



Alberta Liquor Retailers

FY 2025-26

Quarter 2 Sales Report



DISCLAIMER

All figures reported for fiscal 2025/26 have been provided by the Liquor & Cannabis Division. They are unaudited and may be subject to change.

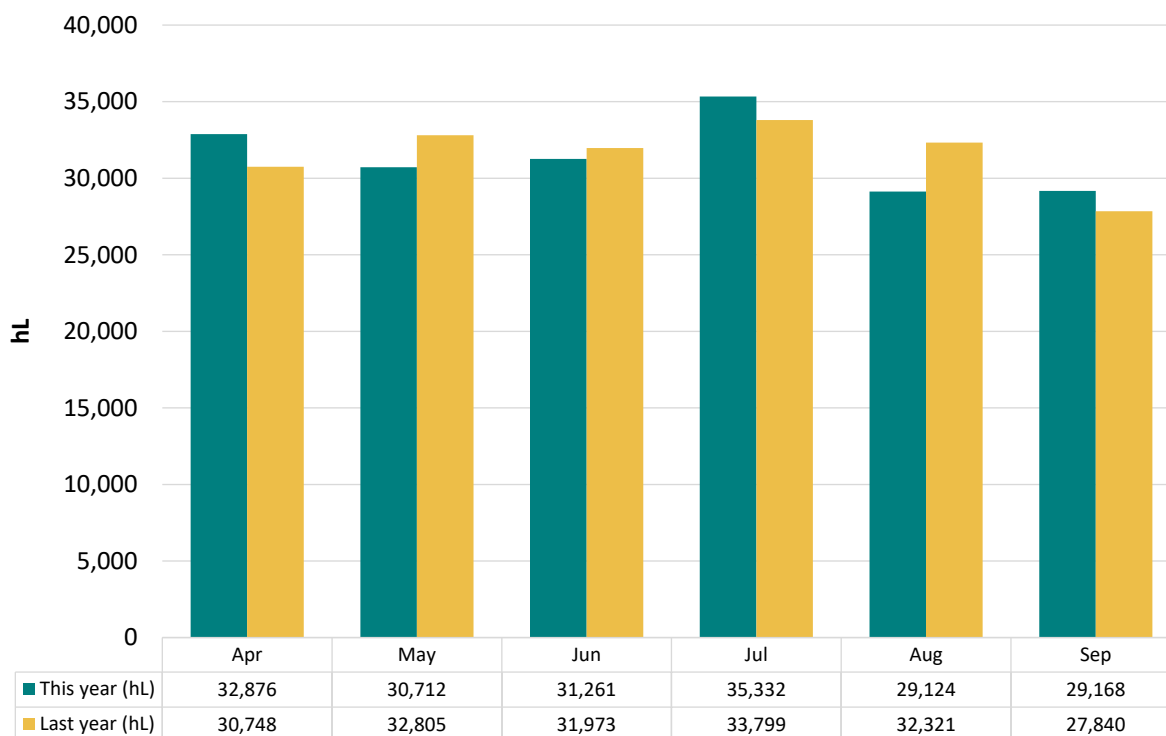
Presented for informational purposes only.

WINE

YEAR-OVER-YEAR SALES COMPARISON – TOTAL WINE SALES

MONTHLY, WITH FISCAL YEAR TO DATE SUMMARY

as of September 30

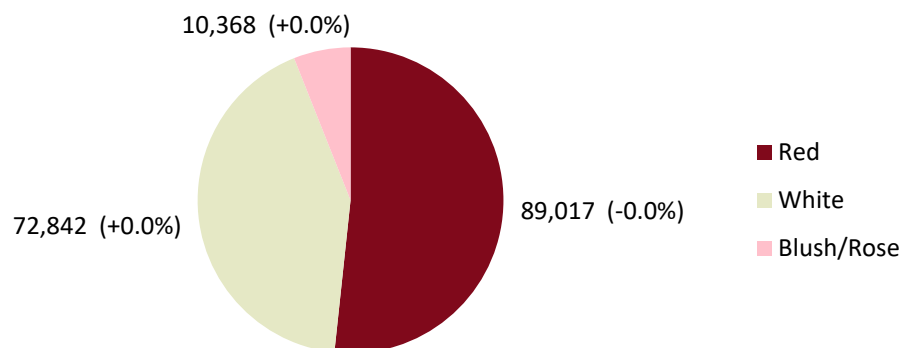


	FYTD 2026	FYTD 2025	CHANGE
TOTAL (hL)	188,473	189,485	-0.5%

SALES BREAKDOWN BY WINE COLOR – TABLE WINE ONLY (hL)

FISCAL YEAR TO DATE (% CHANGE FROM LAST YEAR FYTD)

as of September 30



SALES BREAKDOWN BY PRODUCT TYPE – TOTAL WINE SALES (hL)

QUARTERLY

as of September 30

WINE TYPE	Q2 FY2026	Q2 FY2025	Q1 FY2026	Q1 FY2025
Table	85,360	85,790	86,867	87,893
Sparkling	5,975	6,175	6,085	5,663
Fortified	397	400	450	448
Fruit	144	84	63	71
Honey/Mead	295	101	149	98
Sake	414	434	315	416
Champagne	395	362	301	310
Vermouth	257	254	251	255
Crackling	160	158	155	159
Kosher	102	98	115	119
Aperitif	68	52	65	60
Icewine	57	51	32	35

SALES BREAKDOWN BY PRODUCT TYPE* – CANADA ORIGIN WINE SALES (hL)

QUARTERLY

as of September 30

WINE TYPE	Q2 FY2026	Q2 FY2025	Q1 FY2026	Q1 FY2025
Table	34,335	30,682	34,816	31,215
Sparkling	397	452	443	457
Fortified	133	134	149	146
Fruit	131	52	42	43
Honey/Mead	293	95	144	94
Icewine	56	50	31	34
Other	6	19	4	16

*Please note that for data privacy reasons, Canadian wine types containing fewer than 3 manufacturers are aggregated under "Other"

SALES BREAKDOWN BY PRODUCT TYPE* – USA ORIGIN WINE SALES (hL)

QUARTERLY

as of September 30

WINE TYPE	Q2 FY2026	Q2 FY2025	Q1 FY2026	Q1 FY2025
Table	9,464	17,813	8,315	18,965
Sparkling	22	96	67	116
Sake	200	229	115	227
Other	96	108	117	126

