



2019 ANNUAL REPORT

IDAHO STATE
LIQUOR
DIVISION

Citizen Owned for the Benefit of All



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.

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.

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Stoli

VODKA

VODKA

WHISKEY

BOURBON

REGIONAL SPIRITS

GIVEBACK
WITH SPIRITS

FIREBALL
VODKA

GOVERNOR'S MESSAGE

My Fellow Idahoans,

The employees of the Idaho State Liquor Division once again delivered on their mission to responsibly provide distilled spirits throughout Idaho at convenient locations and fair and uniform prices.

During FY 2019, the Division had exceptional results in keeping the product out of the hands of minors and intemperate consumers. Despite processing millions of transactions at retail, there were zero citations for selling to minors. Not one.

Idaho's per capita consumption remains one of the lowest in the nation. The Division has also been successful in addressing a growing population in many areas of the Gem State. Rather than adding more stores, the Division has been able to and continues to address increased demand due to population growth by getting more out of the stores we have. During this decade, the number of stores has remained the same but distributions to beneficiaries are up 81 percent on a sales increase of 67 percent and a volume increase of only 36 percent. Those increased distributions support cities, counties, treatment programs, and community college tuition for Idahoans.

The Division's activities in the communities they serve were enhanced in many ways through the "mini-grant" program, designed to provide support for local Idahoans in preventing underage drinking, promoting responsible consumption, and compliance with the law. The funds came through Idaho's membership in the National Alcohol Beverage Control Association.

Idaho is fortunate to have such an outstanding group of people working on our behalf. The Idaho State Liquor Division is truly Citizen Owned for the Benefit of All.

Sincerely,



Brad Little
Governor of Idaho



Brad Little
Governor of Idaho

ISLD DIRECTOR'S MESSAGE

Dear Fellow Idahoans,

I am honored to have been appointed by Governor Little as Director of the Idaho State Liquor Division (ISLD) in January 2019. The opportunity to continue guiding the important work of the ISLD at a critical time of economic expansion, a growing population, and evolving customer interests is both a privilege and a challenge.

In Fiscal Year 2019, the ISLD delivered yet another record year of accomplishments, responsible service, and distributions to the good causes we support throughout Idaho. Net income increased nearly 8.5%, resulting in a transfer of over \$85,300,000 to Idaho cities, counties, magistrate courts, community colleges, substance abuse treatment, and state general fund. The forecast for the next decade is over one billion dollars.

The ISLD is enhancing responsible customer service with two new state store locations for the first time in over a decade. A new store recently opened at Lake Hazel Road & Five Mile Road to serve the growing population in south Boise and an additional state store is slated for opening in the spring of 2020 at West Chinden Boulevard & North Linder Road to serve the growing population in west Meridian.

Ensuring superior product selection and convenient locations with knowledgeable associates to serve Gem State citizens is a priority for the ISLD. We operate the Division within the letter and spirit of the law that established its purpose.

We will continue to responsibly administer the ISLD on behalf of the People of the Gem State because we are Citizen Owned for the Benefit of All.

