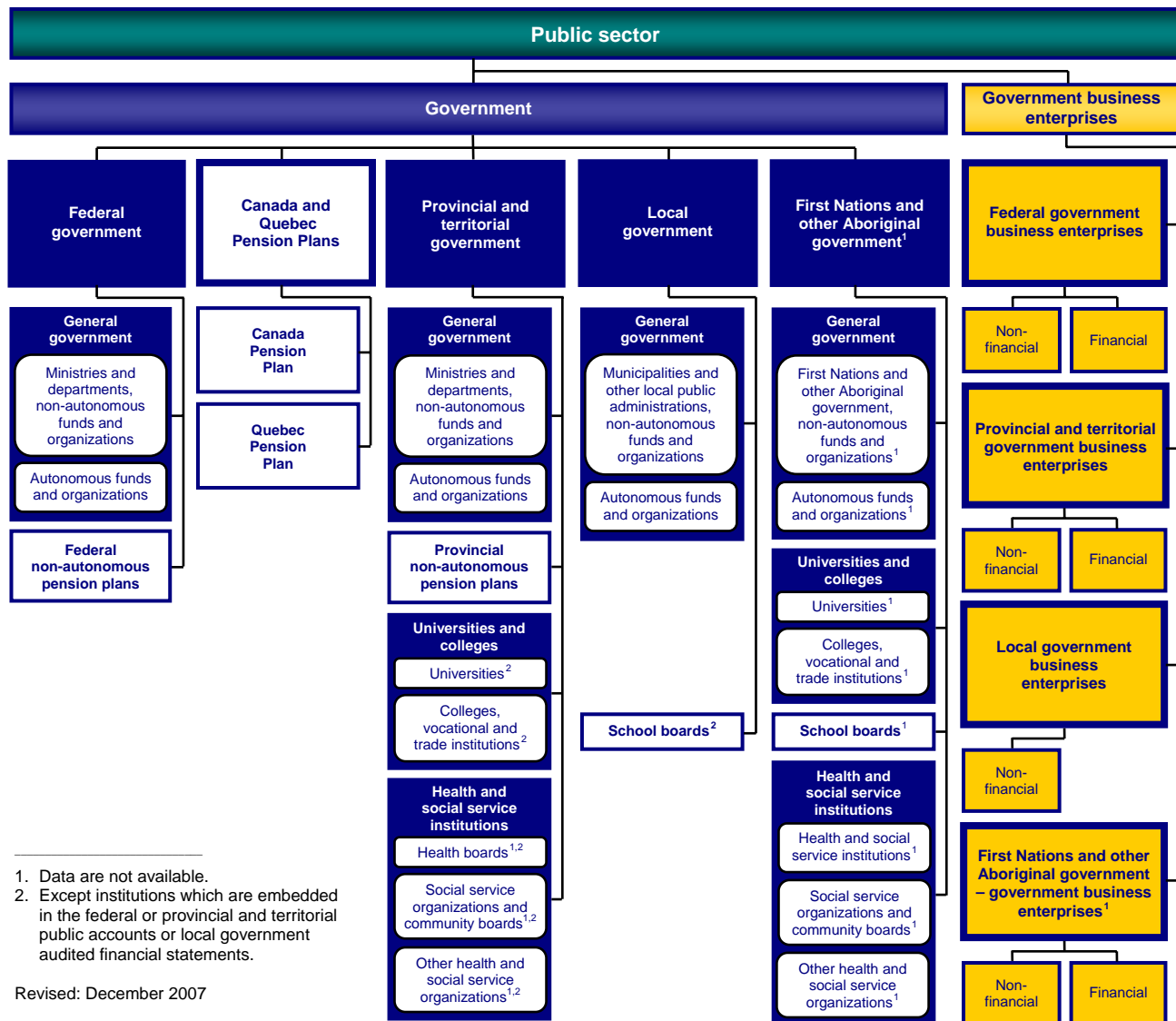
Financial data come from audited financial statements of provincial and territorial liquor authorities; therefore, minimal error detection procedures are required. For survey data, several automated checks are performed on the data to verify internal consistency and identify extreme values. Current year 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 survey 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. All this ensures high 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 the OECD in presenting trends that are more realistic in the consumption of alcoholic beverages. This allows comparability with other countries and the Organization of Economic Co-operation and Development (OECD), as they also present alcohol per capita data using the population of inhabitants of 15 years of age and over. A 2007 Canadian Addiction Survey by Health Canada stated that the mean age at which youth start drinking alcohol was 15.6 years.