*Please note that for data privacy reasons, USA wine types containing fewer than 3 manufacturers are aggregated under "Other"

TOP 15* – WINE VOLUME (hL) BY COUNTRY OF ORIGIN

QUARTERLY

as of September 30

*Please note that the **Top 15** are computed FYTD for the current year, and rankings may change quarter-to-quarter

Country of Origin	Q2 FY2026	Q2 FY2025	Q1 FY2026	Q1 FY2025
Canada	35,351	31,483	35,630	32,004
Italy	14,927	13,960	14,866	12,970
United States	9,783	18,246	8,613	19,435
France	6,870	5,397	6,080	5,783
New Zealand	6,345	6,159	7,852	6,084
Argentina	5,038	4,672	5,645	4,943
Australia	5,031	4,718	5,662	4,535
Chile	4,178	3,495	4,481	3,793
Spain	2,481	2,294	2,218	2,231
Portugal	1,207	1,162	1,526	1,327
Germany	1,072	1,111	1,026	1,089
South Africa	667	584	614	633
Japan	223	195	209	182
Republic of Moldova	122	124	116	137
Austria	64	82	61	64

(Please also note that for data privacy reasons, only origin countries containing 3 or more manufacturers are included in this report)

TOP 15* – WINE VOLUME (hL) BY REGION

QUARTERLY

as of September 30

*Please note that the **Top 15** are computed FYTD for the current year, and rankings may change quarter-to-quarter

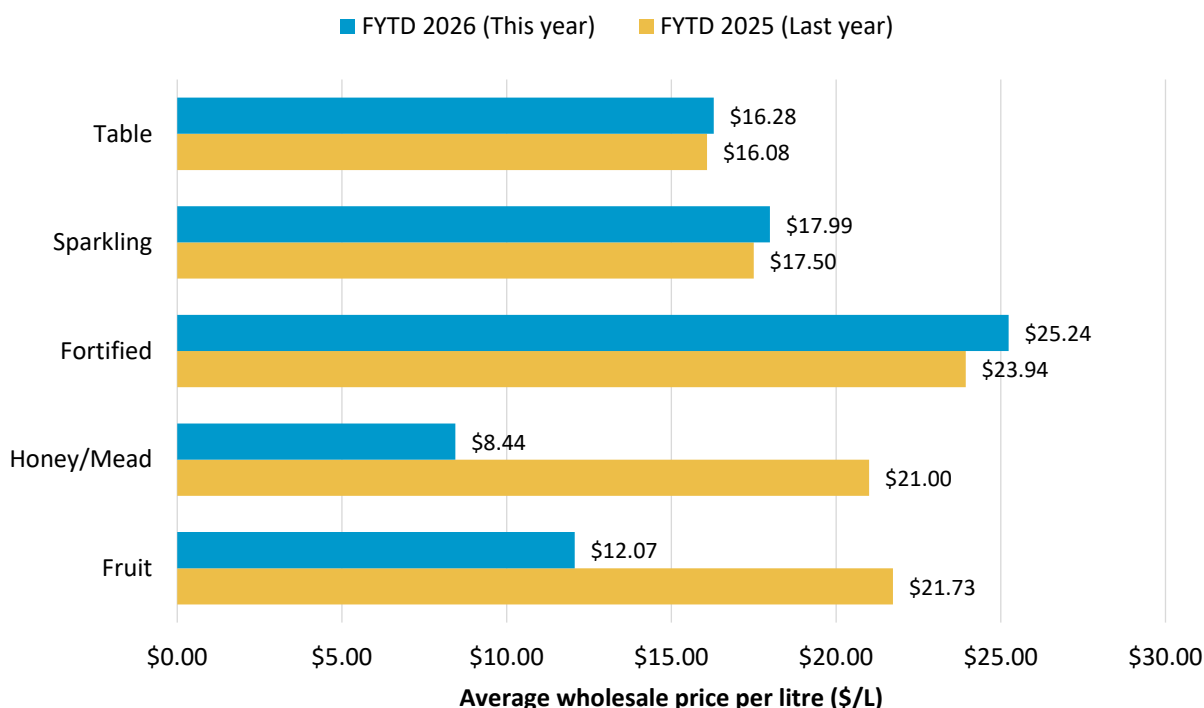
Region	Q2 FY2026	Q2 FY2025	Q1 FY2026	Q1 FY2025
British Columbia	32,724	29,516	33,518	29,983
California	9,130	17,200	8,131	18,035
New Zealand	6,345	6,159	7,852	6,084
Veneto (Italy)	5,489	5,434	5,705	4,666
Argentina	5,038	4,672	5,645	4,943
Chile	4,178	3,495	4,481	3,793
Italy	4,000	3,676	3,461	3,549
South Australia	2,903	2,598	3,294	2,380
Australia	1,575	1,580	1,876	1,629
Tuscany (Italy)	1,517	1,263	1,400	1,153
Ontario	1,413	1,089	1,341	1,032
France	1,401	1,189	1,145	1,461
Spain	1,266	1,211	1,190	1,137
Portugal	1,207	1,162	1,526	1,327
Rhone Valley (France)	1,202	1,087	1,254	1,120

(Please also note that for data privacy reasons, only origin regions containing 3 or more manufacturers are included in this report)

AVERAGE WHOLESALE VALUE* PER LITRE BY PRODUCT TYPE – TOTAL WINE SALES

FISCAL YEAR TO DATE

as of September 30



*Please note that this chart does NOT include mixed-pack products such as red/white/rose variety wine packs, and ONLY includes wholesale sales volumes (i.e., it does NOT include liquor board transfer sales, duty-free sales, etc.)