Sincerely,



Jeffrey R. Anderson
Director



Jeffrey R. Anderson
Director

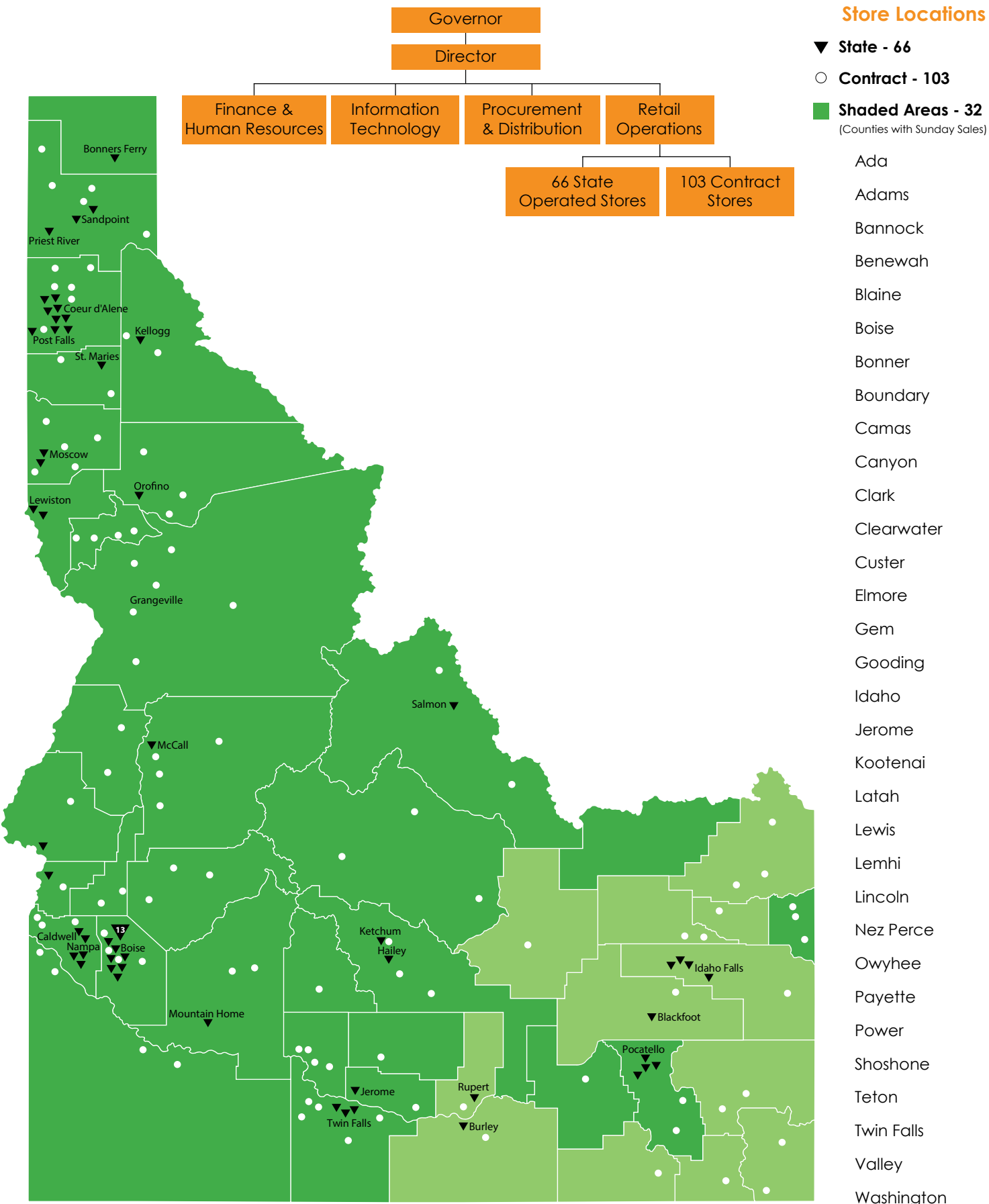
FINANCIAL RESULTS

FISCAL YEAR	2015	2016	2017	2018	2019	2020 (Est.)
STATE STORES	65	66	66	65	66	67
CONTRACT STORES	105	107	105	103	103	104
**9-Liter Case Sales	1,050	1,095	1,140	1,180	1,230	1,280
Change vs. prior	2.9%	4.3%	4.1%	3.5%	4.2%	4.1%
**Sales Dollars	\$179,000	\$191,000	\$203,400	\$215,200	\$230,000	\$241,500
Change vs. prior	5.9%	6.7%	6.5%	5.8%	6.9%	5.0%
**Gross Profit	\$87,700	\$93,900	\$99,800	\$105,200	\$113,000	\$118,400
Change vs. prior	2.8%	5.5%	7.1%	6.3%	7.0%	4.8%
**Net Income	\$65,700	\$70,300	\$75,600	\$79,800	\$86,600	\$89,400
Change vs. prior	6.7%	7.0%	7.5%	5.6%	8.5%	3.2%
**Distributions	\$64,400	\$68,700	\$73,300	\$78,500	\$85,300	\$89,700
Change vs. prior	2.1%	6.7%	6.7%	7.1%	8.7%	5.2%

** All Figures in Thousands



ORGANIZATIONAL STRUCTURE & STORE LOCATIONS



BACKGROUND AND HISTORY

The Idaho State Liquor Division (ISLD) 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. The Division has been an agency in the Office of the Governor since 1974. Beer and wine are regulated by the Alcohol Beverage Control division of the Idaho State Police.

