

Department of Alcoholic Beverage Services

2024 Year in Retail

July 1, 2023 - June 30, 2024



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A NOTE FROM DEPUTY DIRECTOR, CADE MEIER

During the 2024 fiscal year, the department saw significant improvement in its ability to recruit and retain staff. Employee turnover decreased by 12% compared to the previous fiscal year, largely due to the additional funding that allowed us to offer more competitive salaries. This improved retention has resulted in an increase in customer satisfaction scores.

Supply lines have significantly improved in 2024, with most vendors returning to regular distribution schedules. This has allowed us to maintain a 97% in-stock percentage and reduce delays in service delivery. .

In the coming year, we will focus on improving product selection and maintaining our high level of in-stock percentage. We will also see our new E-commerce platform that, among other things, will allow customers the ability to order online and pick up in stores. We are confident that our continued focus on employee satisfaction and operational efficiency will enable us to provide the highest level of service to our customers.

Sincerely,

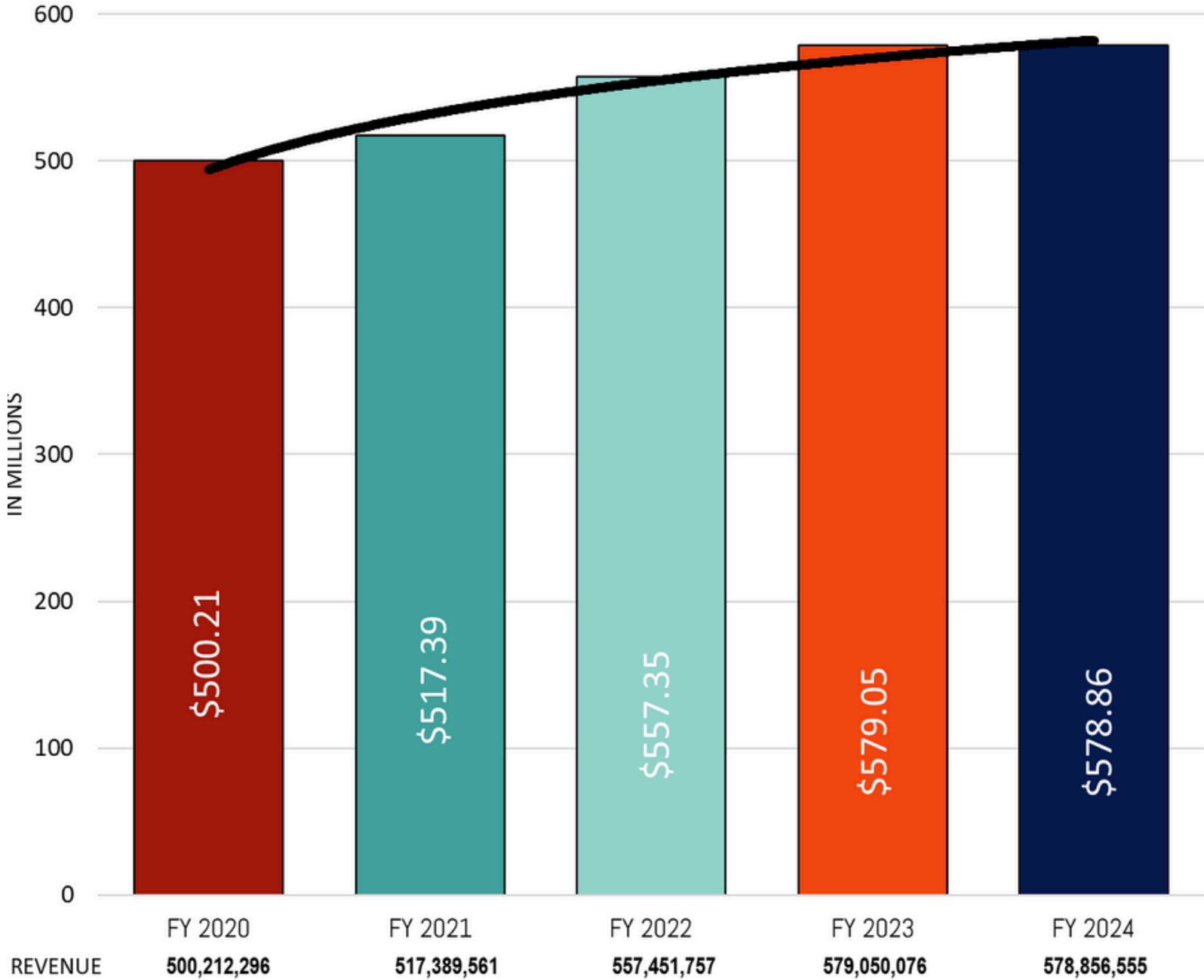
Cade Meier

DABS Deputy Director

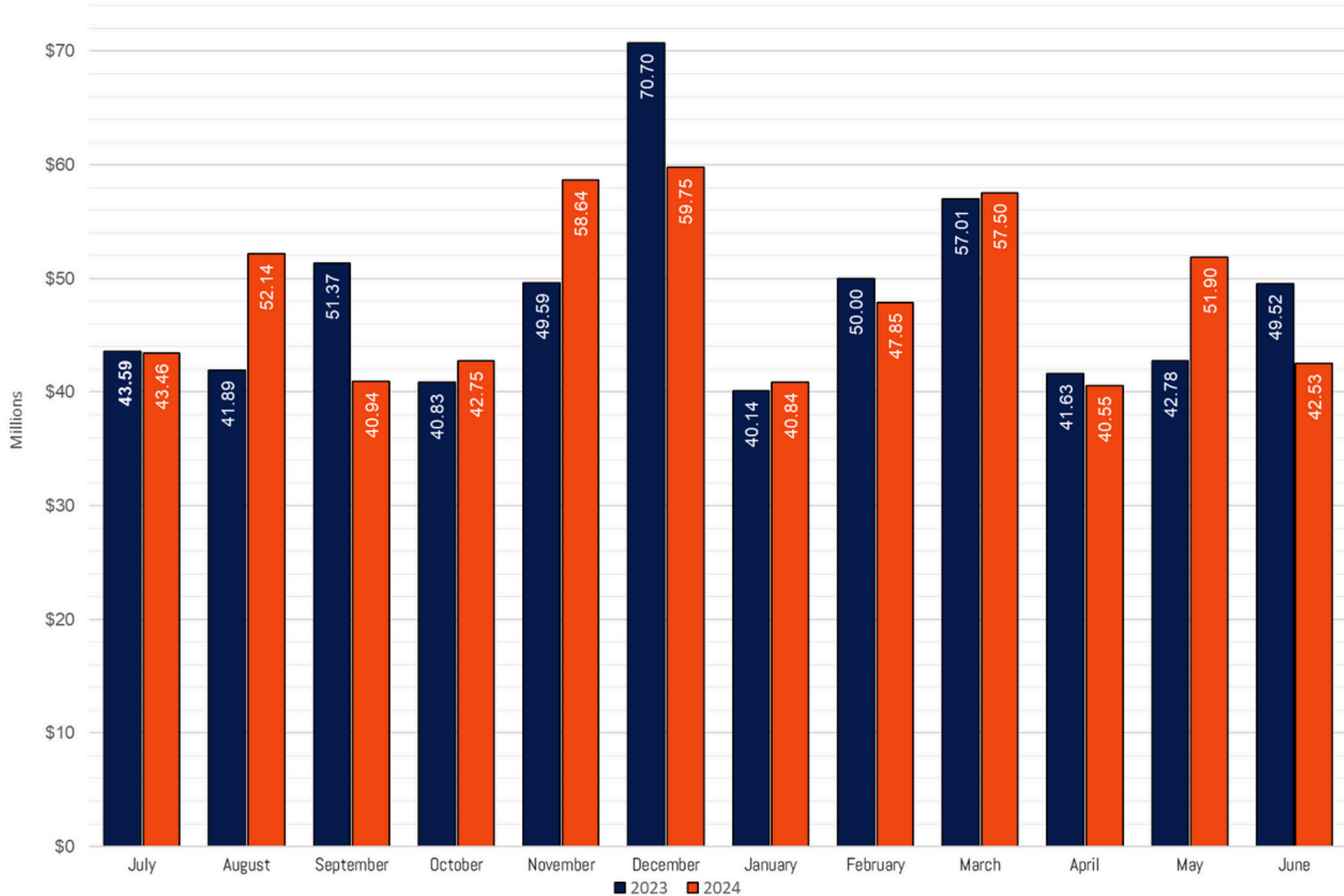


FIVE YEAR SALES SUMMARY

DABS sales revenue finished FY 2024 at \$578.86 million, a .03% decrease over FY 2023 sales. In the five year period from FY 2020 to FY 2024, the DABS experienced a compound annual growth rate (CAGR) of 2.96%.