AVERAGE WHOLESALE VALUE* PER LITRE BY PRODUCT TYPE – TOTAL WINE SALES

QUARTERLY

as of September 30

WINE TYPE	Q2 FY2026	Q2 FY2025	Q1 FY2026	Q1 FY2025
Table	\$16.50	\$16.09	\$16.08	\$16.07
Sparkling	\$18.19	\$17.71	\$17.80	\$17.28
Fortified	\$25.87	\$23.57	\$24.68	\$24.26
Honey/Mead	\$6.13	\$20.21	\$13.02	\$21.82
Fruit	\$9.53	\$20.94	\$17.87	\$22.66

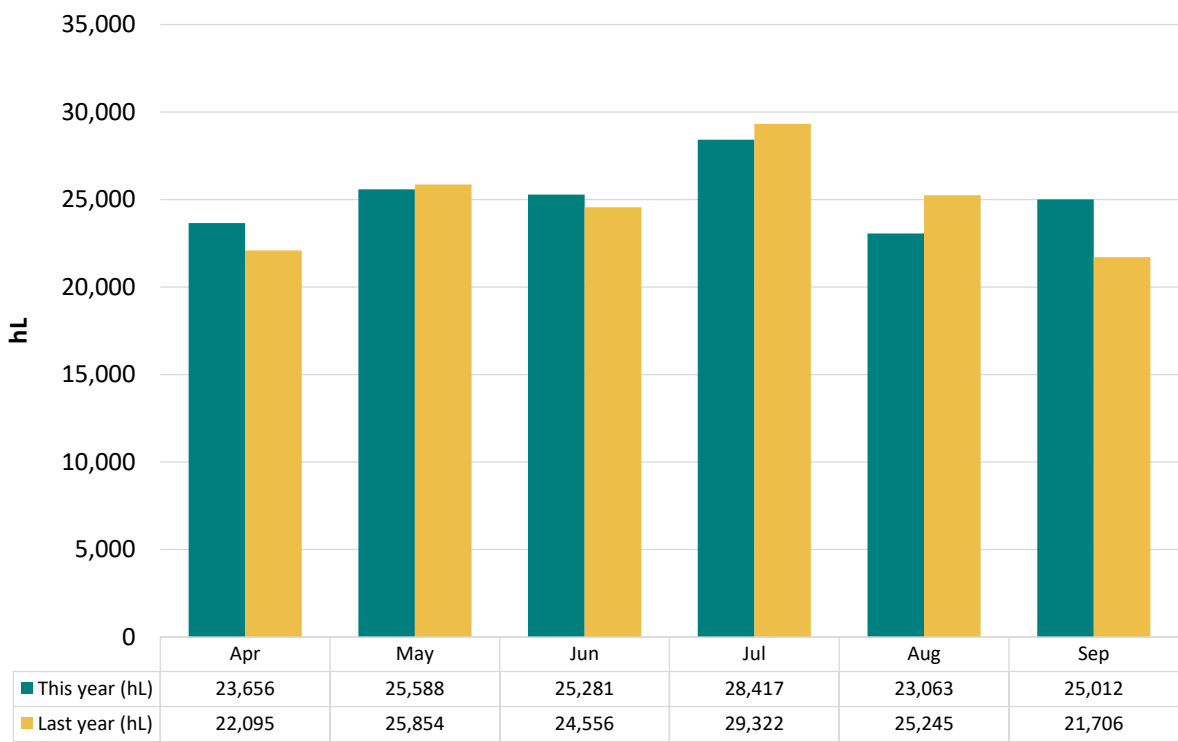
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SPIRITS

YEAR-OVER-YEAR SALES COMPARISON – TOTAL SPIRIT SALES

MONTHLY, WITH FISCAL YEAR TO DATE SUMMARY

as of September 30



	FYTD 2026	FYTD 2025	CHANGE
TOTAL (hL)	151,016	148,779	+1.5%

SALES BREAKDOWN BY PRODUCT TYPE – TOTAL SPIRIT SALES (hL)

QUARTERLY

as of September 30

SPIRIT TYPE	SUB-TYPE	Q2 FY2026	Q2 FY2025	Q1 FY2026	Q1 FY2025
Vodka	Regular	23,502	22,912	23,590	21,654
	Flavoured	1,279	1,400	1,168	1,388
Whisky	Canadian	12,160	12,003	12,541	11,358
	Scotch	4,206	4,181	4,287	4,250
	American	2,174	2,384	1,502	2,294
	Irish	1,359	1,309	1,271	1,236
	Indian	59	65	51	70
	Other	468	364	347	197
Rum	Light	5,797	5,409	5,758	5,897
	White	2,395	2,457	2,211	2,423
	Dark	1,248	1,476	1,205	1,392
	Flavoured	787	887	727	558
Tequila	Tequila	3,848	3,783	3,792	3,346
Gin	Dry	2,871	2,951	2,767	2,670
	Flavoured	287	304	288	284
Other	Other	14,054	14,388	13,020	13,487

SALES BREAKDOWN BY PRODUCT TYPE – TOTAL SPIRIT SALES

FISCAL YEAR TO DATE

as of September 30

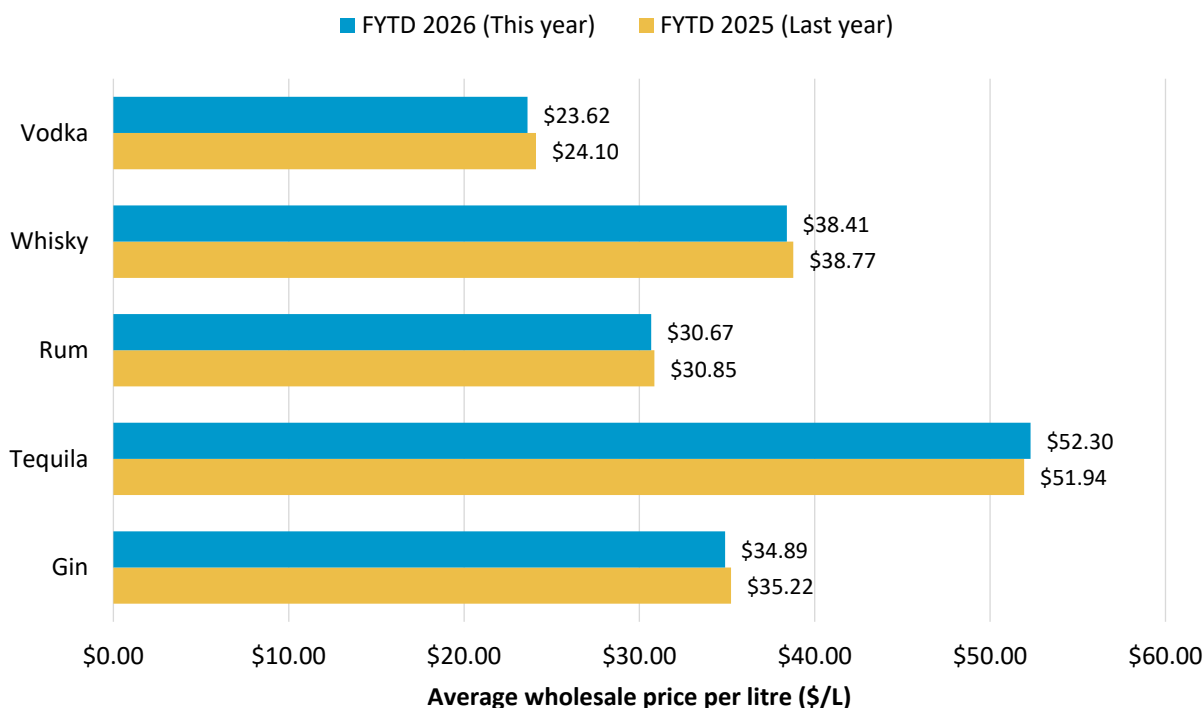
SPIRIT TYPE	SUB-TYPE	FYTD 2026 (hL)	FYTD 2025 (hL)	CHANGE
Vodka	Regular	47,091	44,566	5.7%
	Flavoured	2,447	2,788	-12.2%
Whisky	Canadian	24,701	23,361	5.7%
	Scotch	8,493	8,432	0.7%
	American	3,676	4,678	-21.4%
	Irish	2,630	2,545	3.3%
	Indian	109	136	-19.4%
	Other	815	561	45.3%
Rum	Light	11,555	11,306	2.2%
	White	4,606	4,880	-5.6%
	Dark	2,453	2,868	-14.5%
	Flavoured	1,514	1,445	4.8%
Tequila	Tequila	7,641	7,130	7.2%
Gin	Dry	5,638	5,621	0.3%
	Flavoured	575	588	-2.2%
Other	Other	27,073	27,875	-2.9%

