

SAMPLE COPY

---

---

# Distilled Spirits Pricing Monitor

*Comparative Distiller & Importer Prices to Wholesalers, Highlighting Monthly Changes*

---

---

**Prices Posted for June, 2009**

*Published by:*

**Gomberg, Fredrikson & Associates**

231 Ware Road, Suite 823 Woodside, CA 94062 ♦ Tel. 650 851-6090 ♦ Fax 650 745-7086 ♦ email: [info@gombfred.com](mailto:info@gombfred.com)

# Distilled Spirits Pricing Monitor

## Table of Contents

| <b>Section</b> | <b>Category</b>    | <b>Section</b> | <b>Category</b>                     |
|----------------|--------------------|----------------|-------------------------------------|
| 110            | Blended Whiskey    | 430            | Cognac                              |
| 120            | Bonded Whiskey     | 440            | Armagnac                            |
| 130            | Straight Whiskey   | 510            | Puerto Rican Rum                    |
| 140            | Tennessee Whiskey  | 520            | Jamaican/West Indies Rum            |
| 150            | Canadian Whiskey   | 530            | Virgin Islands Rum                  |
| 160            | Scotch Whisky      | 540            | Other Imported Run                  |
| 161            | Single Malt Scotch | 550            | American Rum                        |
| 170            | Irish Whiskey      | 610            | Tequila                             |
| 210            | American Gin       | 700            | Aperitif & Specialty                |
| 220            | Imported Gin       | 710            | American Cordials & Liqueurs        |
| 310            | American Vodka     | 720            | Imported Cordials & Liqueurs        |
| 320            | Imported Vodka     | 730            | Creams                              |
| 410            | American Brandy    | 810            | Coolers & RTDs                      |
| 420            | Imported Brandy    | 820            | Cocktails                           |
|                |                    | 900            | <i>Monthly Price Change Summary</i> |

