# IDAHO STATE LIQUOR DIVISION

2014 ANNUAL REPORT



# Idaha Liquar Control Act Fund

#### Celebrating 80 Years of Public Service

The IDAHO LIQUOR CONTROL COMMISSION, for value received, promises to pay to bearer

## FIVE THOUSA



**Above:** Idaho Liquor Control Act Fund Bonds issued for the purpose of providing the necessary moneys to carry into effect the Idaho Liquor Control Act of 1935; Idaho Liquor Control Act of 1935; Bond coupons

#### Idaho State Liquor Division Established 1935



**Right:** Due to capacity limits, customers line the walk, waiting to enter the liquor store after the repeal of prohibition in Idaho.



2014 ANNUAL REPORT

# IDAHO STATE LIQUOR DIVISION

#### **MISSION & VISION**



#### **Our Mission**

The mission of the Idaho State Liquor Division is to provide control over the importation, distribution, sale, and consumption of distilled spirits; curtail intemperate use of beverage alcohol; and responsibly optimize the net revenues to the citizens of Idaho.

#### **Our Vision**

The vision of the Idaho State Liquor Division is to be the most respected and highest performing purveyor of distilled spirits in the U.S.A.





The Idaho State Liquor Division Central Office and Distribution Center

## TABLE OF CONTENTS

Governor's Message	6
Director's Message	7
Financial Results	8
Organization Structure and Liquor Store Locations	9
Background and History	10
Apparent per Capita Consumption of Distilled Spirits	11
Profit Distribution	12
Five Year Comparisons:  • Dollar Sales Comparison	13
Five Year 9-Liter Case Sales Comparison	13
Five Year Sales per FTP Comparison	14
Employee Compensation to Sales Ratio Comparison	14
Five Year Net Income Comparison	15
Net Income per FTP Comparison	15
ncome Statement	16
Balance Sheet	17
Statement of Changes in Fund Equity	18
Operating Expenses	19
Sales and Distribution of Profits by City/County	20-26
Top Selling Brands for Fiscal Year 2014	27

#### **GOVERNOR'S MESSAGE**

Dear Friends,

The Idaho State Liquor Division's commitment to responsible customer service and sound business principles provided substantial dividends for Gem State citizens in fiscal year 2014. It was yet another record year of net income benefiting local and state government, as well as other efforts that promote the general welfare of the people.

The Liquor Division continued to fulfill its constitutional mandate to responsibly administer the distribution of distilled spirits in Idaho. From preventing sales to under-age buyers and improving efficiencies in the distribution center to enhancing the customer experience at retail and reliably serving on-site clients, the Division exceeded expectations. While overall volume was up less than 1 percent, net revenues to

C.L. "Butch" Otter
Governor of Idaho

stakeholders increased over 3 percent. Idaho's per capita consumption of distilled spirits remains one of the lowest in the nation despite delivering 80 percent of the revenue the State of Idaho receives from beverage alcohol sales.

In addition, the Division again had excellent success in supporting the substance abuse prevention and law enforcement communities, both of which are essential to fulfilling our goal of promoting responsible government.

The Liquor Division enhances economic opportunity for Idaho businesses in a variety of ways. The retail leases paid to private-sector landlords, the in-state transportation services provided by a local trucking company, and the full statewide distribution of Idaho-based craft distillers' products creates meaningful economic benefits for all Idahoans.

I have great confidence in the leadership of Director Anderson, his executive team, and the Idaho State Liquor Division associates who responsibly serve us all each and every day.

The Liquor Division is Citizen Owned for the Benefit of All.

As Always – Idaho, "Esto Perpetua"

Zd Luth

C.L. "Butch" Otter Governor of Idaho

#### ISLD DIRECTOR'S MESSAGE



Jeffrey R. Anderson Director

Dear Fellow Idahoans.

The Idaho State Liquor Division (ISLD) continues to responsibly implement our strategic plan for the benefit of the People of the Gem State. Fiscal Year 2014 was another very successful year for the ISLD. Sales for FY14 increased +2.8% to \$169 million, while distributions to

our good causes were up over 3% to \$63 million. While nine-liter case-equivalent sales increased +0.5%, margin enhancement initiatives and consumer trade-up to more premium offerings clearly drove impressive results in dollars sales and net distributions.

The ISLD cycled through the 2nd anniversary of I-1183 taking effect, which dismantled Washington State's model of distilled spirits distribution and resulted in higher retail prices for consumers in the Evergreen State. I-1183 led to significant sales growth last fiscal year at our outlets near the Washington border, as Washington consumers sought out Idaho's lower, state-wide, uniform prices. In FY14, we did forecast softness in year-over-year sales at these outlets, as sales at our border stores were essentially even with FY13. Though Sales at these locations remain very robust, the post I-1183 impact tempered strong sales growth in the Boise metro area and moderated results for the state overall. With all things considered, we deem FY14 to be an extremely successful year.

Distributions exceeded \$63 million to our stakeholders – Idaho's cities and counties, the state General Fund, education, court services, and substance abuse and treatment programs – and enabled us to engage with the communities and programs we serve to highlight the significant social and financial benefits of Idaho's model of distilled spirits management. Beyond our record distributions, the ISLD in collaboration with the National Alcohol Beverage Control Association (NABCA), provided grants and sponsored important programs aimed at prevention of under-age drinking, youth education, and law enforcement efforts.

FY14 was a year that saw the ISLD continue to responsibly deliver on an array of strategic initiatives. We enhanced the customer shopping experience by upgrading and remodeling retail stores when leases expired, improving product selection, optimizing shelf sets, and employing transformative customer service improvement tools. We also introduced a new consumer-based website at <a href="https://www.mixblendenjoy.com">www.mixblendenjoy.com</a>. The website is designed to offer our customers a convenient place to find stores and their hours, explore new products and recipes, stay up to date on industry trends, and better understand the ISLD's approach to selling responsibly and serving our citizens.