The product types captured on the **previous page** are not a comprehensive account of the spirit varieties sold in Alberta. They were selected either based on their prominence (i.e., high sales volumes) or relevance to Alberta manufacturers. Remainder varieties are aggregated under 'Other'.

AVERAGE WHOLESALE VALUE* PER LITRE BY PRODUCT TYPE – TOTAL SPIRIT SALES

FISCAL YEAR TO DATE

as of September 30



*Please note that this chart does NOT include mixed-pack products such as variety gift boxes of vodka + whisky + gin, and ONLY includes wholesale sales volumes (i.e., it does NOT include liquor board transfer sales, duty-free sales, etc.)

AVERAGE WHOLESALE VALUE* PER LITRE BY PRODUCT TYPE – TOTAL SPIRIT SALES

QUARTERLY

as of September 30

SPIRIT TYPE	Q2 FY2026	Q2 FY2025	Q1 FY2026	Q1 FY2025
Vodka	\$23.81	\$24.21	\$23.43	\$23.98
Whisky	\$38.75	\$38.47	\$38.06	\$39.09
Rum	\$30.59	\$30.82	\$30.75	\$30.88
Tequila	\$52.69	\$51.69	\$51.91	\$52.23
Gin	\$34.70	\$34.92	\$35.08	\$35.56

*Please note that this chart does NOT include mixed-pack products such as variety gift boxes of vodka + whisky + gin, and ONLY includes wholesale sales volumes (i.e., it does NOT include liquor board transfer sales, duty-free sales, etc.)

TOP 15* – SPIRIT VOLUME (hL) BY COUNTRY OF ORIGIN

QUARTERLY

as of September 30

*Please note that the **Top 15** are computed FYTD for the current year, and rankings may change quarter-to-quarter

Country of Origin	Q2 FY2026	Q2 FY2025	Q1 FY2026	Q1 FY2025
Canada	43,233	41,960	44,380	40,268
United States	6,433	9,172	5,136	8,597
United Kingdom	6,073	6,209	6,145	6,001
Mexico	4,480	4,547	4,521	4,086
Ireland	4,166	3,757	3,421	3,624
France	3,032	3,167	2,936	2,615
Puerto Rico	1,833	225	273	72
Sweden	1,398	1,246	1,766	1,553
Italy	1,172	1,133	1,153	1,000
Jamaica	620	502	714	706
Germany	554	606	687	585
Barbados	501	503	520	489
Trinidad And Tobago	317	408	222	321
Netherlands	258	252	258	303
Republic of Korea	257	260	215	231

(Please also note that for data privacy reasons, only origin countries containing 3 or more manufacturers are included in this report)

TOP 15* – SPIRIT VOLUME (hL) BY REGION

QUARTERLY

as of September 30

*Please note that the **Top 15** are computed FYTD for the current year, and rankings may change quarter-to-quarter

Region	Q2 FY2026	Q2 FY2025	Q1 FY2026	Q1 FY2025
Alberta	23,052	21,427	22,670	19,514
Quebec	9,551	9,250	10,331	9,812
Ontario	7,179	7,278	7,612	7,196
Scotland	4,795	4,770	4,959	4,782
Mexico	4,480	4,547	4,521	4,086
Ireland	4,166	3,757	3,421	3,624
British Columbia	3,203	3,738	3,563	3,522
France	2,060	2,174	2,031	1,757
California	1,980	2,434	774	1,973
Puerto Rico	1,833	225	273	72
Sweden	1,398	1,246	1,766	1,553
Kentucky	1,341	1,525	1,008	1,524
Cognac (France)	880	897	777	787
Tennessee	797	1,110	635	913
Italy	780	744	739	630