YEAR OVER YEAR SALES BY FISCAL MONTH 2023-2024



TOP TEN STORES BY SALES

STORES	FY 2023	FY 2024	% CHANGE
SLC Licensee Warehouse- 33	\$ 33,655,895	\$ 31,080,169	(7.9)%
Park City Snowcreek - 38	\$ 20,144,541	\$ 23,818,928	17.1%
Fort Union Blvd., SLC - 15	\$ 22,470,979	\$ 17,290,729	(20.2)%
Sandy - 16	\$ 22,643,486	\$ 17,645,727	(22.1)%
Harris Ave., SLC - 41	\$ 14,944,884	\$ 17,083,371	14.0%
Park City Ute Blvd. - 37	\$ 15,152,095	\$ 16,150,891	6.3%
Holladay, SLC - 29	\$ 16,721,895	\$ 15,819,046	(5.4)%
900 East, St. George - 39	\$ 14,405,236	\$ 14,487,690	6.1%
East Sandy - 52	\$ 0	\$ 14,398,841	100%
Draper - 31	\$ 14,228,164	\$ 14,380,286	1.0%

ON-PREMISE VS. OFF-PREMISE SALES

(In thousands)

On-Premise:

The sale of alcoholic beverages to be consumed on premises, such as in restaurants and bars.