Also in FY14, Governor C. L. "Butch" Otter signed into law Senate Bill 1335 which permits Idaho distillers to begin providing product samples on their premises beginning July 1, 2014. The ISLD was instrumental in creating a legal framework that permits distilleries to provide samples while also allowing them to sell their bottled products at their distilleries. Idaho's distillers are now on equal footing with wineries and breweries when it comes to sampling and selling their locally produced products.

Going forward, we will continue to rigorously focus on caring for the customer by continually adapting our business practices in order to improve all facets of our operation. We will work hard to further our strong relationships with our suppliers, partners, vendors, and contract operators. Additionally, we will continue to engage with community groups to ensure that we play a prominent role in responsibly supporting the communities we serve.

On behalf of the dedicated ISLD associates who responsibly administer our agency, I respectfully submit the Idaho State Liquor Division Annual Report for Fiscal Year 2014.

Sincerely,

Jeffrey R. Anderson – Director

## FINANCIAL RESULTS

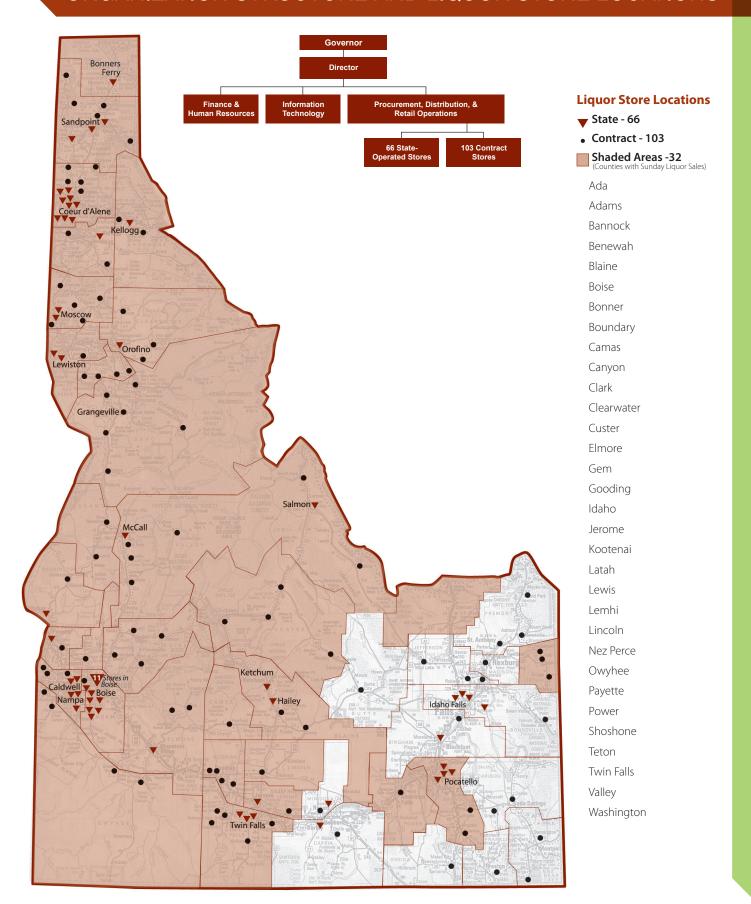
FISCAL YEAR	2010	2011	2012	2013	2014	2015 (Est.)
STATE STORES	66	66	66	66	66	66
CONTRACT STORES	99	97	97	100	103	104
**9-Liter Case Sales	900	930	970	1,015	1,020	1,035
Change vs. prior	3.4%	3.3%	4.3%	4.6%	0.5%	1.5%
**Sales Dollars	\$137,600	\$143,900	\$153,600	\$164,500	\$169,000	\$174,400
Change vs. prior	1.9%	4.6%	6.7%	7.1%	2.7%	3.2%
**Gross Profit	\$65,200	\$68,700	\$75,200	\$80,800	\$83,100	\$85,800
Change vs. prior	1.9%	5.4%	9.5%	7.4%	2.8%	3.2%
**Net Income	\$46,300	\$50,100	\$55,500	\$59,800	\$61,600	\$63,600
Change vs. prior	0.2%	8.2%	10.8%	7.7%	3.0%	3.2%
**Distributions to Idah	no \$47,200 4.4%	\$50,200 6.4%	\$63,100* 25.7%	\$60,100 -4.8%	\$63,000 4.8%	\$64,100 1.7%
change vs. prior	1.170	0.170	23.770	1.070	1.070	1.7 70

<sup>\*</sup> FY12 Distributions were enhanced by a one-time \$8 Million distribution to the General Fund, reducing the ISLD daily cash balance to a more optimal level.



The ISLD carries a vast array of quality Idaho-produced products.

#### ORGANIZATION STRUCTURE AND LIQUOR STORE LOCATIONS



#### **BACKGROUND AND HISTORY**

The Idaho State Liquor Division was established in 1935, following the repeal of prohibition, as a means of providing greater control over the distribution, sale, and consumption of beverage alcohol. Organizationally, the Division has been a division of the Office of the Governor since 1974.

Idaho is one of 21 jurisdictions nationwide that control the sale of alcohol beverages. (Seventeen control states and four counties in Maryland.) These jurisdictions account for almost 27% of the U.S. population, and regulate their own retail and/or wholesale distribution of beverage alcohol.