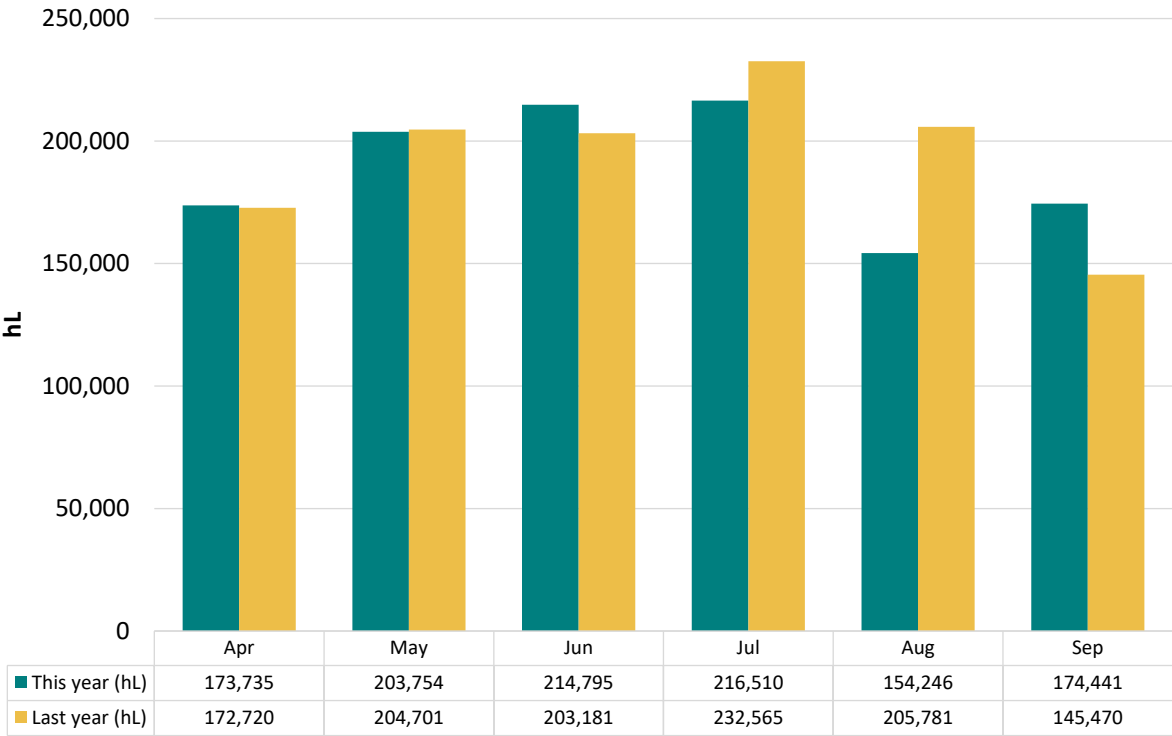
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BEER

YEAR-OVER-YEAR SALES COMPARISON – TOTAL BEER SALES

MONTHLY, WITH FISCAL YEAR TO DATE SUMMARY

as of September 30



	FYTD 2026	FYTD 2025	CHANGE
TOTAL (hL)	1,137,481	1,164,418	-2.3%

SALES BREAKDOWN BY PRODUCT TYPE – TOTAL BEER SALES (hL)

QUARTERLY

as of September 30

BEER TYPE	SUB-TYPE	Q2 FY2026	Q2 FY2025	Q1 FY2026	Q1 FY2025
Standard	Ale	18,858	20,944	20,751	22,424
	Lager	197,814	210,880	216,825	209,276
	Porter	44	29	34	31
	Stout	2,563	2,213	2,714	2,362
	Other	245,648	274,871	272,226	271,824
Unpasteurized	Ale	53,294	51,460	54,108	51,787
	Lager	23,359	19,353	21,847	18,127
	Porter	203	200	169	188
	Stout	419	423	453	482
	Other	2,997	3,443	3,158	4,099

SALES BREAKDOWN BY PRODUCT TYPE – TOTAL BEER SALES

FISCAL YEAR TO DATE

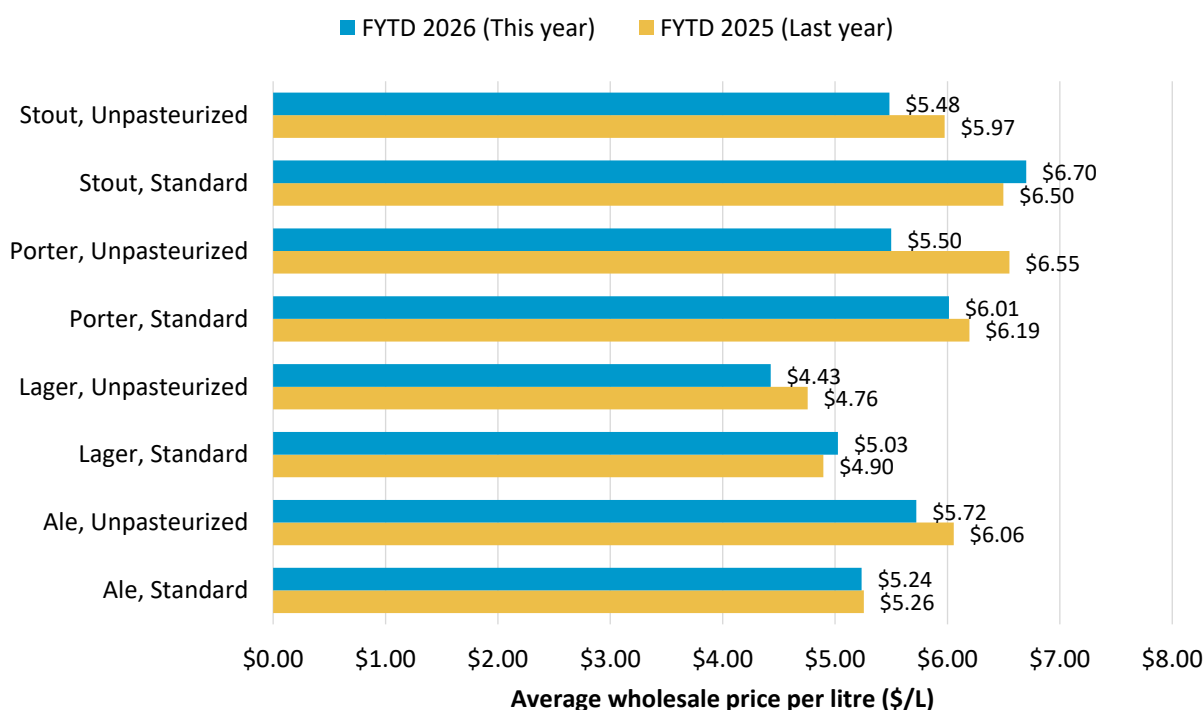
as of September 30

BEER TYPE	SUB-TYPE	FYTD 2026 (hL)	FYTD 2025 (hL)	CHANGE
Standard	Ale	39,608	43,369	-8.7%
	Lager	414,639	420,157	-1.3%
	Porter	77	59	30.2%
	Stout	5,277	4,575	15.3%
	Other	517,874	546,695	-5.3%
Unpasteurized	Ale	107,401	103,247	4.0%
	Lager	45,206	37,481	20.6%
	Porter	372	388	-4.3%
	Stout	872	905	-3.6%
	Other	6,155	7,541	-18.4%

AVERAGE WHOLESALE VALUE* PER LITRE BY PRODUCT TYPE – TOTAL BEER SALES

FISCAL YEAR TO DATE

as of September 30



*Please note that this chart does NOT include mixed-pack products such as holiday beer advent calendars, and ONLY includes wholesale sales volumes (i.e., it does NOT include liquor board transfer sales, duty-free sales, etc.)