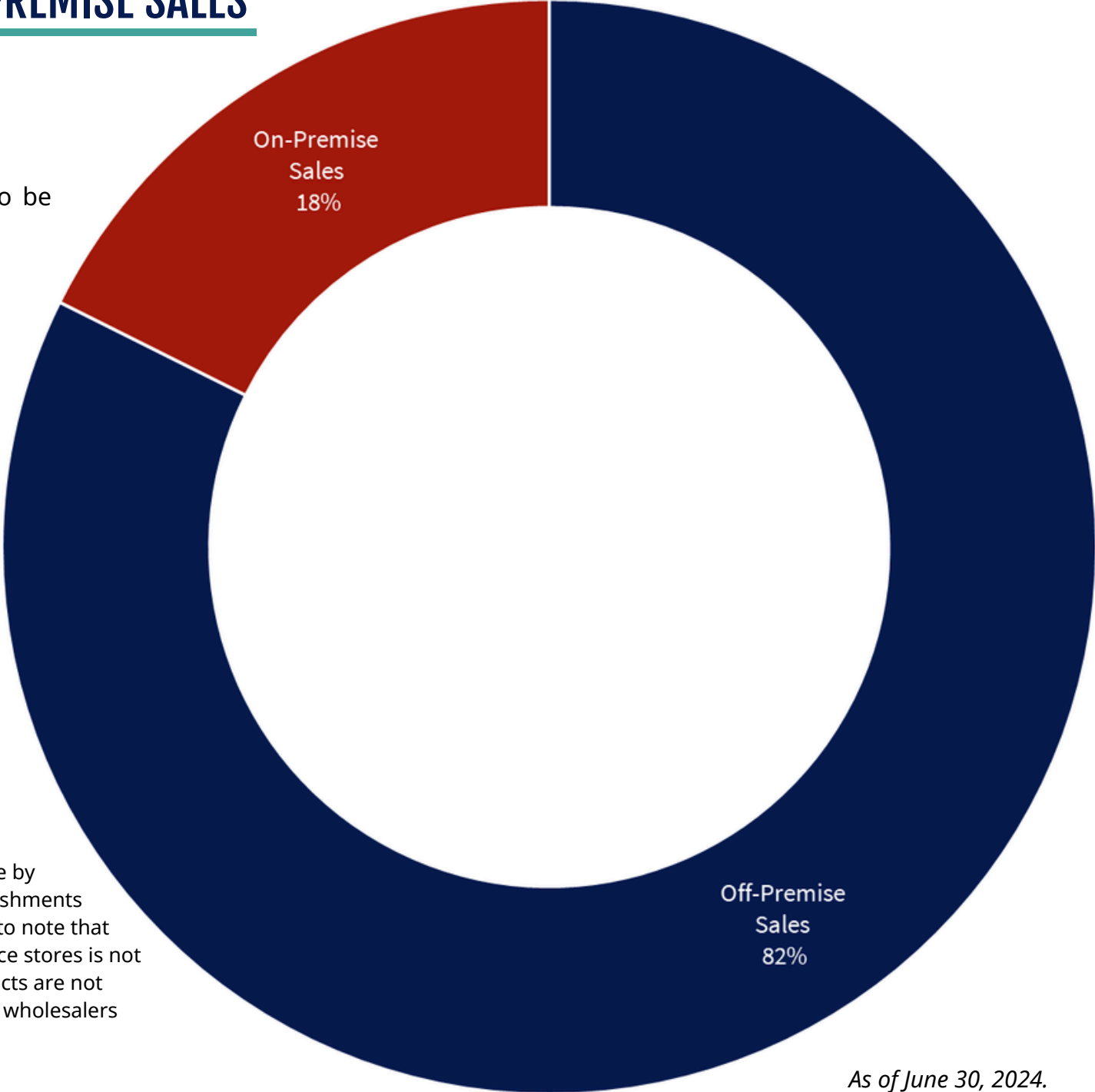
Off-Premise:

The sale of alcoholic beverages purchased at state liquor stores and package agencies.

(Off-premise licensing includes grocery and convenience stores, but that sales data is not represented in this graph.)

Note:

The graph represents off-premise sales based on sales made to walk-in retail customers of a state liquor and wine store, or a licensed package agency, whereas, on-premise sales are sales made by the agency to licensed on-premise establishments like bars, restaurants, etc. It is important to note that sales of alcohol in grocery and convenience stores is not represented in this graph, as those products are not distributed by DABS, but by licensed beer wholesalers direct to grocery and convenience stores.



As of June 30, 2024.

SALES BY TYPE

(In thousands)