The Division oversees 169 retail outlets throughout the state that sell distilled spirits. Of those, 66 are state liquor stores staffed and operated by Division employees, and 103 are

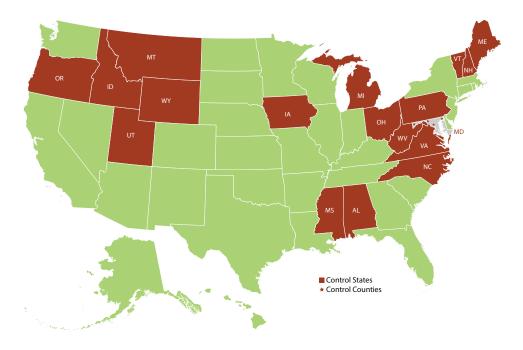
contract operators. The state liquor store with the highest sales volume reported sales of \$6.0 million in FY 2014. Statewide, stores sell over eleven million bottles annually. Each state and contract store is stocked and maintained to meet the needs of customers including liquor-by-thedrink establishments. Outlets feature a selection of products specific to the tastes and lifestyles of the local communities they serve. All products are priced uniformly throughout the state. The Division paid \$5.9 million to the private sector for agency contract fees and store leases in FY 2014.

The Division's central office and warehouse are located in Boise. A Central Office staff of 22 and three District Managers oversee all administrative aspects of the business including purchasing, finance, information technology, human

resources, contracts, and store supervision. Fourteen warehouse personnel, co-located with the administrative office, receive, store and distribute more than 1,000,000 cases annually over a geographic area of 83,000 square miles. The warehouse typically contains about 180,000 cases valued at nearly \$10 million

Idaho's system of liquor control provides benefits to all of Idaho's citizens. Moderation and temperance in control states generally reduce social costs associated with alcohol consumption. Additionally, Idaho law provides for the distribution of liquor profits to specific state programs, the General Fund, and 44 counties and 200 cities. Over the last decade \$475 million was distributed to state programs, counties and cities.

#### 21 Control Jurisdictions

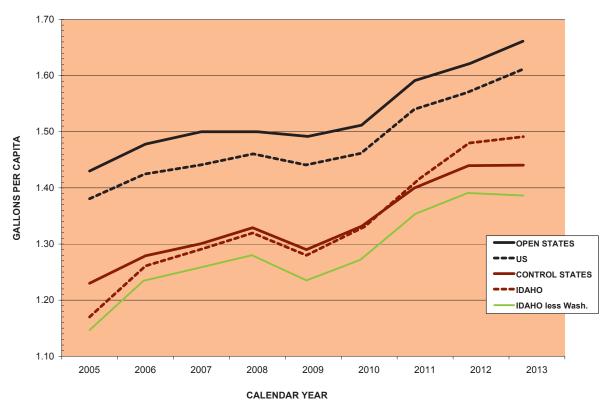


- Alabama
- Idaho
- lowa
- Maine
- Michigan
- Mississippi
- Montana
- New Hampshire
- North Carolina
- Ohio
- Oregon
- Pennsylvania
- Utah
- Vermont
- Virginia
- West Virginia
- Wyoming
- Montgomery County, MD
- Worcester County, MD
- Wicomico County, MD
- Somerset County, MD

#### APPARENT PER CAPITA CONSUMPTION OF DISTILLED SPIRITS

#### **Idaho Consumption Metrics are Affected by Washington Consumers**

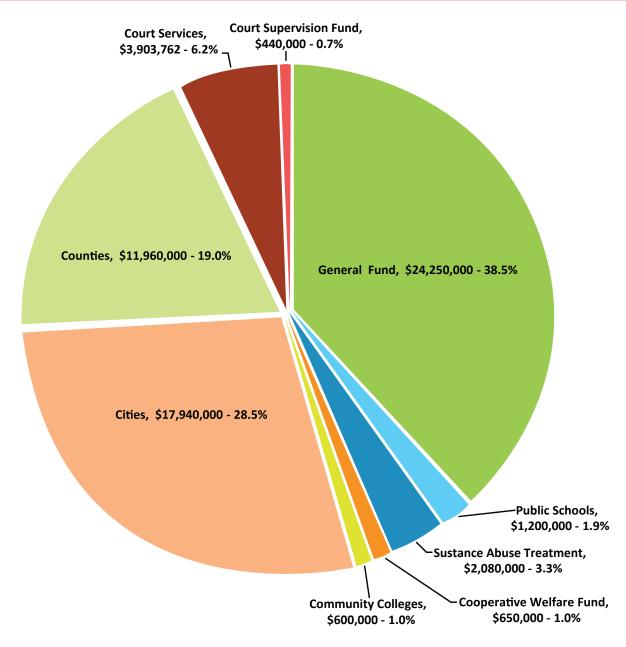
Idaho consumption metrics are affected by significant cross-border sales at the Washington border. The ISLD estimates that non-resident consumption adds approximately 7.0% to ISLD sales and related consumption statistics. With the deregulation of Washington State's distilled spirits distribution model on June 1, 2012, Idaho now offers an even greater value to Washington consumers than it did prior to 2012. Currently, Idaho is experiencing a sizable sales lift at our outlets along the Washington border. We expect our consumption metrics to continue to be impacted in a significant manner by Washington consumers for the foreseeable future.



Source: Distilled Spirits Council of the United States & U.S. Census Data

Apparent per capita consumption is based on total population (i.e., not just adults 21 and over). Statistics are based on point-of-sale data and may not take into account the impact of cross-border distilled spirits sales. Consumption in Idaho was 1.48 gallons in calendar year 2012 compared with 1.44 gallons for all control states and 1.62 gallons in open states. Consumption in open states is 12.5% more than in all control states and 16.4% more than in Idaho, when we factor out the estimated impact of cross-border sales to Washington residents.