| BRAND NAME                       | SPIRITS TYPE     | FOB Point | Jun 2008 | Jul 2008 | Aug 2008 | Sep 2008 | Oct 2008 | Nov 2008 | Dec 2008 | Jan 2009 | Feb 2009 | Mar 2009 | Apr 2009 | May 2009 | Jun 2009 | New * | Change for Jun |
|----------------------------------|------------------|-----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|-------|----------------|
| <b>310 AMERICAN VODKA 1 LT</b>   |                  |           |          |          |          |          |          |          |          |          |          |          |          |          |          |       |                |
| MR. BOSTON                       | VODKA 80         | KY        | 48.20    | 48.20    | 48.20    | 48.20    | 48.20    | 48.20    | 48.20    | 48.20    | 48.20    | 48.20    | 48.20    | 48.20    | 48.20    |       |                |
| SKOL                             | ALL FLAVS 80     | KY        | 0.00     | 0.00     | 0.00     | 47.95    | 47.95    | 47.95    | 47.95    | 47.95    | 47.95    | 47.95    | 47.95    | 47.95    | 47.95    |       |                |
| SKOL                             | VODKA 80         | KY        | 46.45    | 46.45    | 46.45    | 47.95    | 47.95    | 47.95    | 47.95    | 47.95    | 47.95    | 47.95    | 47.95    | 47.95    | 47.95    |       |                |
| MOHAWK                           | ROYAL 80         | KY        | 45.35    | 45.35    | 45.35    | 45.35    | 45.35    | 45.35    | 45.35    | 45.35    | 45.35    | 47.35    | 47.35    | 47.35    | 47.35    |       |                |
| BELLOWS                          | VODKA 80         | NY        | 46.86    | 46.86    | 46.86    | 46.86    | 46.86    | 46.86    | 46.86    | 46.86    | 46.86    | 46.86    | 46.86    | 46.86    | 46.86    |       |                |
| MCCORMICK                        | VODKA 80         | MO        | 42.90    | 44.80    | 44.80    | 46.00    | 46.00    | 46.00    | 46.00    | 46.00    | 46.00    | 46.00    | 46.00    | 46.00    | 46.00    |       |                |
| BANKERS CLUB                     | VODKA 80         | NJ        | 44.50    | 44.50    | 44.50    | 44.50    | 44.50    | 44.50    | 44.50    | 44.50    | 45.60    | 45.60    | 45.60    | 45.60    | 45.60    |       |                |
| GLENMORE                         | VODKA 80         | KY        | 45.45    | 45.45    | 45.45    | 45.45    | 45.45    | 45.45    | 45.45    | 45.45    | 45.45    | 45.45    | 45.45    | 45.45    | 45.45    |       |                |
| CRYSTAL PALACE                   | VODKA 80         | KY        | 44.69    | 44.69    | 44.69    | 44.69    | 44.69    | 44.69    | 44.69    | 44.69    | 44.69    | 44.69    | 44.69    | 44.69    | 44.69    |       |                |
| NIKOLIA                          | VODKA 80         | KY        | 43.92    | 43.92    | 43.92    | 43.92    | 43.92    | 43.92    | 43.92    | 43.92    | 43.92    | 43.92    | 43.92    | 43.92    | 43.92    |       |                |
| NIKOFF                           | VODKA 80         | NJ        | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 43.49    | 43.49    | 43.49    |       |                |
| BARTON                           | VODKA 80         | KY        | 41.57    | 41.57    | 42.50    | 42.50    | 42.50    | 42.50    | 42.50    | 42.50    | 42.50    | 42.50    | 42.50    | 42.50    | 42.50    |       |                |
| <b>310 AMERICAN VODKA 750 ML</b> |                  |           |          |          |          |          |          |          |          |          |          |          |          |          |          |       |                |
| VERMONT SPIRITS                  | LIMITED ED RSV   | VT        | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 600.00   | 600.00   | 600.00   |       |                |
| COLD RIVER                       | BLUEBERRY 80     | ME        | 0.00     | 0.00     | 0.00     | 0.00     | 276.00   | 276.00   | 276.00   | 276.00   | 276.00   | 276.00   | 276.00   | 276.00   | 276.00   |       |                |
| COLD RIVER                       | VODKA 80         | ME        | 264.00   | 264.00   | 264.00   | 264.00   | 264.00   | 264.00   | 264.00   | 264.00   | 264.00   | 264.00   | 264.00   | 264.00   | 264.00   |       |                |
| VERMONT SPIRITS                  | MAPLE GOLD 80    | VT        | 258.00   | 258.00   | 258.00   | 258.00   | 258.00   | 258.00   | 258.00   | 258.00   | 258.00   | 258.00   | 240.00   | 240.00   | 240.00   |       |                |