Idaho is one of 17 states along with several other jurisdictions nationwide that control the sale of alcoholic beverages. These jurisdictions account for almost 25% of the U.S. population, and operate their own retail and/or wholesale distribution of beverage alcohol.

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

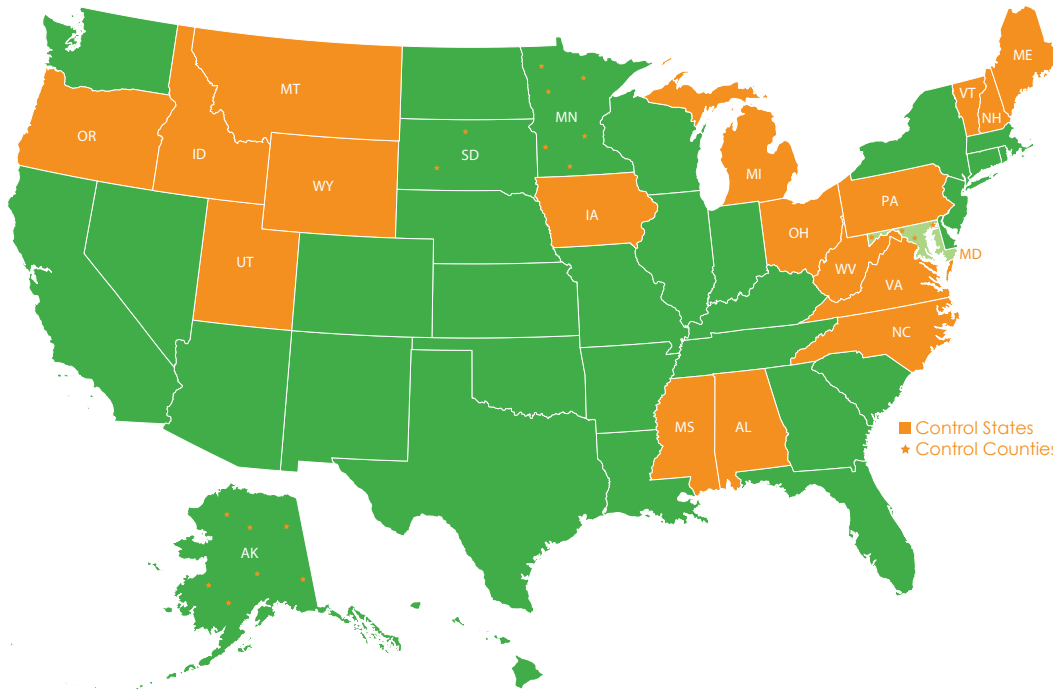
employees, and 103 are contract operators. The state liquor store with the highest sales volume reported sales of \$8.9 million in FY 2019. Statewide, stores sell nearly thirteen million bottles annually. Each state and contract store is stocked and maintained to meet the needs of customers including liquor-by-the-drink 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 ISLD paid \$7.5 million to the private sector for agency contract fees and store leases in FY 2019.

The Division's central office and warehouse are located in Boise. A central office staff of 27, including three district managers, oversee all administrative aspects of the business including purchasing, finance,

information technology, human resources, contracts, and store supervision. Twenty warehouse personnel, co-located with the administrative office, receive, store and distribute over 1,200,000 cases annually over a geographic area of 83,000 square miles. The warehouse contains about 200,000 cases valued at nearly \$15 million.

Idaho's model of liquor distribution 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, 44 counties and 200 cities. Over the last decade \$650 million was distributed to state programs, counties and cities.