#### FISCAL YEAR 2014 PROFIT DISTRIBUTION = \$63,023,762



#### **Statutory Profit Distribution Formula:**

Two percent surcharge on liquor sales to the Drug Court, Mental Health Court and Family Court Services Fund. 50% of profits are distributed as follows:

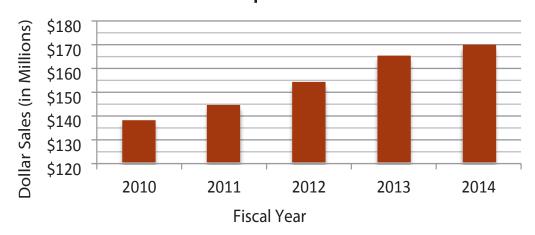
- Annual fixed distributions totaling \$5,650,000 to Substance Abuse Treatment Fund, Community Colleges, Public Schools, Cooperative Welfare Fund, Court Services and Court Supervision Funds.
- Remaining balance to the General Fund.

#### 50% of profits are distributed as follows:

- 40% to counties in proportion to each county's liquor sales to total State liquor sales
- 60% to cities as follows:
  - 90% to those incorporated cities with liquor stores in proportion to sales.
  - 10% to those incorporated cities without liquor stores in proportion to population.

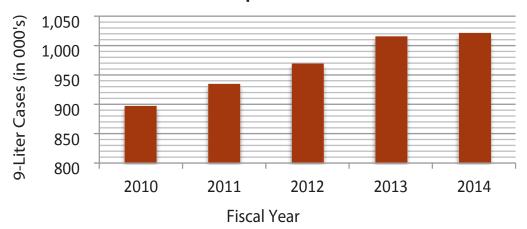
#### FIVE YEAR COMPARISONS

## Five Year Dollar Sales Comparison



Dollar sales increased 23% from \$138 million in 2010 to \$169 million in 2014.

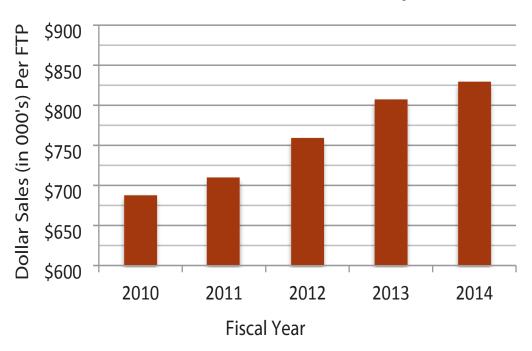
## Five Year 9-Liter Case Sales Comparison



9-Liter case sales increased 14% from 896,000 in 2010 to 1,019,000 in 2014.

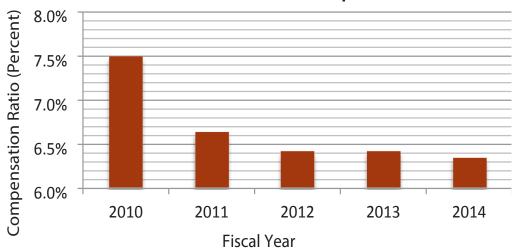
#### FIVE YEAR COMPARISONS

## Five Year Sales Per FTP Comparison



The Liquor Division's average dollar sales per employee was \$828,000 in FY14, up from \$688,000 in FY10.

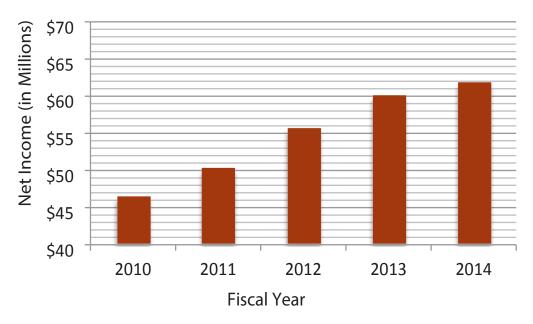
## Five Year Employee Compensation as a Percent of Sales Comparison



The ratio of employee compensation to sales dollars decreased from 7.5% in 2010 to 6.3% in 2014. Between 2010-2014, the employee compensation ratio averaged 6.7%.

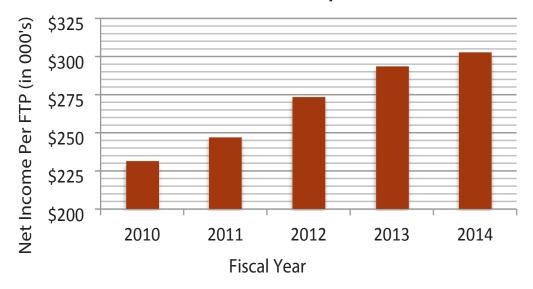
#### FIVE YEAR COMPARISONS

## Five Year Net Income Comparison



Net income increased 33% from \$46 million in 2010 to \$62 million in 2014.

## Five Year Net Income Per Full-Time Position (FTP) Comparison



The Liquor Division's Net Income per employee was \$303,000 in FY14, up from \$231,000 in FY10.

## INCOME STATEMENT

	Fiscal Year Ending June 30, 2014	Fiscal Year Ending June 30, 2013
Sales		
Retail Liquor Sales	\$137,499,608	\$132,941,451
Discount Liquor Sales	30,013,053	30,142,098
Military Liquor Sales	32,625	46,166
Non-Liquor Sales	1,499,245	1,387,083
Total Sales	169,044,532	164,516,798
Cost of Sales	85,947,183	83,937,861
Gross Profit	83,097,349	80,578,936
Operating Expenses	21,618,825	21,039,924
Net Operating Income	61,478,523	59,539,012
Other Income and (Losses)	146,605	246,924
Net Income	\$61,625,128	\$59,785,937



The ISLD carries a wide variety of quality Idaho-produced products.