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 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 the Yukon 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 2006 | | | Fiscal Year 2007 | | |
|---------------------------|------------------|---------------|--------------------------------|------------------|---------------|--------------------------------|
| | Liquor stores | Agency stores | Total liquor and agency stores | Liquor stores | Agency stores | Total liquor and agency stores |
| Newfoundland and Labrador | 24 | 112 | 136 | 24 | 115 | 139 |
| Prince Edward Island | 20 | 1 | 21 | 19 | 1 | 20 |
| Nova Scotia | 107 | 23 | 130 | 108 | 41 | 149 |
| New Brunswick | 51 | 71 | 122 | 51 | 69 | 120 |
| Quebec | 403 | 403 | 806 | 408 | 395 | 803 |
| Ontario | 598 | 194 | 792 | 601 | 199 | 800 |
| Manitoba | 46 | 171 | 217 | 46 | 172 | 218 |
| Saskatchewan | 80 | 189 | 269 | 80 | 189 | 269 |
| Alberta ¹ | . | . | . | . | . | . |
| British Columbia | 208 | 872 | 1,080 | 201 | 884 | 1,085 |
| Yukon Territory | 6 | 0 | 6 | 6 | .. | 6 |
| Northwest Territories | 0 | 7 | 7 | 0 | 7 | 7 |
| Nunavut | 0 | 0 | 0 | .. | .. | .. |
| Canada | 1,543 | 2,043 | 3,586 | 1,544 | 2,072 | 3,616 |

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 - 2007

| | 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 | Y | 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 | N | Y | N |
| 6. Beer sold in grocery stores | N | 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, 2007

| Province or territory | Total liquor and agency stores | Wineries | Breweries | Total |
|---------------------------|--------------------------------|----------------|------------------|-------------------|
| thousands of dollars | | | | |
| Value | | | | |
| Newfoundland and Labrador | 159,180 | . | 167,748 | 326,928 |
| Prince Edward Island | 70,387 | . | . | 70,387 |
| Nova Scotia | 539,718 | 1,567 | 5,265 | 546,550 |
| New Brunswick | 382,401 | . | . | 382,401 |
| Quebec | 2,310,510 | . | 2,285,899 | 4,596,409 |
| Ontario | 3,851,076 | 200,958 | 2,342,615 | 6,394,649 |
| Manitoba | 553,966 | . | . | 553,966 |
| Saskatchewan | 469,685 | . | . | 469,685 |
| Alberta | 1,936,601 | 91 | 2,134 | 1,938,826 |
| British Columbia | 2,574,664 | 79,349 | 4,121 | 2,658,134 |
| Yukon Territory | 29,703 | . | . | 29,703 |
| Northwest Territories | 42,132 | . | . | 42,132 |
| Nunavut | 4,680 | . | . | 4,680 |
| Canada | 12,924,703 | 281,965 | 4,807,781 | 18,014,449 |
| thousands of litres | | | | |
| Volume | | | | |
| Newfoundland and Labrador | 9,670 | . | 38,910 | 48,580 |
| Prince Edward Island | 11,402 | . | . | . |
| Nova Scotia | 79,496 | 342 | 1,294 | 81,132 |
| New Brunswick | 61,918 | . | . | 61,918 |
| Quebec | 156,402 | . | 600,585 | 756,987 |
| Ontario | 342,303 | 19,452 | 674,215 | 1,035,970 |
| Manitoba | 95,351 | . | . | 95,351 |
| Saskatchewan | 75,874 | . | . | 75,874 |
| Alberta | 332,183 | 5 | 647 | 332,835 |
| British Columbia | 373,029 | 3,774 | 1,532 | 378,335 |
| Yukon Territory | 4,474 | . | . | 4,474 |
| Northwest Territories | 4,537 | . | . | 4,537 |
| Nunavut | 617 | . | . | 617 |
| Canada | 1,547,256 | 23,573 | 1,317,183 | 2,888,012 |

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.