| LIV                              | VODKA 80         | NY        |          |          |          |          |          | 0.00     | 230.00   | 230.00   | 230.00   | 230.00   | 230.00   | 230.00   | 230.00   |       |                |
| SQUARE ONE                       | ORG CUCUMBER 80  | IL        |          |          |          |          |          | 0.00     | 0.00     | 0.00     | 228.00   | 228.00   | 228.00   | 228.00   | 228.00   |       |                |
| ROTH                             | 05 CA VODKA 80   | CA        |          |          |          |          |          | 218.00   | 218.00   | 218.00   | 218.00   | 218.00   | 218.00   | 218.00   | 218.00   |       |                |
| HAGAR 1                          | CITRON 80        | CA        |          |          |          | 216.00   | 216.00   | 216.00   | 216.00   | 216.00   | 216.00   | 216.00   | 216.00   | 216.00   | 216.00   |       |                |
| HAGAR 1                          | KAFFIR LIME 80   | CA        |          | 216.00   | 216.00   | 216.00   | 216.00   | 216.00   | 216.00   | 216.00   | 216.00   | 216.00   | 216.00   | 216.00   | 216.00   |       |                |
| HAGAR 1                          | STRAIGHT 80      | CA        | 192.00   | 192.00   | 192.00   | 216.00   | 216.00   | 216.00   | 216.00   | 216.00   | 216.00   | 216.00   | 216.00   | 216.00   | 216.00   |       |                |
| HANGAR 1                         | CHIPOLTLE 80     | CA        | 216.00   | 216.00   | 216.00   | 216.00   | 216.00   | 216.00   | 216.00   | 216.00   | 216.00   | 216.00   | 216.00   | 216.00   | 216.00   |       |                |
| HANGAR 1                         | MANDARIN BLOS 80 | CA        | 216.00   | 216.00   | 216.00   | 216.00   | 216.00   | 216.00   | 216.00   | 216.00   | 216.00   | 216.00   | 216.00   | 216.00   | 216.00   |       |                |
| TRU                              | INFUSED ALL FLVS | CA        | 216.00   | 216.00   | 216.00   | 216.00   | 216.00   | 216.00   | 216.00   | 216.00   | 216.00   | 216.00   | 216.00   | 216.00   | 216.00   |       |                |
| TRU                              | ORGANIC 80       | CA        | 216.00   | 216.00   | 216.00   | 216.00   | 216.00   | 216.00   | 216.00   | 216.00   | 216.00   | 216.00   | 216.00   | 216.00   | 216.00   |       |                |
| ICE GLEN                         | PREMIUM 80       | CT        | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 214.00   | 214.00   | 214.00   | 214.00   |       |                |
| LIQUID ICE                       | ALL FLAVS 70     | NJ        | 208.00   | 208.00   | 208.00   | 208.00   | 208.00   | 208.00   | 208.00   | 208.00   | 208.00   | 208.00   | 208.00   | 208.00   | 208.00   |       |                |
| LIQUID ICE                       | VODKA 80         | NJ        | 202.00   | 202.00   | 202.00   | 202.00   | 202.00   | 202.00   | 202.00   | 202.00   | 202.00   | 202.00   | 202.00   | 202.00   | 202.00   |       |                |
| T & W                            | LUXURY VODKA 80  | FL        | 0.00     | 0.00     | 0.00     | 192.00   | 192.00   | 192.00   | 192.00   | 192.00   | 192.00   | 192.00   | 192.00   | 192.00   | 192.00   |       |                |
| SKYY                             | VODKA 90         | CA        | 190.00   | 190.00   | 190.00   | 190.00   | 190.00   | 190.00   | 190.00   | 190.00   | 190.00   | 190.00   | 190.00   | 190.00   | 190.00   |       |                |
| VERMONT SPIRITS                  | MAPLE WHITE 80   | VT        | 194.00   | 194.00   | 194.00   | 194.00   | 194.00   | 194.00   | 194.00   | 194.00   | 194.00   | 194.00   | 180.00   | 180.00   | 180.00   |       |                |
| 360 VODKA                        | VODKA 80         | MO        | 180.00   | 180.00   | 180.00   | 180.00   | 180.00   | 180.00   | 180.00   | 180.00   | 180.00   | 180.00   | 180.00   | 180.00   | 180.00   |       |                |
| CAPROCK                          | ORGANIC 80       | CO        | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 180.00   | 180.00   | 180.00   | 180.00   | 180.00   | 180.00   | 180.00   | 180.00   |       |                |
| CROP HARVEST EARTH               | CUCUMBER 80      | NY        | 154.22   | 154.22   | 154.22   | 154.22   | 154.22   | 154.22   | 154.22   | 154.22   | 154.22   | 154.22   | 162.00   | 162.00   | 162.00   |       |                |
| CROP HARVEST EARTH               | ORG GRAIN 80     | NY        | 154.22   | 154.22   | 154.22   | 154.22   | 154.22   | 154.22   | 154.22   | 154.22   | 154.22   | 154.22   | 162.00   | 162.00   | 162.00   |       |                |