## **BALANCE SHEET**

	Fiscal Year Ending June 30, 2014	Fiscal Year Ending June 30, 2013
Assets		
Cash	\$10,277,751	\$15,640,862
Accounts Receivable	62,458	95,136
Inventory	15,913,850	11,285,114
Prepaid Expenses	385,582	324,835
Land	297,943	297,943
Building	9,630,661	9,630,661
Other Fixed Assets	4,760,221	4,780,564
Accumulated Depreciation	(5,685,560)	(4,908,895)
Total Assets	\$35,642,906	\$37,146,220
Liabilities And Fund Equity		
Liquor Accounts Payable	\$9,375,251	\$9,086,245
Payroll Payable	680,623	618,983
Other Accounts Payable	213,780	176,169
Distributions Payable	12,715,770	13,208,706
Total Liabilities	22,985,423	23,090,103
Unrestricted Fund Equity	12,657,483	14,056,117

\$35,642,906

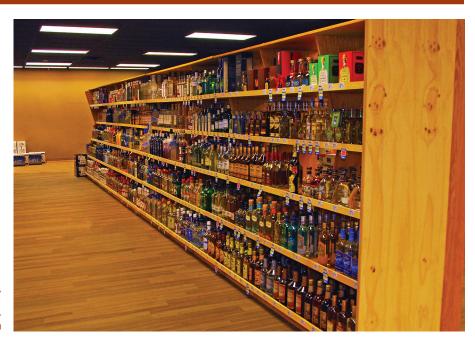


Store #101 1419 Grove St. Boise ID

\$37,146,220

## STATEMENT OF CHANGES IN FUND EQUITY

	Fiscal Year Ending June 30, 2014	Fiscal Year Ending June 30, 2013
Unrestricted Fund Equity At Beginning Of Year	\$14,056,117	\$14,408,655
Additions		
Net Income	61,625,129	59,785,937
Total Additions	61,625,129	59,785,937
Distributions		
<b>Distributions</b> Cities	(17,940,000)	(17,784,000)
Counties	(11,960,000)	(11,856,000)
General Fund	(24,250,000)	(21,710,000)
Welfare Fund	(650,000)	(650,000)
Substance Abuse Treatment Fund	(2,080,000)	(2,080,000)
Public Schools	(1,200,000)	(1,200,000)
Community Colleges	(600,000)	(600,000)
Drug Court, Mental Health Court, Family Court Services Fund	(3,223,762)	(3,138,475)
Court Services	(680,000)	(680,000)
Court Supervision Fund	(440,000)	(440,000)
Total Distributions	(63,023,762)	(60,138,475)
Unrestricted Fund Equity At End Of Year	\$12,657,483	\$14,056,117



Store #107 1225 S. Broadway Ave. Boise ID

## OPERATING EXPENSES

	Fiscal Year Ending June 30, 2014	Fiscal Year Ending June 30, 2013
Salaries And Wages	\$7,374,948	\$7,365,040
Employee Benefits	3,345,479	3,185,502
Rent	3,199,860	3,115,634
Special Distributor Commissions	2,668,985	2,608,855
Bank Card Fees	1,387,391	1,318,809
Utilities	479,300	416,549
Store Furnishings, Fixtures, And Supplies	475,822	375,912
Communications	455,604	370,091
Other Services	364,522	461,437
Leasehold Repairs And Maintenance	322,756	228,306
State Government Overhead	142,138	135,995
Other Professional Services	135,425	119,410
Computer Software, Development,		
And Maintenance	123,451	182,534
Travel	105,703	99,719
Employee Development Services	20,222	20,343
Insurance	34,373	28,420
Repairs And Maintenance	32,628	46,018
Professional Services	12,600	12,600
Miscellaneous Expense	-	738
Depreciation	937,620	948,011
Total Operating Expenses	\$21,618,825	\$21,039,924



Store #109 1533 S. Five Mile Rd. Boise ID

	Fiscal Year	Fiscal Year	Fiscal Year	Fiscal Year
	Ending June 30, 2014	Ending June 30, 2013	Ending June 30, 2014	Ending June 30, 2013
		SALES		
	3	PALES		RIBUTIONS
ADA COUNTY			3,294,832	3,304,188
Boise	34,701,499	32,878,234	3,250,707	3,240,912
Eagle	3,750,406	3,455,371	341,523	337,829
Garden City	1,951,662	1,839,025	181,841	191,757
Kuna	1,342,533	1,265,705	125,125	130,895
Meridian	6,134,359	5,554,684	549,088	562,287
Star	603,818	561,497	55,490	55,657
Total	\$48,484,276	\$45,554,515	\$7,798,606	\$7,823,525
ADAMS COUNTY			32,764	38,076
Council	194,388	205,126	20,309	20,987
New Meadows	233,134	246,706	24,402	31,054
Total	\$427,521	\$451,832	\$77,475	\$ 90,117
BANNOCK COUNTY			554,773	577,278
Arimo			13,669	13,439
Chubbuck	1,498,942	1,545,806	152,928	154,247
Downey	64,173	65,347	23,845	23,592
Inkom			32,996	32,215
Lava Hot Springs	269,435	256,708	25,384	26,533
McCammon			30,794	30,498
Pocatello	5,765,412	5,793,902	573,757	602,515
Total	\$7,597,962	\$7,661,762	\$1,408,146	\$1,460,317
EAR LAKE COUNTY			33,549	36,284
Bloomington			7,860	7,690
Fish Haven	165,985	164,336		
Georgetown			17,656	17,769
Montpelier	306,814	297,572	29,500	32,048
Paris			19,137	19,225
St. Charles			5,050	4,890
Total	\$472,799	\$461,908	\$112,752	\$117,906
SENEWAH COUNTY			105,808	105,201
Fernwood	98,340	86,124		
Plummer	524,581	565,446	55,902	50,149
St. Maries	809,480	809,982	80,150	84,529
Tensed			4,594	4,591
Total	\$1,432,401	\$1,461,552	\$246,454	\$244,470
BINGHAM COUNTY			123,183	125,746
Aberdeen			74,763	74,994
Atomic City  Basalt	<del></del>	<del></del>	1,101	1,083
	1 407 220	1 446 570	14,884	14,820
Blackfoot	1,487,229	1,446,579	143,335	146,112
Firth Shelly	250.656	240.247	18,036	17,918
SHEIIY	250,656	249,347	30,596	30,596