The Control Jurisdictions



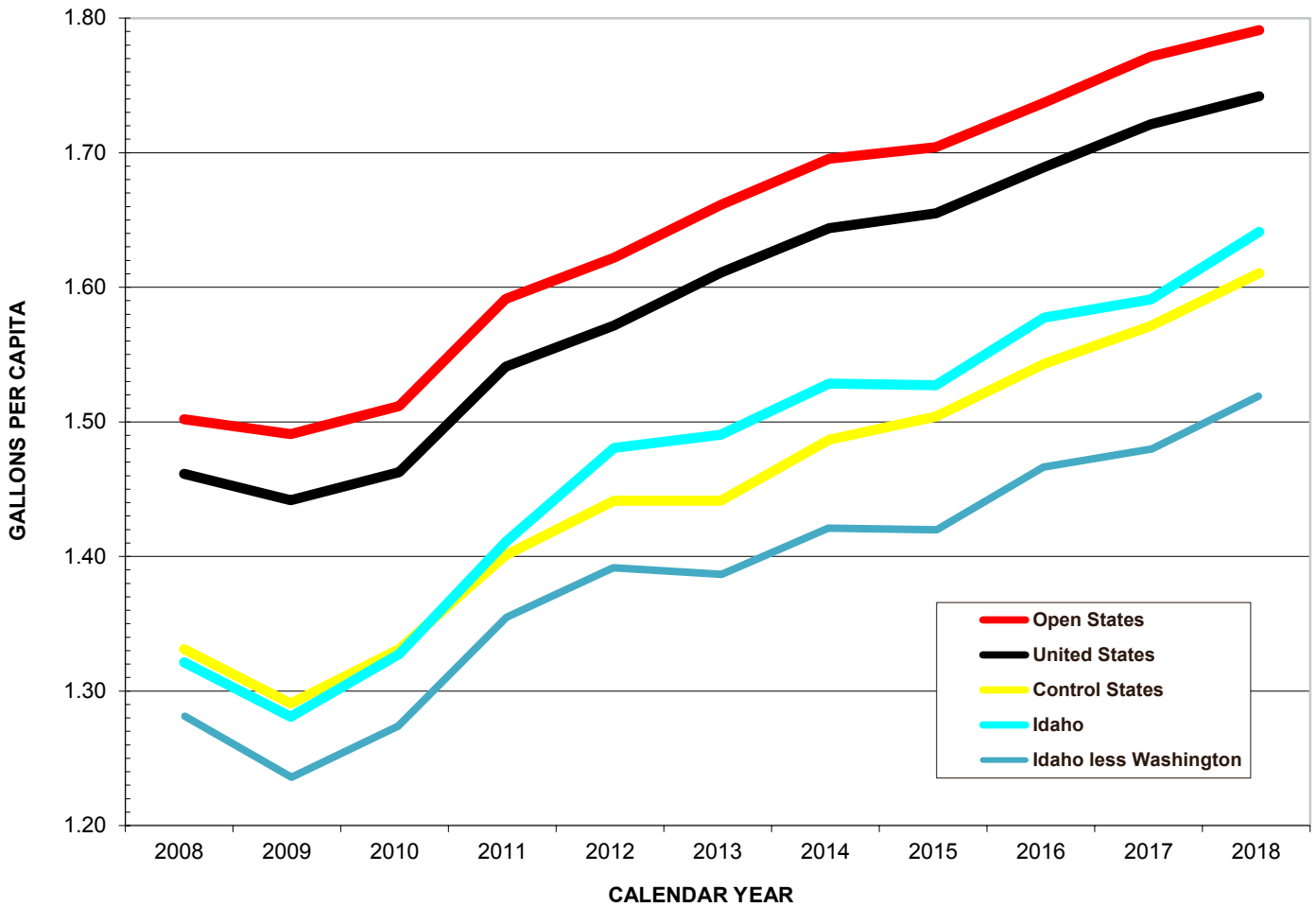
- Alabama
- Idaho
- Iowa
- Maine
- Michigan
- Mississippi
- Montana
- New Hampshire
- North Carolina
- Ohio
- Oregon
- Pennsylvania
- Utah
- Vermont
- Virginia
- West Virginia
- Wyoming
- Montgomery County, MD
- Worcester County, MD
- Wicomico County, MD
- Somerset County, MD
- Some Jurisdictions in Alaska, Minnesota & South Dakota

PER CAPITA CONSUMPTION OF DISTILLED SPIRITS

Idaho Consumption Metrics are Affected by Washington Consumers

Idaho consumption metrics are affected by significant cross-border sales from Washington State. The ISLD estimates that non-resident consumption adds approximately 7.5% 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. Idaho continues to experience 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 Evergreen State consumers for the foreseeable future.