AVERAGE WHOLESALE VALUE* PER LITRE BY PRODUCT TYPE – TOTAL BEER SALES

QUARTERLY

as of September 30

BEER TYPE	SUB-TYPE	Q2 FY2026	Q2 FY2025	Q1 FY2026	Q1 FY2025
Standard	Ale	\$5.17	\$5.27	\$5.30	\$5.24
	Lager	\$5.02	\$4.90	\$5.03	\$4.89
	Porter	\$5.93	\$6.37	\$6.12	\$6.03
	Stout	\$6.70	\$6.49	\$6.70	\$6.50
Unpasteurized	Ale	\$5.67	\$6.15	\$5.77	\$5.96
	Lager	\$4.40	\$4.77	\$4.46	\$4.74
	Porter	\$5.55	\$6.48	\$5.44	\$6.61
	Stout	\$5.50	\$6.02	\$5.47	\$5.93

*Please note that this chart does NOT include mixed-pack products such as holiday beer advent calendars, and ONLY includes wholesale sales volumes (i.e., it does NOT include liquor board transfer sales, duty-free sales, etc.)

TOP 5* (EXCLUDING ALBERTA) – BEER VOLUME (hL) BY ORIGIN REGION

QUARTERLY

as of September 30

*Please note that the **Top 5** are computed FYTD for the current year, and rankings may change quarter-to-quarter.

ORIGIN REGION	Q2 FY2026	Q2 FY2025	Q1 FY2026	Q1 FY2025
British Columbia	171,082	189,201	188,780	192,216
Ontario	61,629	65,867	70,004	66,985
Saskatchewan	19,975	26,553	24,045	26,723
Quebec	12,850	12,287	13,446	12,579
Netherlands	8,190	8,443	8,408	8,104

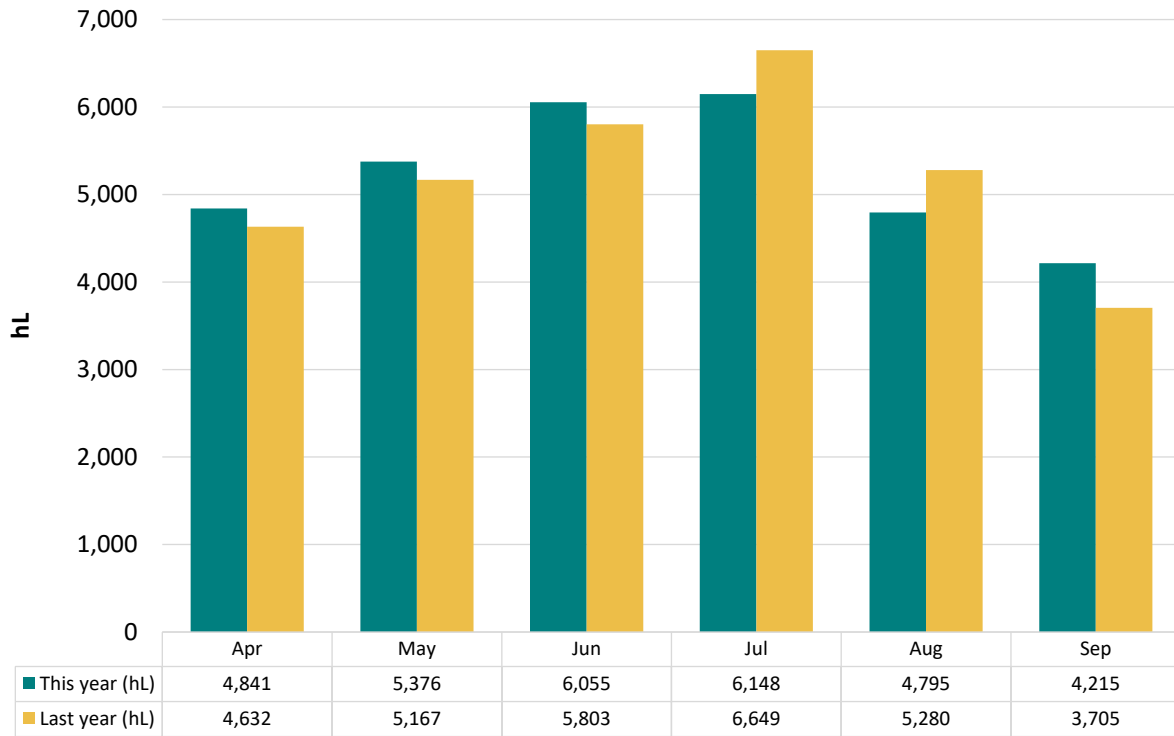
(Please also note that for data privacy reasons, only origin regions containing 3 or more manufacturers are included in this report)

CIDER

YEAR-OVER-YEAR SALES COMPARISON – TOTAL CIDER SALES

MONTHLY, WITH FISCAL YEAR TO DATE SUMMARY

as of September 30



	FYTD 2026	FYTD 2025	CHANGE
TOTAL (hL)	31,429	31,236	+0.6%

SALES BREAKDOWN BY PRODUCT TYPE* – TOTAL CIDER SALES (hL)

QUARTERLY

as of September 30

CIDER - FRUIT TYPE	Q2 FY2026	Q2 FY2025	Q1 FY2026	Q1 FY2025
Apple	13,553	14,069	14,535	13,947
Pear	1,605	1,565	1,736	1,656

CIDER - EFFERVESCENCE	Q2 FY2026	Q2 FY2025	Q1 FY2026	Q1 FY2025
Sparkling	9,485	9,519	9,878	9,375
Not Sparkling	5,673	6,115	6,393	6,228

*Please note that since Cider is such a small category, we are reporting **fruit type** and **effervescence** separately to ensure data privacy

SALES BREAKDOWN BY PRODUCT TYPE* – TOTAL CIDER SALES

FISCAL YEAR TO DATE

as of September 30

CIDER - FRUIT TYPE	FYTD 2026 (hL)	FYTD 2025 (hL)	CHANGE
Apple	28,088	28,015	0.3%
Pear	3,341	3,221	3.7%