	Fiscal Year Ending	Fiscal Year Ending	Fiscal Year Ending	Fiscal Year Ending
	June 30, 2014	June 30, 2013	June 30, 2014	June 30, 2013
	2	SALES	DISTRIBUTIONS	
BLAINE COUNTY			365,989	375,895
Bellevue	724,561	676,385	66,872	70,201
Carey	58,314	54,136	5,350	5,414
Hailey	1,587,873	1,475,771	145,899	151,671
Ketchum	2,835,319	2,831,031	279,853	281,337
Sun Valley	22,582	23,782	2,759	5,834
Total	\$5,228,649	\$5,061,106	\$866,722	\$890,352
OISE COUNTY			52,833	56,436
Crouch	334,962	316,095	31,242	34,868
Horseshoe Bend	184,135	190,298	18,838	20,362
Idaho City	183,881	194,137	19,195	18,826
Lowman	34,392	29,129		
Placerville			1,974	1,978
Total	\$737,370	\$729,659	\$124,082	\$132,470
ONNER COUNTY			554,928	562,566
Clark Fork	382,488	387,585	38,326	37,956
Coolin	137,372	154,018		
Dover			20,845	20,718
East Hope			7,936	7,802
Hope			3,227	3,173
Kootenai			28,060	25,272
Oldtown	1,536,892	1,646,109	162,689	154,731
Ponderay	1,756,318	1,278,968	126,412	114,149
Priest River	993,994	1,061,802	105,015	105,461
Sandpoint	2,483,912	2,725,811	269,552	293,731
Schweitzer	30,546	3,437		
Tamrak/Priest Lake	400,349	414,738		
Total	\$7,721,871	\$7,672,469	\$1,316,990	\$1,325,559
ONNEVILLE COUNTY			585,536	612,689
Ammon	1,389,668	1,352,676	133,800	146,612
Idaho Falls	6,666,066	6,402,119	633,798	657,716
lona			70,624	68,312
Irwin/Palisades	164,073	157,230	15,541	15,511
Ririe	160,266	175,226	17,343	18,731
Swan Valley			8,050	7,802
Ucon			42,488	41,995
Total	\$8,380,074	\$8,087,250	\$1,507,180	\$1,569,368
OUNDARY COUNTY			78,303	77,707
Bonners Ferry	1,091,386	1,081,187	106,942	106,257
Moyie Springs			26,617	26,504
Total	\$ 1,091,386	\$1,081,187	\$211,862	\$210,468
	טסכ,ו פט,ו ב	<del></del>	17,386	17,616
UTTE COUNTY	220.020	220.405		
Arco Rutto City	230,930	229,495	22,728	24,024
Butte City Howe	<del></del>	<del></del>	2,658	2,650
Moore			6,835	6,906
Total	\$230,930	\$229,495	\$49,607	\$51,196

	Fiscal Year Ending	Fiscal Year Ending	Fiscal Year Ending	Fiscal Year Ending
	June 30, 2014	June 30, 2013	June 30, 2014	June 30, 2013
	SALES		DISTRIBUTIONS	
CAMAS COUNTY	_		11,195	11,196
Fairfield	106,562	108,542	10,742	10,822
Total	\$106,562	\$108,542	\$21,937	\$22,018
CANYON COUNTY	¥100/501	ψ100/J1 <u>=</u>	764,977	767,866
Caldwell	2,830,506	2,718,781	265,803	274,078
Greenleaf			32,692	32,103
Melba			19,706	19,449
Middleton	781,029	711,947	70,408	71,187
Nampa	7,269,672	6,951,272	687,790	678,707
Notus			20,390	20,120
Parma	200,290	185,041	18,340	22,819
Wilder			59,233	58,122
Total	\$11,081,497	\$10,567,040	\$1,939,339	\$1,944,451
CARIBOU COUNTY			36,338	37,626
Bancroft			13,973	13,849
Grace	75,624	76,287	8,004	8,004
Soda Springs	400,280	423,890	42,010	43,987
Total	\$475,904	\$500,178	\$100,325	\$103,466
CASSIA COUNTY			87,392	90,736
Albion			10,252	10,042
Burley	1,271,704	1,204,249	119,307	124,037
Declo			13,176	12,916
Malta			7,404	7,242
Oakley			29,503	28,818
Total	\$1,271,704	\$1,204,249	\$267,034	\$273,791
CLARK COUNTY			11,475	11,475
Dubois			22,744	24,413
Spencer			1,253	1,344
Total			\$35,472	\$37,232
CLEARWATER COUNTY			70,114	72,514
Elk River	64,565	55,886	5,533	5,107
Orofino	757,766	741,885	73,420	76,443
Pierce	84,201	79,881	8,208	8,208
Weippe	90,212	89,593	8,880	9,631
Total	\$996,745	\$967,245	\$166,155	\$171,903
CUSTER COUNTY			51,108	56,350
Challis	325,030	344,980	34,127	36,926
Clayton	23,386	35,442	3,504	3,397
Mackay	96,488	92,778	9,191	11,376
Stanley	241,426	232,440	22,973	25,357
Total	\$686,330	\$705,640	\$120,903	\$133,406