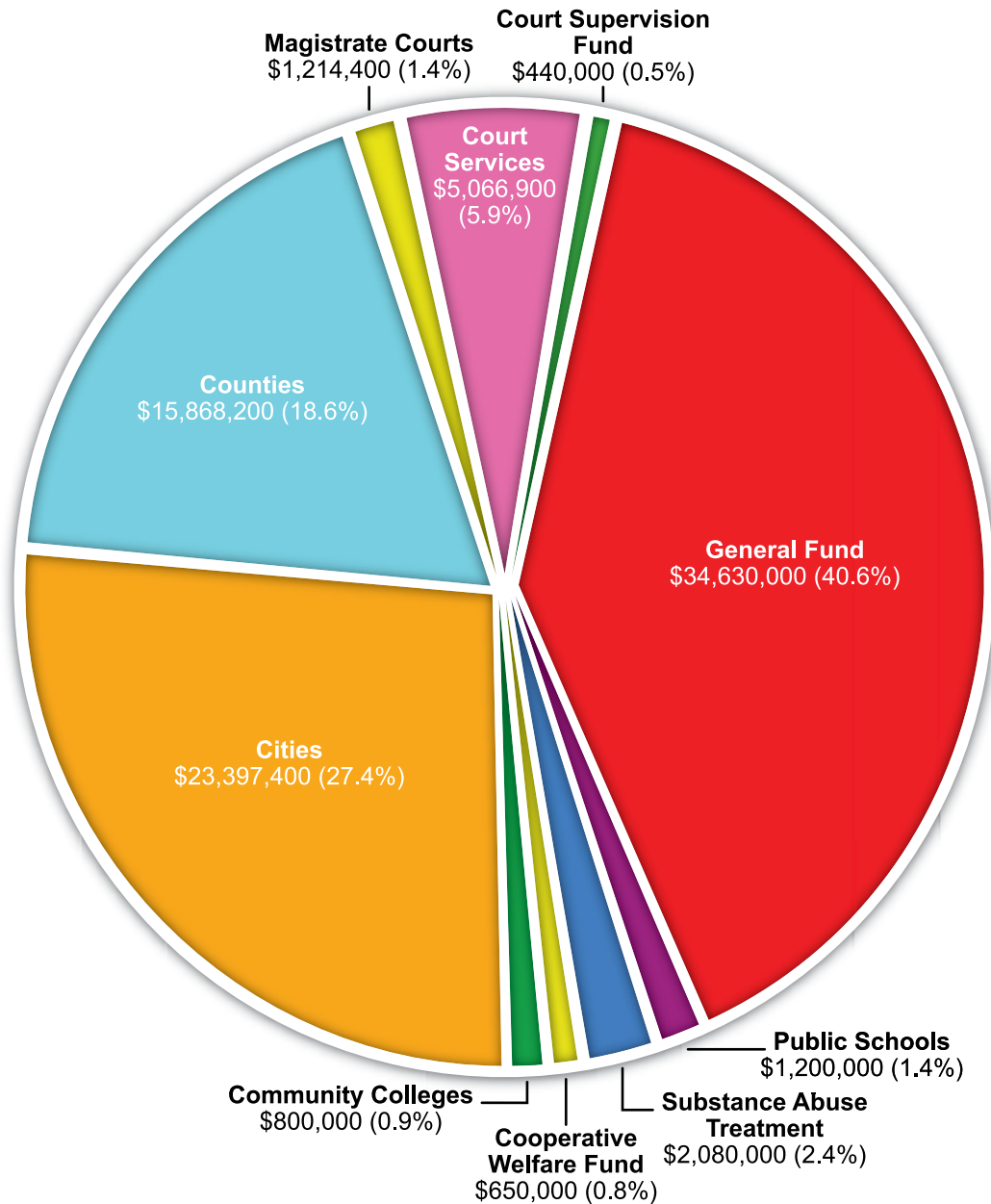
Apparent Per Capita Consumption of Distilled Spirits



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 1.64 gallons in calendar year 2018 compared with 1.61 gallons for all control states and 1.79 gallons in license states. Consumption in license states is 11.2% more than in all control states and 17.9% more than in Idaho when we factor out the estimated impact of cross-border sales to Washington residents.