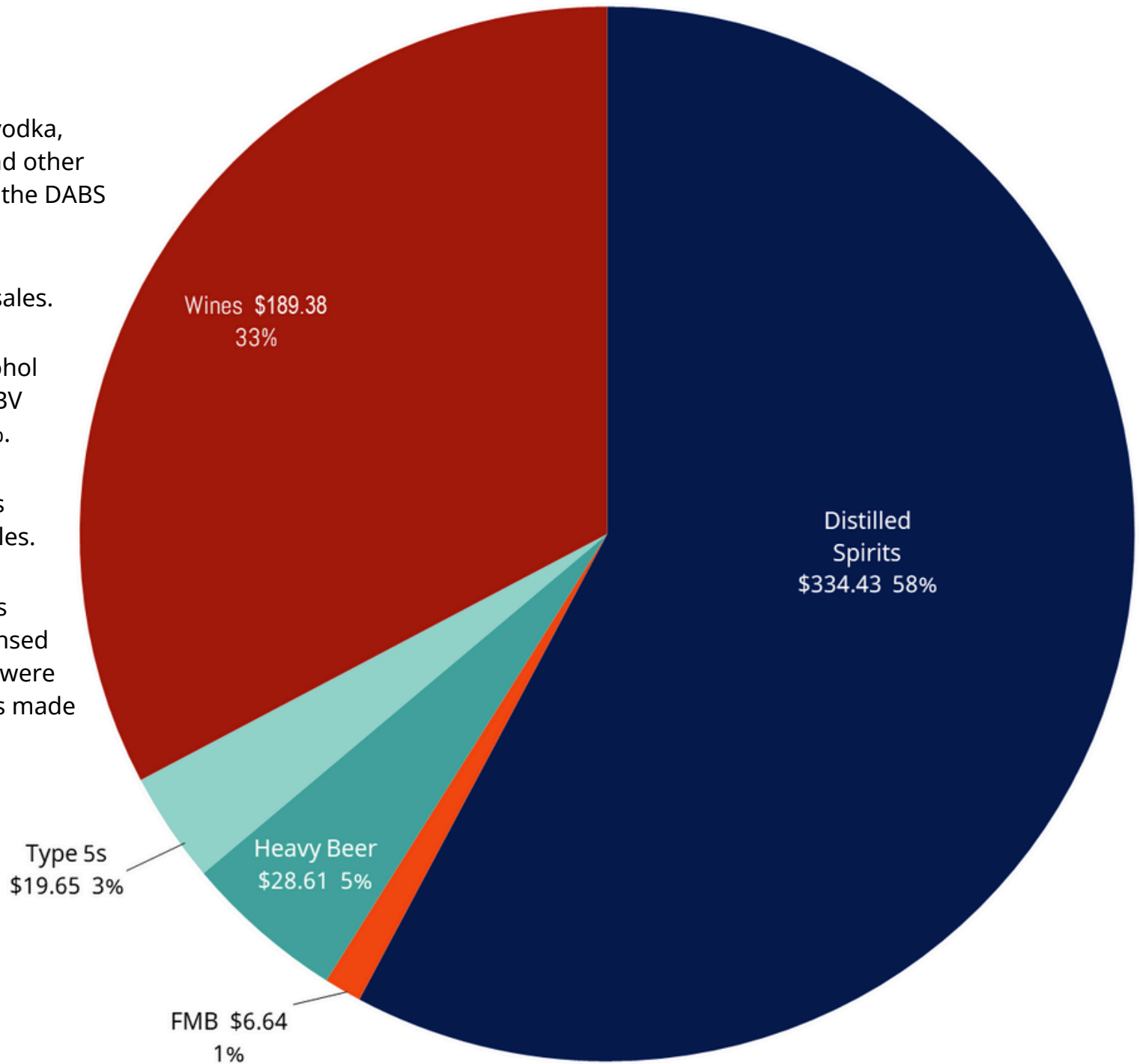
Distilled spirits such as vodka, whiskey, rum, tequila and other spirits made up 58% of the DABS total retail sales.

Wines made up 33% of sales.

