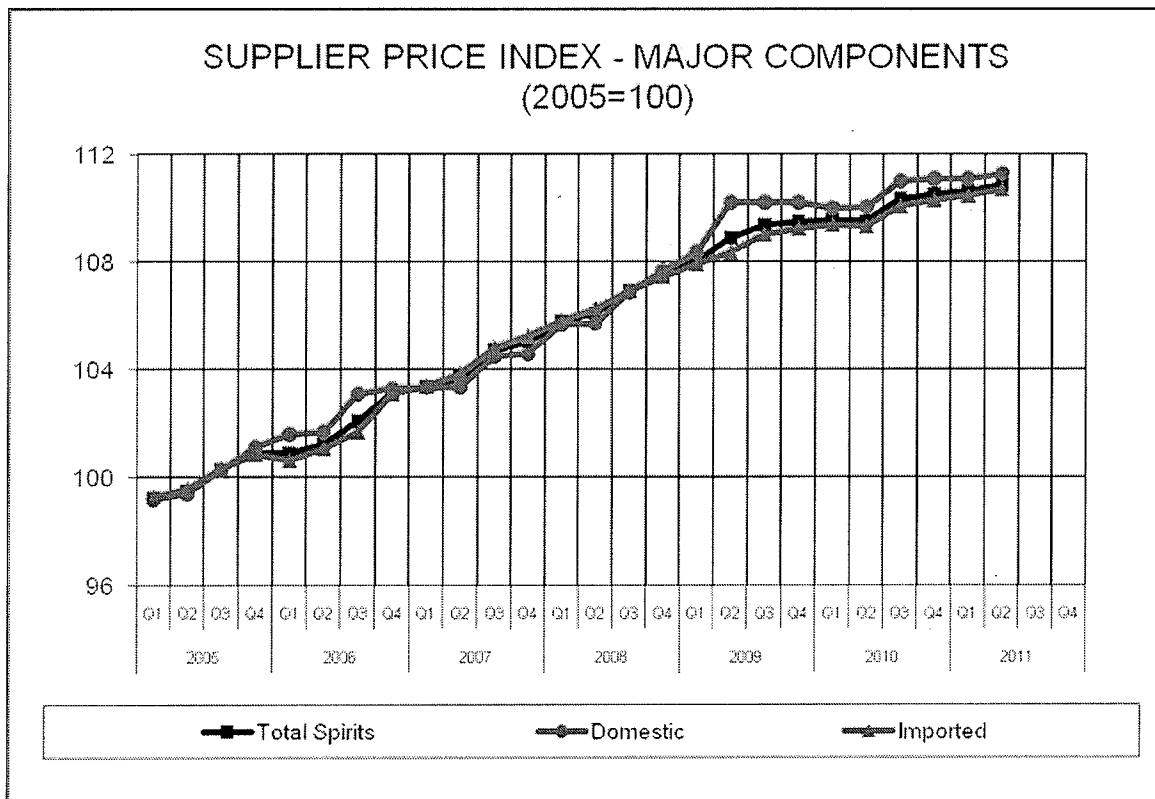


SUPPLIER PRICE INDEX
SECOND QUARTER 2011

The DISCUS Supplier Price Index for all Distilled Spirits rose 0.2% in the second quarter of 2011 from the first quarter of 2011. Both Total Domestic Spirits prices and Total Imported Spirits prices were up 0.2%. Blended Domestic Whiskey prices exhibited the largest increase at 1.6%.

Compared with the second quarter of 2010, the SPI for the second quarter of 2011 increased 1.2%. Prices for Domestic Spirits and Imported Spirits were up 1.1% and 1.3%, respectively. Total Whiskey increased 1.6% overall, while the Non-Whiskey index was up 1.0%. The largest price increases over last year's second quarter were posted by Foreign Bottled Canadian Whiskey and Domestic Vodka with 3.4% and 2.5%, respectively.



SUPPLIER PRICE INDEX
2nd Quarter 2011
(2005=100)

PRODUCT CATEGORY	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	2011 Average	CY 2010 Average	Percentage Change 2nd Quarter Compared to:	
							1st Quarter 2011	2nd Quarter 2010
Total Distilled Spirits	110.7	110.9			110.8	110.0	0.2%	1.2%
Total Domestic Spirits	111.1	111.3			111.2	110.5	0.2%	1.1%
Total Imported Spirits	110.5	110.7			110.6	109.8	0.2%	1.3%
Total Whiskey	109.4	109.9			109.6	108.6	0.4%	1.6%
Domestic Whiskey	109.0	109.4			109.2	108.7	0.3%	0.7%
Bonded	107.3	107.3			107.3	107.3	0.0%	0.0%
Straight	109.2	109.3			109.3	108.9	0.1%	0.5%
Blended	108.0	109.8			108.9	108.0	1.6%	1.7%
Imported Whiskey	109.7	110.2			109.9	108.6	0.5%	2.2%
Scotch	108.0	108.4			108.2	107.1	0.3%	1.6%
U.S. Bottled	112.9	113.3			113.1	112.8	0.3%	0.3%
Foreign Bottled	106.9	107.3			107.1	105.8	0.3%	1.9%
Malt	111.4	112.0			111.7	111.3	0.5%	0.7%
Canadian	110.8	111.4			111.1	109.5	0.5%	2.7%
U.S. Bottled	104.3	104.3			104.3	103.5	0.0%	1.1%
Foreign Bottled	113.4	114.2			113.8	112.0	0.8%	3.4%
Irish	114.9	115.8			115.3	113.7	0.7%	1.2%
Total Non-Whiskey	111.3	111.4			111.3	110.7	0.1%	1.0%
Domestic Non-Whiskey	112.8	112.9			112.8	112.0	0.0%	1.4%
Imported Non-Whiskey	110.8	110.9			110.9	110.2	0.1%	0.9%
Gin	110.9	111.1			111.0	110.7	0.2%	0.4%
Domestic	110.3	110.3			110.3	110.4	0.0%	-0.2%
Imported	111.4	111.8			111.6	111.0	0.3%	0.8%
Vodka	111.7	111.7			111.7	110.6	0.0%	1.7%
Domestic	115.1	115.1			115.1	113.6	0.0%	2.5%
Imported	109.4	109.3			109.3	108.4	0.0%	1.2%
Rum	119.7	119.8			119.8	119.0	0.0%	1.3%
Brandy and Cognac	110.2	110.7			110.4	110.3	0.5%	0.7%
Domestic	106.9	106.9			106.9	106.9	0.0%	0.0%
Imported	110.6	111.1			110.8	110.7	0.5%	0.7%
Tequila	102.0	102.0			102.0	102.1	0.0%	-0.1%
Cordials and Liqueurs	109.3	109.4			109.4	108.8	0.1%	0.6%
Domestic	111.2	111.5			111.3	111.5	0.2%	0.0%
Imported	108.8	109.0			108.9	108.1	0.1%	0.7%
Cocktails	106.5	106.5			106.5	106.5	0.0%	0.0%