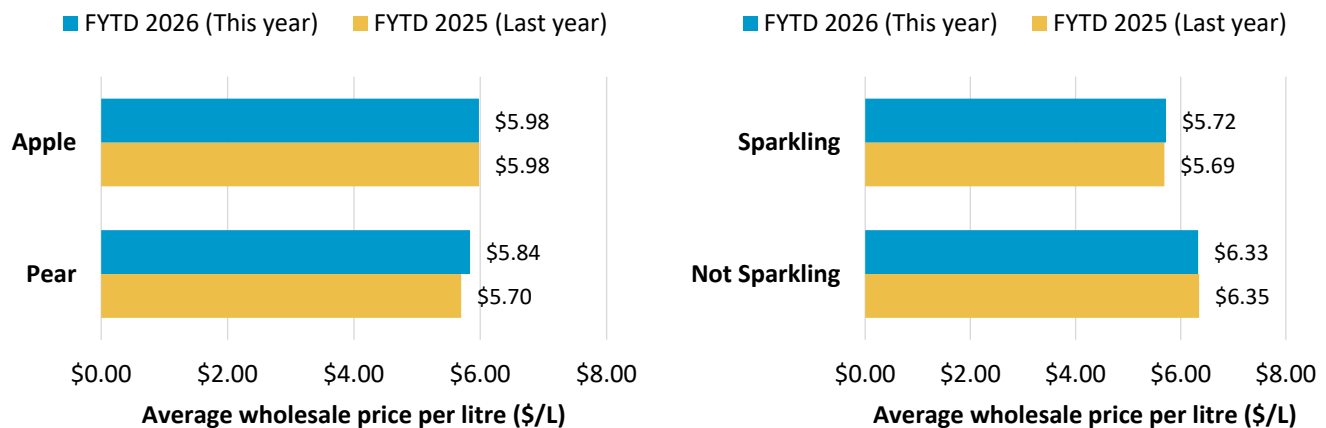
CIDER - EFFERVESCENCE	FYTD 2026 (hL)	FYTD 2025 (hL)	CHANGE
Sparkling	19,363	18,894	2.5%
Not Sparkling	12,066	12,343	-2.2%

*Please note that since Cider is such a small category, we are reporting **fruit type** and **effervescence** separately to ensure data privacy

AVERAGE WHOLESALE VALUE* PER LITRE BY PRODUCT TYPE – TOTAL CIDER SALES

FISCAL YEAR TO DATE

as of September 30



*Please note that this chart does NOT include mixed-pack products such as apple/pear variety cider packs, and ONLY includes wholesale sales volumes (i.e., it does NOT include liquor board transfer sales, duty-free sales, etc.)

TOP 3* (EXCLUDING ALBERTA) – CIDER VOLUME (hL) BY ORIGIN REGION

QUARTERLY

as of September 30

*Please note that the **Top 3**** are computed FYTD for the current year, and rankings may change quarter-to-quarter

ORIGIN REGION	Q2 FY2026	Q2 FY2025	Q1 FY2026	Q1 FY2025
British Columbia	7,391	7,279	7,935	7,551
England	2,936	2,949	3,397	3,532
Ontario	1,989	1,957	2,043	1,823

**Please note that for data privacy reasons, we are only able to report the top 3 regions for Cider (since it's such a small category)

AVERAGE WHOLESALE VALUE* PER LITRE BY PRODUCT TYPE – TOTAL CIDER SALES

QUARTERLY

as of September 30

CIDER - FRUIT TYPE	Q2 FY2026	Q2 FY2025	Q1 FY2026	Q1 FY2025
Apple	\$5.98	\$6.05	\$5.98	\$5.92
Pear	\$5.86	\$5.79	\$5.81	\$5.61

CIDER - EFFERVESCENCE	Q2 FY2026	Q2 FY2025	Q1 FY2026	Q1 FY2025
Sparkling	\$5.74	\$5.77	\$5.69	\$5.60
Not Sparkling	\$6.32	\$6.40	\$6.34	\$6.30

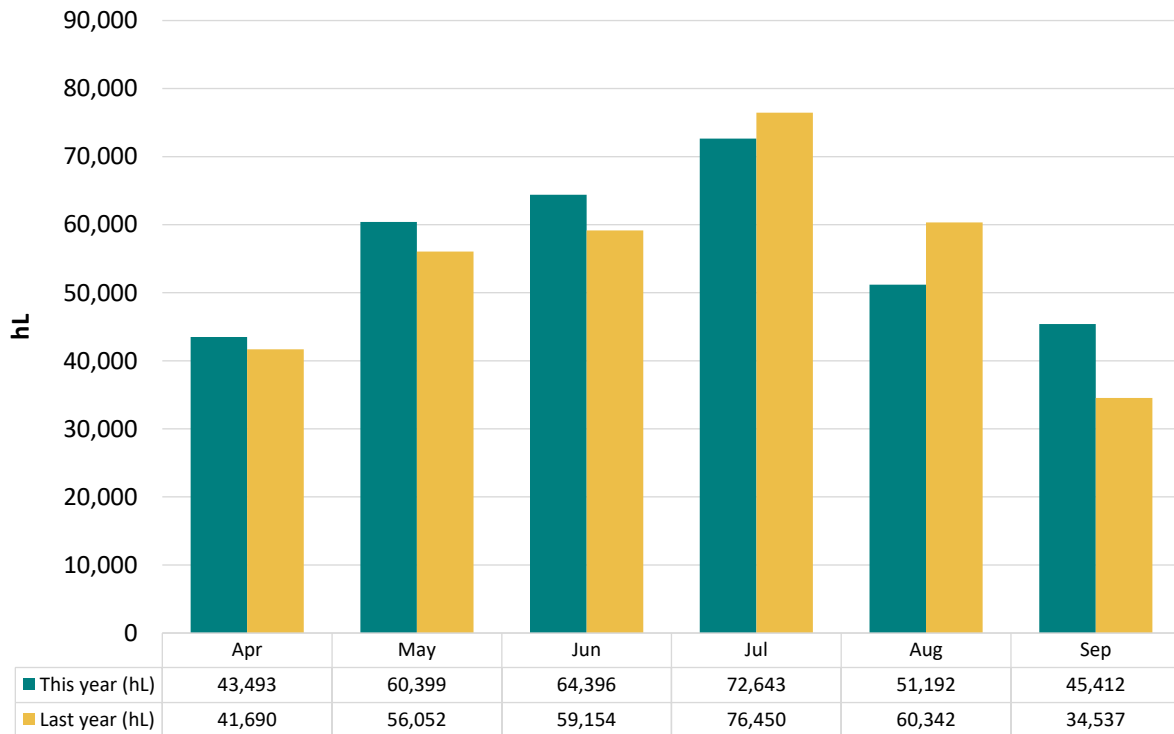
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REFRESHMENT BEVERAGES