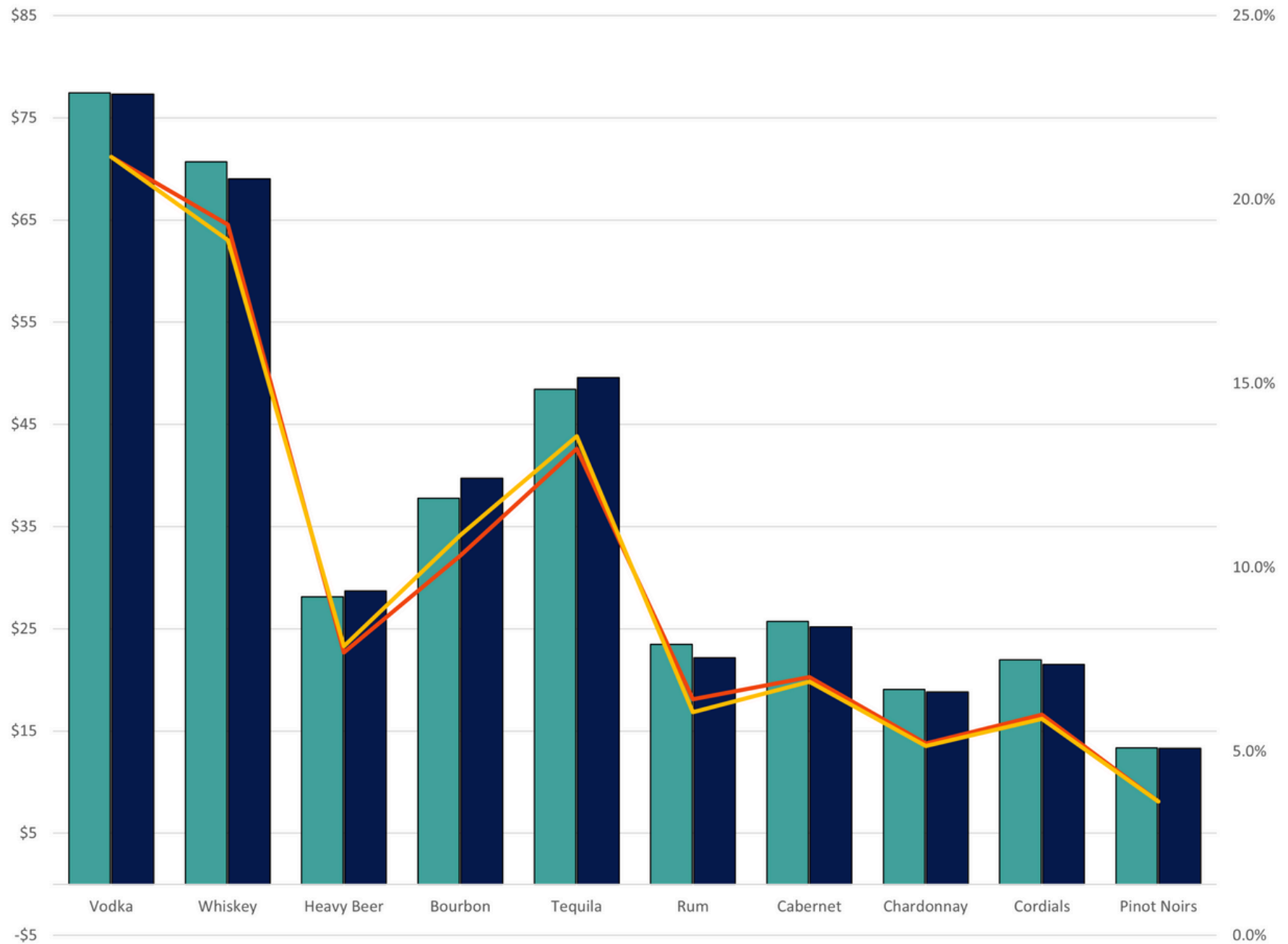
Heavy beer, with an alcohol percentage above 5.0 ABV or 4.0 ABW, made up 5%.

Flavored malt beverages (FMB) made up 1% of sales.

Type 5 package agencies that are attached to licensed manufacturing facilities were 3.4% of sales misc. items made up the remaining .34%.