FISCAL YEAR 2019 PROFIT DISTRIBUTION \$85,346,900

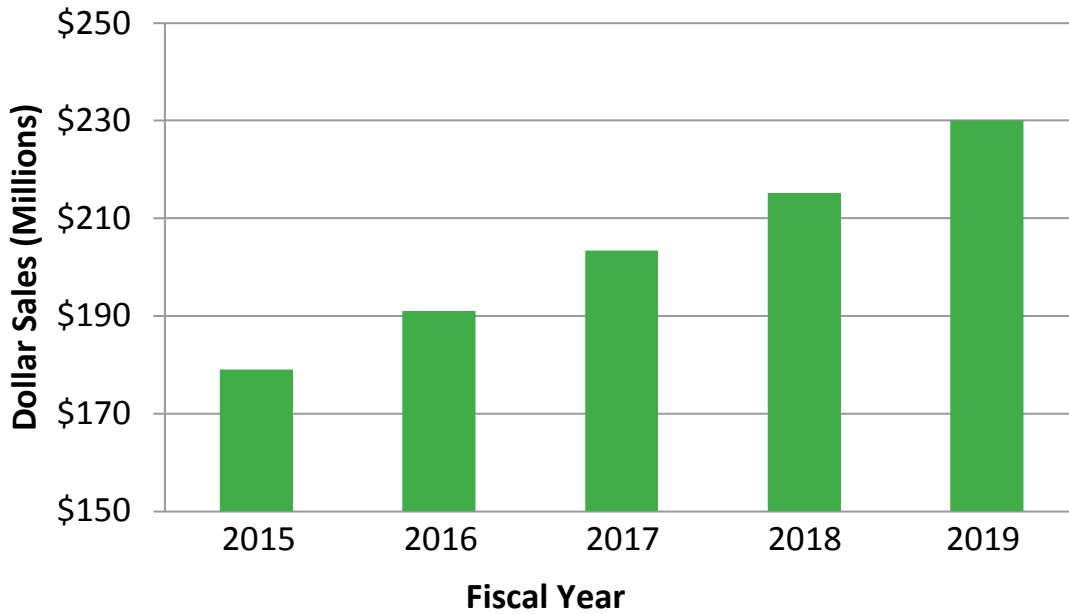


Statutory Profit Distribution Formula (Idaho Code § 23-404)

- a. 2% surcharge on liquor sales to the Drug Court, Mental Health Court and Family Court Services Fund.
- b. 50% of remaining profits after transferring the amounts in (a) above 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.
- c. 50% of remaining profits are distributed as follows:
 - 39.2% to counties in proportion to each county's liquor sales to total State liquor sales
 - 57.8% 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.
 - 3.0% to counties for funding of the Magistrate division of the District Court

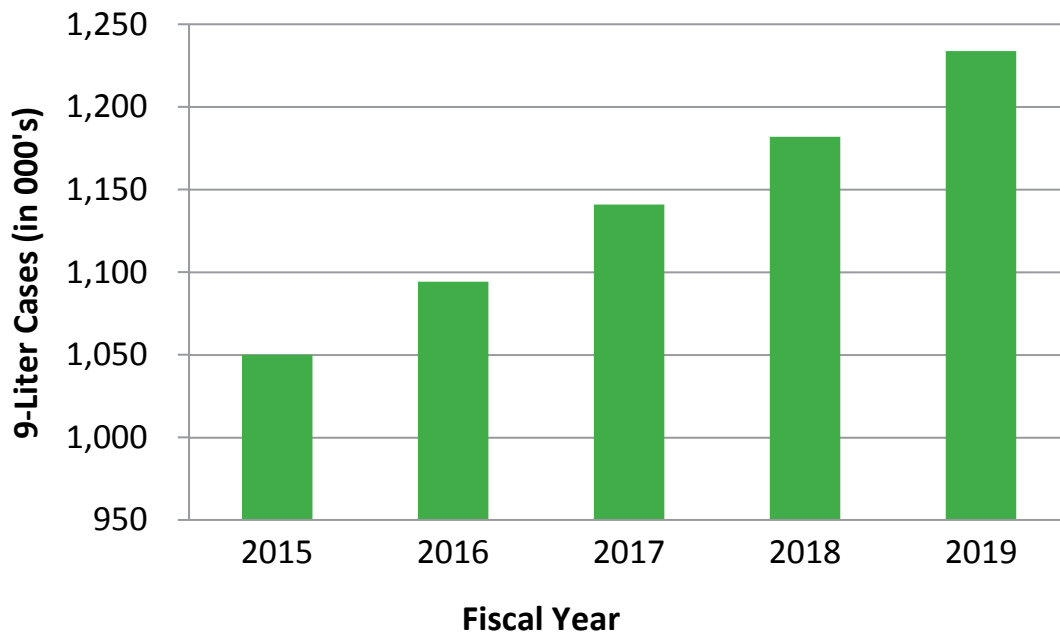
FIVE YEAR COMPARISONS

Dollar Sales



Dollar sales increased 28.6% from \$179 million in 2015 to \$230 million in 2019.