	Fiscal Year Ending	Fiscal Year Ending	Fiscal Year Ending	Fiscal Year Ending
	June 30, 2014	June 30, 2013	June 30, 2014	June 30, 2013
	SALES		DISTRIBUTIONS	
ELMORE COUNTY			130,784	132,890
Glenns Ferry	202,122	207,790	20,595	20,905
Mountain Home AFB	13,236	18,024		
Mountain Home	1,443,780	1,469,806	145,556	145,090
Pine	85,578	96,020		
Prairie	13,272	12,540		
Total	\$1,757,988	\$1,804,181	\$296,935	\$298,885
FRANKLIN COUNTY			34,898	32,755
Clifton			10,328	9,706
Dayton			17,314	17,358
Franklin			27,186	24,003
Oxford			1,785	1,866
Preston	497,909	480,222	47,576	44,710
Weston			16,555	16,388
Total	\$497,909	\$480,222	\$155,642	\$146,786
FREMONT COUNTY			65,352	67,416
Ashton	132,569	141,595	14,042	14,708
Drummond			608	597
Island Park	390,360	347,107	34,308	38,635
Newdale			11,923	11,908
Parker			11,277	11,236
St. Anthony	401,691	412,408	40,863	38,809
Teton			27,262	27,250
Warm River			114	112
Total	\$924,619	\$901,110	\$205,749	\$210,671
GEM COUNTY			64,267	66,136
Emmett	929,436	886,052	87,744	90,414
Montour	43,683			
Total	\$973,119	\$886,052	\$152,011	\$156,550
GOODING COUNTY			75,768	75,626
Bliss	82,560	79,004	7,813	7,462
Gooding	425,148	436,199	43,216	41,650
Hagerman	290,317	296,045	29,281	31,642
Wendel	244,433	233,939	23,170	22,659
Total	\$1,042,458	\$1,045,187	\$179,248	\$179,039
IDAHO COUNTY			94,843	103,250
Cottonwood	144,539	133,004	13,174	14,854
Elk City	76,425	75,698		
Ferdinand			6,075	6,010
Grangeville	532,513	504,526	49,987	50,937
Kooskia	279,087	293,793	29,065	27,595
Riggins	296,034	301,561	29,826	32,090
Stites		50.240	8,467	8,324
Whitebird	64,884	58,240	3,531	8,315
Total	\$1,393,481	\$1,366,822	\$234,968	\$251,375

	Fiscal Year Ending June 30, 2014	Fiscal Year Ending June 30, 2013	Fiscal Year Ending June 30, 2014	Fiscal Year Ending June 30, 2013
		ALES		IBUTIONS
IFFFFFON COUNTY	•	ALLS	47,550	48,529
Hamer	<del></del>	<del></del>	1,936	1,792
Lewisville			17,808	17,246
Menan			28,250	27,810
Mud Lake	37,404	36,065	3,577	4,219
Rigby	623,571	617,897	61,194	61,985
Roberts			22,060	21,800
Ririe (see Bonneville County)*				21,000
Total	\$660.07F	¢652.063	¢192.275	¢102 201
	\$660,975	\$653,962	<b>\$182,375</b> 82,428	<b>\$183,381</b> 82,151
Eden	<del></del>		15,264	15,305
Hazelton	133,585	131,606	13,020	12,638
Jerome	983,488	1,006,551	99,618	99,754
Total				\$209,848
	\$1,117,074	\$1,138,157	\$210,330	
Athol			2,249,790 26,351	2,010,924 26,354
	175,224	197,232	20,331	20,334
Bayview	10,931,261	11,087,507	1,096,154	1,096,124
Coeur d' Alene Dalton Gardens	10,931,201	11,007,507	89,343	88,881
	<del></del>		6,493	6,383
Fernan Lake Garwood	375,408	345,090	0,493	0,363
	162,880	153,795	15,206	16,925
Harrison Hauser	102,000	133,793	25,744	25,832
	3,319,076	3,279,971	324,186	331,534
Hayden Hayden Lake	3,319,070	5,279,971	22,212	22,024
Huetter	<del></del>		3,835	3,808
Post Falls	6,702,557	8,974,122	886,972	912,155
Rathdrum	1,681,091	1,815,972	179,486	179,071
Spirit Lake	707,464	714,606	70,640	74,685
State Line	5,984,491	3,547,978	350,628	1,419
Worley	999,287	1,005,476	99,373	85,680
Total	\$31,038,739	\$31,121,748	\$5,446,413	\$4,881,799
ATAH COUNTY	\$31,030,73 <del>9</del>	331,121,740	460,432	457,522
Bovill			9,834	9,818
Deary	117,631	122,763	12,145	13,346
Genesee	77,503	80,326	7,959	9,350
Juliaetta			22,098	21,912
Kendrick	110,770	122,364	12,105	13,990
Moscow	5,375,555	5,423,234	536,387	526,639
Onaway			7,176	7,093
Potlatch	177,304	189,080	18,710	19,643
Troy	362,922	426,122	42,134	43,203
Total	\$6,221,685	\$6,363,890	\$1,128,980	\$1,122,516