SALES BY TOP TEN CATEGORIES 2023-2024

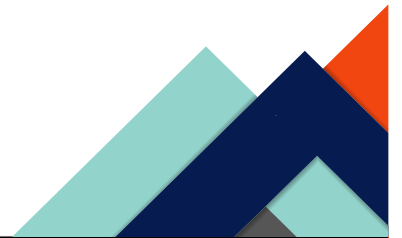


■ 2023
 ■ 2024
 — 2023 % Sales
 — 2024 % Sales

FISCAL YEAR 2024 TOP SELLING ITEMS

NAME	BOTTLES	SALES	CHANGE
TITO'S HANDMADE VODKA 1750ml	140,736	\$ 6,076,774	0
TITO'S HANDMADE VODKA 1000ml	192,115	\$ 5,114,997	0
TITO'S HANDMADE VODKA 750ml	174,562	\$ 3,819,491	0
PATRON SILVER TEQUILA 750ml	60,178	\$ 3,174,099	0
CASAMIGOS BLANCO TEQUILA 750ml	56,653	\$ 3,060,684	+1
BARTON VODKA 1750ml	263,822	\$ 2,899,404	+2
CROWN ROYAL PEACH 750ml	91,419	\$ 2,735,568	- 2
CROWN ROYAL 1750ml	45,721	\$ 2,531,057	+1
JACK DANIEL'S BLACK LABEL 1750ml	48,210	\$ 2,497,933	- 1
JAMESON IRISH WHISKEY 1000ml	59,295	\$ 2,246,007	+1

TOP SELLING BEER



NAME	BOTTLES	SALES	CHANGE
SQUATTERS HOP RISING DBL IPA CAN 355ml	521,366	\$ 1,089,655	0
NATTY DADDY CAN 355ml	997,276	\$ 1,025,241	0
TEMPLIN FERDA DBL IPA 473ml	206,260	\$ 814,727	+3
SQUATTERS HOP RISING TROPICAL IPA 355ml	278,721	\$ 582,527	0
MODELO NEGRA DARK ALE 355ml	256,285	\$ 525,384	0
RED ROCK ELEPHINO IPA 500ml	127,140	\$ 513,646	-3
UINTA DETOUR DOUBLE IPA CAN 355ml	180,052	\$ 430,324	0
NEW BELGIUM VOODOO JUICE FORCE 355ml	194,732	\$ 406,990	+22
EPIC CHASING GHOSTS HAZY DIPA 473ml	144,506	\$ 397,392	+8
SQUATTERS HAZY HOP RISING 355ml	175,044	\$ 365,842	-2

TOP SELLING PROUDLY UTAH PRODUCTS (LOCALLY MADE)



NAME	BOTTLES	SALES	CHANGE
HIGH WEST BOURBON 750ml	51,069	\$ 1,879,537	0
HIGH WEST DOUBLE RYE WHISKEY 750ml	42,331	\$ 1,567,294	0
DENTED BRICK CRAFT VODKA 750ml	64,911	\$ 1,148,541	0
SQUATTERS HOP RISING DBL IPA CAN 355ml	521,366	\$ 1,089,555	0
TEMPLIN FERDA DBL IPA 473ml	206,260	\$ 814,727	+8
HIGH WEST RENDEZVOUS RYE WHISK 750ml	8,444	\$ 673,428	-1
FIVE WIVES VODKA 1750ml	19,679	\$ 639,783	+3
SQUATTERS HOP RISING TROPICAL IPA 355ml	278,721	\$ 582,527	0
HIGH WEST BOURYE WHISKEY 750ml	4,559	\$ 570,086	+19
FIVE WIVES VODKA 750ml	31,441	\$ 560,432	-1

TOP SELLING WINES



NAME	BOTTLES	SALES	CHANGE
LAMARCA PROSECCO 750ml	100,053	\$ 1,896,388	+1
VEUVE CLICQUOT BRUT YELLOW LABEL 750ml	23,352	\$ 1,592,449	-1
ZONIN PROSECCO 750ml	96,381	\$ 1,336,325	+1
MEOMI PINOT NOIR 750ml	55,313	\$ 1,258,525	-1
STELLA ROSA BLACK 750ml	75,678	\$ 1,132,857	+2
BLACK BOX CHARDONNAY 3000ml	47,949	\$ 1,058,756	+2
BOTA BOX PINOT GRIGIO 3000ml	46,120	\$ 1,018,974	+1
BLACK BOX CABERNET 3000ml	44,995	\$ 987,922	+1
KIM CRAWFORD SAUVIGNON BLANC 750ml	55,855	\$ 987,484	- 4
COOKS BRUT SPARKLING WINE 750ml	94,047	\$ 890,425	+1