| BRAND NAME                                       | CATEGORY                     | SIZE    | SPIRITS TYPE     | FOB Point | Dec 2008 | Jan 2009 | Feb 2009 | Mar 2009 | Apr 2009 | May 2009 | Jun 2009 | New * | Change for Jun |
|--|------------------------------|---------|------------------|-----------|----------|----------|----------|----------|----------|----------|----------|-------|----------------|
| <b>695 MONTHLY PRICE CHANGE SUMMARY BY BRAND</b> |                              |         |                  |           |          |          |          |          |          |          |          |       |                |
| CORUBA   | JAMAICAN/WEST INDIES RUM     | 750 ML  | DARK 80          | NY        | 115.00   | 115.00   | 115.00   | 118.00   | 118.00   | 118.00   | 104.00   | *     | -14.00         |
| CORUBA   | JAMAICAN/WEST INDIES RUM     | 750 ML  | COCO/MNG/SP/PA80 | NY        | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 72.00    | *     |                |
| DEWAR'S  | SCOTCH WHISKY                | 1.75 LT | WHITE LABEL 80   | FL        | 156.21   | 156.21   | 156.21   | 156.21   | 156.21   | 156.21   | 159.96   | *     | 3.75           |
| DEWAR'S  | SCOTCH WHISKY                | 1 LT    | SP RS.12YR 80/86 | FL        | 284.80   | 284.80   | 284.80   | 284.80   | 284.80   | 284.80   | 288.80   | *     | 4.00           |
| DEWAR'S  | SCOTCH WHISKY                | 1 LT    | WHITE LABEL 80   | FL        | 202.24   | 202.24   | 202.24   | 202.24   | 202.24   | 202.24   | 209.49   | *     | 7.25           |
| DEWAR'S  | SCOTCH WHISKY                | 750 ML  | SP RS.12YR 80/86 | FL        | 227.60   | 227.60   | 227.60   | 227.60   | 227.60   | 227.60   | 235.60   | *     | 8.00           |
| DEWAR'S  | SCOTCH WHISKY                | 750 ML  | WHITE LABEL 80   | FL        | 163.47   | 163.47   | 163.47   | 163.47   | 163.47   | 163.47   | 167.18   | *     | 3.71           |
| DON NACHO  | TEQUILA                      | 750 ML  | REPOSADO 80      | NY        | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 165.00   | *     |                |
| DON NACHO  | TEQUILA                      | 750 ML  | BLANCO 80        | NY        | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 158.00   | *     |                |
| DR. MCGILLICUDDY                                 | IMPORTED CORDIALS & LIQUEURS | 1.75 LT | CHERRY SCHNAPS30 | KY        | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 85.60    | *     |                |
| DR. MCGILLICUDDY                                 | IMPORTED CORDIALS & LIQUEURS | 1 LT    | CHERRY SCHNAPS30 | KY        | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 146.10   | *     |                |
| DR. MCGILLICUDDY                                 | IMPORTED CORDIALS & LIQUEURS | 750 ML  | CHERRY SCHNAPS30 | KY        | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 105.00   | *     |                |
| DR. MCGILLICUDDY                                 | IMPORTED CORDIALS & LIQUEURS | 375 ML  | CHERRY SCHNAPS30 | KY        | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 109.90   | *     |                |
| DR. MCGILLICUDDY                                 | IMPORTED CORDIALS & LIQUEURS | 200 ML  | CHERRY SCHNAPS30 | KY        | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 128.00   | *     |                |
| DR. MCGILLICUDDY                                 | IMPORTED CORDIALS & LIQUEURS | 200 ML  | FIREBALL 66      | KY        | 127.00   | 127.00   | 127.00   | 127.00   | 127.00   | 127.00   | 128.00   | *     | 1.00           |
| DRAMBUIE   | IMPORTED CORDIALS & LIQUEURS | 375 ML  | SCOTCH LIQ. 80   | FL        | 249.30   | 249.30   | 249.30   | 249.30   | 249.30   | 249.30   | 260.76   | *     | 11.46          |
| GLENFARCAS                                       | SINGLE MALT SCOTCH           | 750 ML  | 1974 MALT 114.8  | KY        | 1,568.00 | 1,568.00 | 1,568.00 | 1,568.00 | 1,523.50 | 1,523.50 | 1,700.00 | *     | 176.50         |
| GREY GOOSE                                       | IMPORTED VODKA               | 1.75 LT | CITRON/ORANGE 80 | W:NJ      | 228.24   | 228.24   | 228.24   | 228.24   | 228.24   | 228.24   | 231.96   | *     | 3.72           |
| GREY GOOSE                                       | IMPORTED VODKA               | 1.75 LT | FRENCH VODKA 80  | NJ        | 228.24   | 228.24   | 228.24   | 228.24   | 228.24   | 228.24   | 231.96   | *     | 3.72           |
| GREY GOOSE                                       | IMPORTED VODKA               | 1.75 LT | POIRE 80         | NJ        | 228.24   | 228.24   | 228.24   | 228.24   | 228.24   | 228.24   | 231.96   | *     | 3.72           |
| GREY GOOSE                                       | IMPORTED VODKA               | 1 LT    | CITRON/ORANGE 80 | W:NJ      | 281.98   | 281.98   | 281.98   | 281.98   | 281.98   | 281.98   | 288.24   | *     | 6.26           |
| GREY GOOSE                                       | IMPORTED VODKA               | 1 LT    | FRENCH VODKA 80  | NJ        | 281.98   | 281.98   | 281.98   | 281.98   | 281.98   | 281.98   | 288.24   | *     | 6.26           |
| GREY GOOSE                                       | IMPORTED VODKA               | 1 LT    | POIRE 80         | NJ        | 281.98   | 281.98   | 281.98   | 281.98   | 281.98   | 281.98   | 288.24   | *     | 6.26           |
| GREY GOOSE                                       | IMPORTED VODKA               | 750 ML  | CITRON/ORANGE 80 | W:NJ      | 232.88   | 232.88   | 232.88   | 232.88   | 232.88   | 232.88   | 236.68   | *     | 3.80           |
| GREY GOOSE                                       | IMPORTED VODKA               | 750 ML  | POIRE 80         | NJ        | 232.88   | 232.88   | 232.88   | 232.88   | 232.88   | 232.88   | 236.68   | *     | 3.80           |
| GREY GOOSE                                       | IMPORTED VODKA               | 750 ML  | FRENCH VODKA 80  | NJ        | 225.88   | 225.88   | 225.88   | 225.88   | 225.88   | 225.88   | 229.68   | *     | 3.80           |
| JOHNNIE WALKER                                   | SCOTCH WHISKY                | 200 ML  | BLUE LB 80       | NY        | 1,694.24 | 1,694.24 | 1,694.24 | 1,694.24 | 1,694.24 | 1,694.24 | 1,200.00 | *     | -494.24        |
| LOS GENERALES                                    | TEQUILA                      | 1.75 LT | ANEJO 80         | NY        | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 57.50    | *     |                |
| LOS GENERALES                                    | TEQUILA                      | 1 LT    | ANEJO 80         | NY        | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 70.00    | *     |                |
| LOS GENERALES                                    | TEQUILA                      | 750 ML  | ANEJO 80         | NY        | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 61.00    | *     |                |
| MILAGRO  | TEQUILA                      | 375 ML  | REPOSADO SB 80   | NJ        | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 262.64   | *     |                |
| PRIDE & CLARKE                                   | SCOTCH WHISKY                | 1 LT    | BLENDED 80       | NY        | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 97.00    | *     |                |
| PRIDE & CLARKE                                   | AMERICAN VODKA               | 1.75 LT | VODKA 80         | NY        | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 44.70    | *     |                |
| PRIDE & CLARKE                                   | AMERICAN VODKA               | 1 LT    | VODKA 80         | NY        | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 52.00    | *     |                |
| PRIDE & CLARKE                                   | AMERICAN VODKA               | 750 ML  | VODKA 80         | NY        | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 40.35    | *     |                |
| PRIDE & CLARKE                                   | AMERICAN VODKA               | 375 ML  | VODKA 80         | NY        | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 44.80    | *     |                |
| PRIDE & CLARKE                                   | AMERICAN VODKA               | 200 ML  | VODKA 80         | NY        | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 0.00     | 52.30    | *     |                |