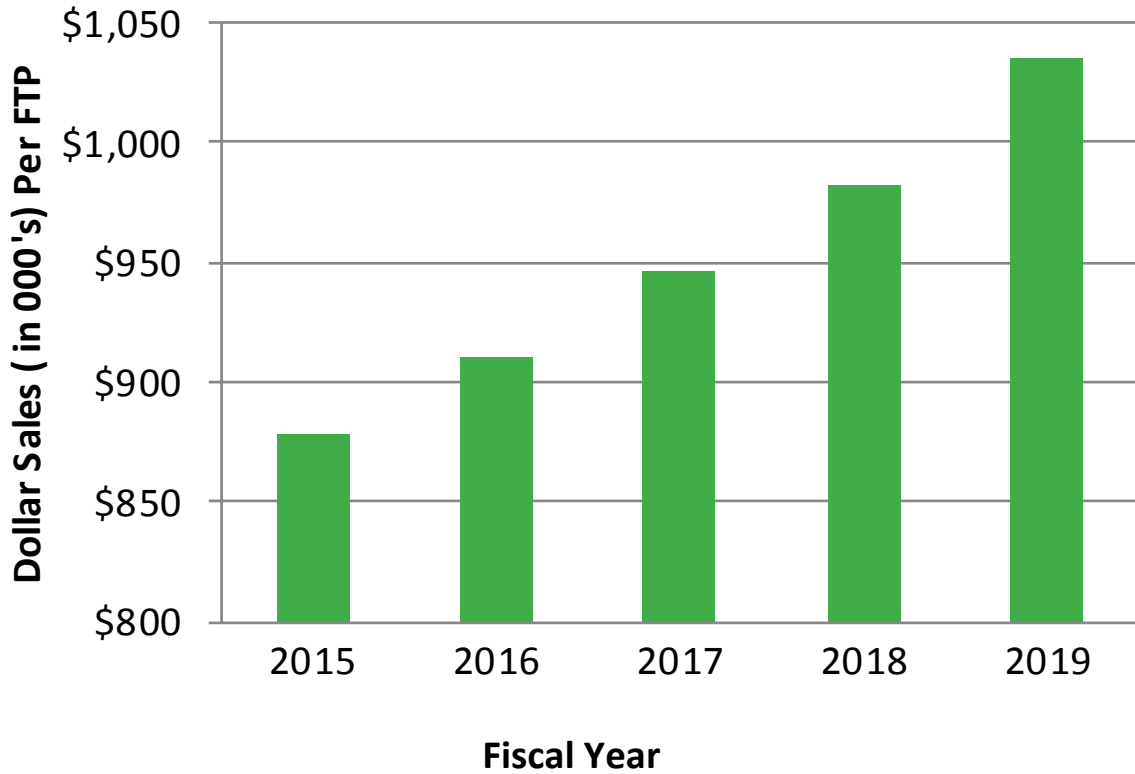
9-Liter Case Sales



9-Liter case sales increased 17.5% from 1,050,000 in 2015 to 1,234,000 in 2019.