YEAR-OVER-YEAR SALES COMPARISON – TOTAL REFRESHMENT BEV. SALES

MONTHLY, WITH FISCAL YEAR TO DATE SUMMARY

as of September 30



	FYTD 2026	FYTD 2025	CHANGE
TOTAL (hL)	337,536	328,224	+2.8%

SALES BREAKDOWN BY PRODUCT TYPE – TOTAL REFRESHMENT BEV. SALES (hL)

QUARTERLY

as of September 30

REFRESHMENT BEVERAGE TYPE	Q2 FY2026	Q2 FY2025	Q1 FY2026	Q1 FY2025
Liquor	165,113	165,548	164,102	150,968
Wine	2,692	3,050	2,526	3,291
Other fermented beverages	1,444	2,730	1,660	2,637

SALES BREAKDOWN BY PRODUCT TYPE – TOTAL REFRESHMENT BEV. SALES

FISCAL YEAR TO DATE

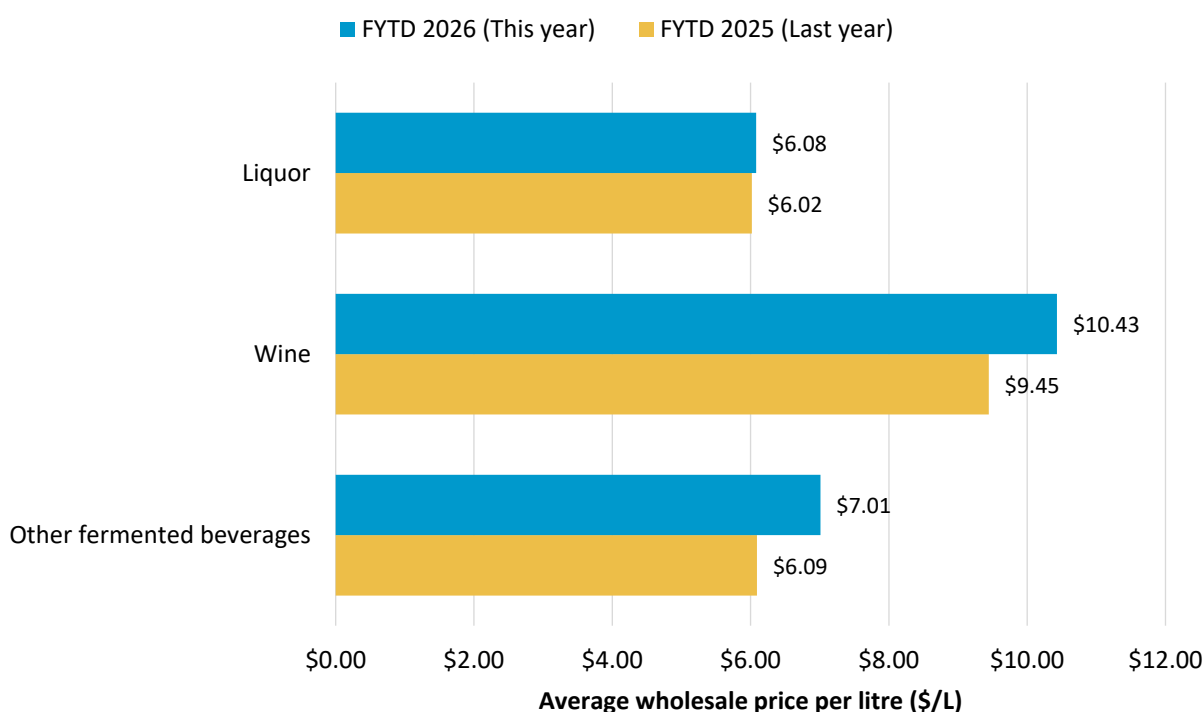
as of September 30

REFRESHMENT BEVERAGE TYPE	FYTD 2026 (hL)	FYTD 2025 (hL)	CHANGE
Liquor	329,214	316,516	4.0%
Wine	5,218	6,341	-17.7%
Other fermented beverages	3,104	5,367	-42.2%

AVERAGE WHOLESALE VALUE* PER LITRE BY PRODUCT TYPE – TOTAL REFRESHMENT BEV. SALES

FISCAL YEAR TO DATE

as of September 30



*Please note that this chart does NOT include mixed-pack products such as variety boxes of wine coolers + vodka coolers, and ONLY includes wholesale sales volumes (i.e., it does NOT include liquor board transfer sales, duty-free sales, etc.)

AVERAGE WHOLESALE VALUE* PER LITRE BY PRODUCT TYPE – TOTAL REFRESHMENT BEV. SALES

QUARTERLY

as of September 30

REFRESHMENT BEVERAGE TYPE	Q2 FY2026	Q2 FY2025	Q1 FY2026	Q1 FY2025
Liquor	\$6.14	\$6.04	\$6.02	\$6.00
Wine	\$10.37	\$9.27	\$10.49	\$9.61
Other fermented beverages	\$6.78	\$6.08	\$7.21	\$6.10

*Please note that this chart does NOT include mixed-pack products such as variety boxes of wine coolers + vodka coolers, and ONLY includes wholesale sales volumes (i.e., it does NOT include liquor board transfer sales, duty-free sales, etc.)

TOP 5* (EXCLUDING ALBERTA) – REFRESHMENT BEV. VOLUME (hL) BY ORIGIN REGION

QUARTERLY

as of September 30

*Please note that the **Top 5** are computed FYTD for the current year, and rankings may change quarter-to-quarter

ORIGIN REGION	Q2 FY2026	Q2 FY2025	Q1 FY2026	Q1 FY2025
Ontario	68,027	67,974	68,545	63,652
British Columbia	22,303	25,007	23,326	23,782
Quebec	11,852	12,730	12,597	11,275
Saskatchewan	2,003	50	1,025	LOW MANUFACTURER COUNT
California	730	2,235	966	2,467

(Please also note that for data privacy reasons, only origin regions containing 3 or more manufacturers are included in this report)