**SAMPLE COPY**

**SAMPLE COPY**

# Distilled Spirits Pricing Monitor

## Notes

In the far right-hand column, "Change for Month" shows the price change from last month. Previous monthly price changes are shown in bold type.

An asterisk (\*) in the column entitled "New" means that the price posted in the latest month was not posted in the previous twelve months. Thus, by glancing down the column, one may differentiate quickly between the real price changes and regular monthly programs.

The following abbreviations are used under "FOB Point" in this report:

CA Tax Paid Prices F.O.B. California Plant or Warehouse.  
NY Tax Paid Prices F.O.B. New York Plant or Warehouse.  
DI In Bond Price, usually F.O.B. Foreign Port.  
USPT In Bond Price, C.I.F. U. S. East/Gulf Coast Ports.

Since these supplier prices are unaudited, and because there may be errors or omissions in the processing of the prices before they reach our office, the accuracy of all prices reported herein cannot be guaranteed. Hence, the responsibility for reliance upon the prices appearing in this report, to the extent of any inaccuracy, is assumed by the user.

The *Distilled Spirits Pricing Monitor* is published monthly by Gomberg, Fredrikson & Associates, 231 Ware Road, Suite 823, Woodside, CA 94062-4538 Tel. 650 851-6090 Fax 650 745-7086. All rights reserved. Reproduction in any form, including office copying machines, is prohibited by law without prior permission of the publisher.

Copyright © 2009 by WineryExchange.com.