<sup>\*</sup>City limits extend into both counties

	Fiscal Year Ending June 30, 2014	Fiscal Year Ending June 30, 2013	Fiscal Year Ending June 30, 2014	Fiscal Year Ending June 30, 2013
		SALES		IBUTIONS
LEMHI COUNTY			77,504	80,995
Leadore	24,780	23,402	2,317	2,981
North Fork	47,578	44,825		
Salmon	1,031,314	1,001,866	99,130	102,793
Total	\$1,103,673	\$1,070,093	\$178,951	\$186,769
LEWIS COUNTY	\$1,105,075	\$1,070,033	39,355	42,338
Craigmont	64,115	60,693	6,019	6,550
Kamiah	367,999	366,550	36,266	38,711
Nez Perce	85,383	80,079	7,932	8,283
Reubens			2,772	2,650
Winchester	27,595	35,458	3,513	4,336
Total	\$545,092	\$542,781	\$95,857	\$102,868
LINCOLN COUNTY			17,650	18,657
Dietrich			12,834	12,281
Richfield			18,415	17,918
Shoshone	231,644	236,360	23,401	25,442
Total	\$231,644	\$236,360	\$72,300	\$74,298
MADISON COUNTY	<b>4_0</b> 1,011	4_00,000	55,299	55,299
Rexburg	325,249	247,648	74,914	74,914
Sugar City			55,778	57,039
Total	\$325,249	\$247,648	\$185,991	\$187,252
MINIDOKA COUNTY	<del>+0_0/</del> _ 12	7=17/010	57,782	57,782
Acequia			4,670	4,666
Heyburn			118,618	115,720
Minidoka			4,215	4,218
Paul	102,531	108,508	10,758	12,354
Rupert	630,641	605,385	60,024	61,448
Burley (see Cassia County)*				
Total	\$733,172	\$713,893	\$256,067	\$256,188
NEZ PERCE COUNTY			447,058	469,527
Culdesac	50,247	14,103	1,399	14,334
Lapwai			43,286	42,705
Lewiston	6,122,707	6,164,086	609,819	642,662
Peck			7,556	7,391
Total	\$6,172,954	\$6,178,189	\$1,109,118	\$1,176,619
NEIDA COUNTY			22,201	19,352
Malad	366,291	305,688	30,273	26,415
Total	\$366,291	\$305,688	\$52,474	\$45,767
OWYHEE COUNTY			51,033	51,173
Bruneau	28,486	27,191		
Grand View	61,212	64,941	6,433	6,174
Homedale	346,122	344,322	34,103	31,364
Marsing	280,067	267,171	26,439	28,924
Total	\$715,888	\$703,625	\$118,008	\$117,635

<sup>\*</sup>City limits extend into both counties

	Fiscal Year Ending	Fiscal Year Ending	Fiscal Year Ending	Fiscal Year Ending
	June 30, 2014	June 30, 2013	June 30, 2014	June 30, 2013
	SALES		DISTRIBUTIONS	
PAYETTE COUNTY			93,241	98,941
Fruitland			179,331	174,813
New Plymouth	301,459	304,681	30,154	37,086
Payette	1,026,035	981,398	97,152	98,181
Total	\$1,327,495	\$1,286,079	\$399,878	\$409,021
OWER COUNTY	\$1/3E//133	71/200/075	26,632	30,756
American Falls	353,482	266 202	36,323	42,016
Rockland	333,462	366,383		
	****	*****	11,163	10,900
Total	\$353,482	\$366,383	\$74,118	\$83,672
HOSHONE COUNTY			128,253	129,009
Kellogg	926,865	947,091	93,694	79,329
Mullan			26,199	25,645
Osburn			58,625	57,636
Pinehurst	432,739	440,601	43,606	48,616
Smelterville		<del></del>	23,655	23,219
Wallace	371,916	382,103	37,813	48,421
Wardner			7,176	6,943
Total	\$1,731,520	\$1,769,795	\$419,021	\$418,818
ETON COUNTY			85,931	79,086
Driggs	890,066	701,421	69,352	57,508
Tetonia			10,062	10,042
Victor	456,290	487,804	48,053	50,664
Total	\$1,346,356	\$1,189,226	\$213,398	\$197,300
WIN FALLS COUNTY			491,340	477,558
Buhl	486,333	480,369	47,540	49,362
Castleford	57,238	60,284	5,962	7,067
Filer	155,887	160,775	15,916	17,447
Hansen			44,045	43,115
Hollister	37,424	35,548	3,515	3,847
Kimberly	388,244	380,363	37,630	38,921
Murtaugh			4,405	4,293
Twin Falls	5,740,595	5,674,937	561,335	537,137
Total	\$6,865,721	\$6,792,276	\$1,211,688	\$1,178,747
	70,003,721	70,172,210	180,447	178,395
ALLEY COUNTY	401.000	250 624		•
Cascade	401,000 279,830	358,634	35,470	37,589
Donnelly McCall		280,162	27,692 180,823	30,356
Lake Fork	2,032,463	1,829,093	160,623	173,946
Yellow Pine	44,516 18,949	26,995		
			¢424_422	£420.20C
Total	\$2,776,758	\$2,494,885	\$424,432	\$420,286
ASHINGTON COUNTY			47,679	52,488
Cambridge	85,782	85,851	8,502	12,548
Midvale			6,341	6,383
Weiser	573,543	571,141	56,587	59,207
Total	\$659,325	\$656,992	\$119,109	\$130,626
FISCAL YEAR TOTALS	\$169,044,531	\$164,516,797	\$29,900,000	\$29,640,000

#### TOP SELLING BRANDS\* FOR FISCAL YEAR 2014



#1 SMIRNOFF \$6,500,000



**#6 CAPTAIN MORGAN** \$5,070,000



#2 CROWN ROYAL \$6,350,000



**#7 SEAGRAM'S** \$3,710,000



#3 JACK DANIEL'S \$5,400,000



#8 POTTER'S \$3,560,000



**#4 FIREBALL** \$5,290,000



#9 BACARDI \$3,550,000



**#5 BLACK VELVET** \$5,090,000



#10 JAGERMEISTER \$3,150,000

<sup>\*</sup> Includes all flavors and sizes for each brand.



IDAHO STATE LIQUOR DIVISION

2014 ANNUAL REPORT