WINES BY REGION



NAME	SALES	% OF SALES
U.S.	\$ 129,266,837	68.26%
ITALY	\$ 22,12,642	11.68%
OTHER*	\$ 11,035,533	5.83%
FRANCE	\$ 7,435,847	3.93%
NEW ZEALAND	\$ 5,535,944	2.92%
ARGENTINA	\$ 3,859,030	2.04%
SPAIN	\$ 3,557,606	1.88%
AUSTRALIA	\$ 1,865,795	0.99%
PORTUGAL	\$ 1,498,147	0.79%
CHILE	\$ 1,048,305	0.55%
JAPAN	\$ 803,817	0.42%
GERMANY	\$ 499,406	0.26%
SOUTH AFRICA	\$ 365,034	0.19%
AUSTRIA	\$ 328,034	0.17%
GREECE	\$ 155,847	0.08%

*Other is composed of fortified wines, like vermouth, and other miscellaneous varieties of wine that can be found in various regions.

Update from Val Barnes, Division Director of Retail Stores

Fiscal year 2024 was an amazing year for our retail stores and department! We opened two new stores, one of them being our first two-story building. We experienced substantial growth across the department. Strategic investments in technology and innovation paid off, driving efficiencies in many areas of the department. The commitment and hard work of the team helped grow sales and improve customer satisfaction. We continue to build new stores and secure property to relocate some of our older stores. This will ensure a better customer experience as the population of Utah continues to grow.

Cheers to our collective achievements and the bright future ahead of us!!

Some highlights for fiscal 2024 include:

- Opened the new East Sandy and Salt Lake City stores
- Began construction on the new Foothill store
- Met monthly with the DABS workgroup to review store processes and implement process changes
- Continued to work with the PLM team on planogram resets
- Secured pay raises for store and warehouse employees
- Increased employee online training and videos
- Implemented a new restocking and inventory program to enhance efficiency at the stores
- Implemented the POD and special selections programs
- Held annual store manager meeting in-person
- Donation boxes were organized to collect needed items for the community

The entire DABS team did an amazing job this year contributing to the overall success of the department. From employees providing suggestions for continuous improvement to the administrative team offering to help in the stores during the holidays, they worked together to create a well-merchandised, fully stocked, and inviting experience for our customers. I look forward to many more enhancements to our infrastructure and continuing to build on our department's mission.

Sincerely,
Val Barnes
Retail Stores Division Director



UPDATE ROB SOUTHWORTH, DABS PURCHASING MANAGER

The DABS purchasing division is responsible for maintaining the inventory on over 4,700 listed items for sale in DABS retail outlets. Generally distributed products, called general status, make up the majority of our products, approximately 2,875, with an additional 1,830 products that are limited status, or high-end products sold at select stores. In addition, there are many seasonal, “one-time buys” and allocated items that we purchase throughout the year.

New items are reviewed continuously throughout the year with most of the listing activity occurring during our bi-annual listing periods in the spring and fall. Two hundred and thirty-five category and price bands are analyzed during these bi-annual review periods to identify slow moving items. Removing slow items from the system gives us the opportunity to add new items to refresh the selection available at retail stores.

The DABS main distribution center stores an average of 495,000 cases daily. Over 24,000 cases are received and shipped daily. The average in stock rate for general status items was 95.78% during FY 2024.

There were some new programs implemented by DABS during FY 2024. The allocated item release program has been very successful and provides transparency to customers on popular items that are traditionally high in demand and low in supply. We also launched “special selections” displays in limited stores to merchandise whiskey barrel releases and other special releases that are limited in supply. A Point of Display (POD) program was implemented by the merchandising team to add themed displays to a few of our retail outlets. This is an enhancement we offer on a quarterly basis.

The purchasing division will continue to look for opportunities to improve efficiency and customer service by working with other divisions to improve our processes and procedures during the coming year.