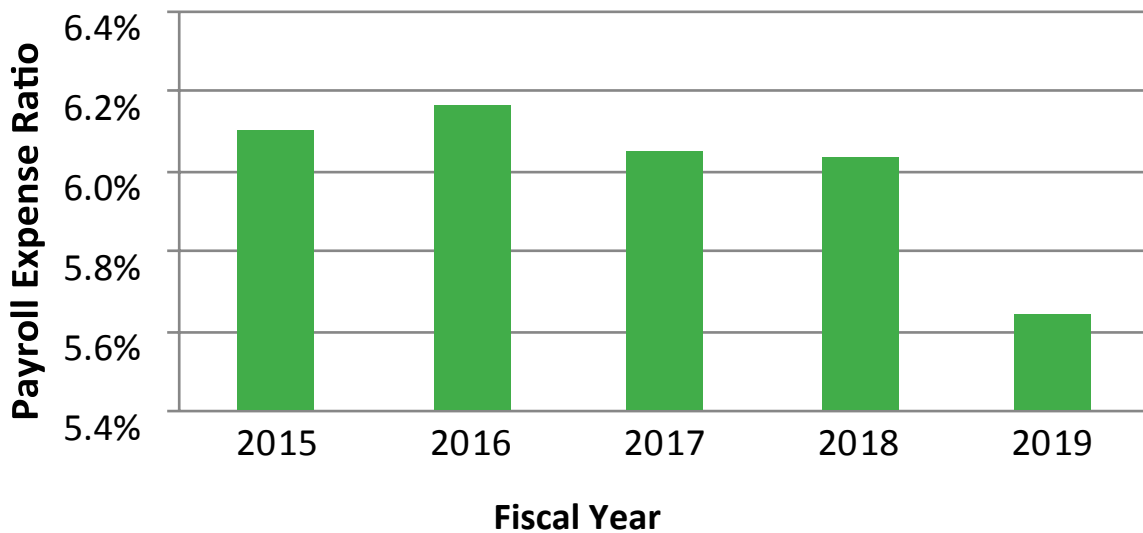
FIVE YEAR COMPARISONS

Five Year Sales Per Full-Time Position (FTP)



The average dollar sales per FTP was \$1,036,000 in 2019, up from \$877,000 in 2015.

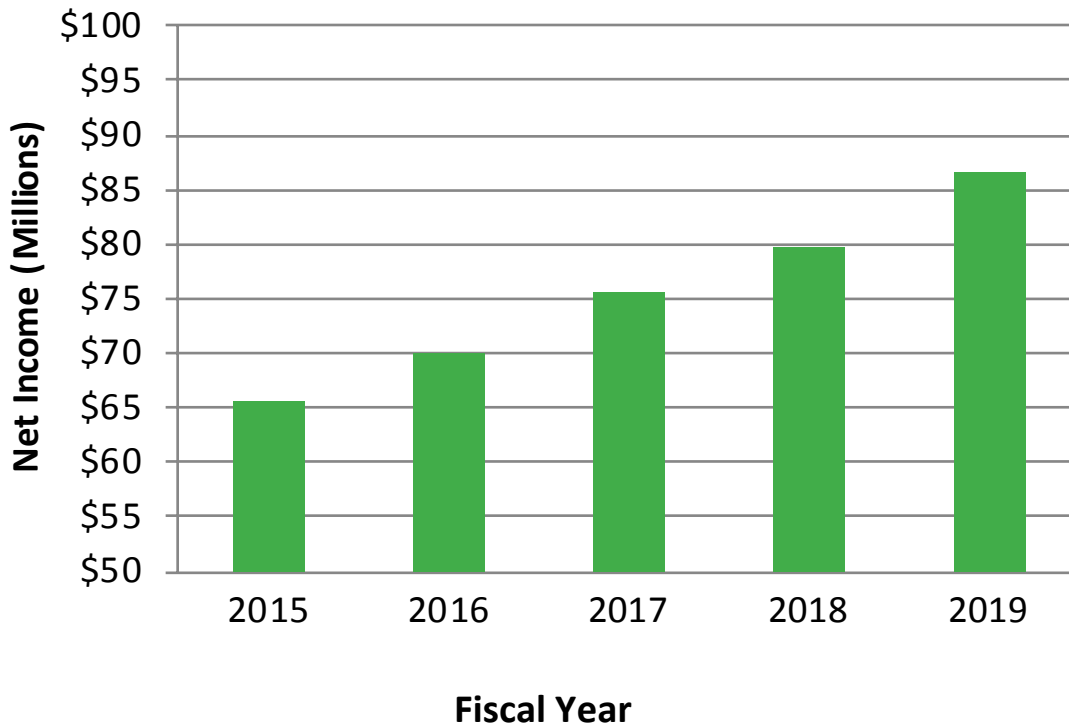
Employee Compensation as a Percent of Sales



The ratio of employee compensation to sales dollars decreased from 6.1% in 2015 to 5.6% in 2019. Between 2015-2019, the employee compensation ratio averaged 6.0%.

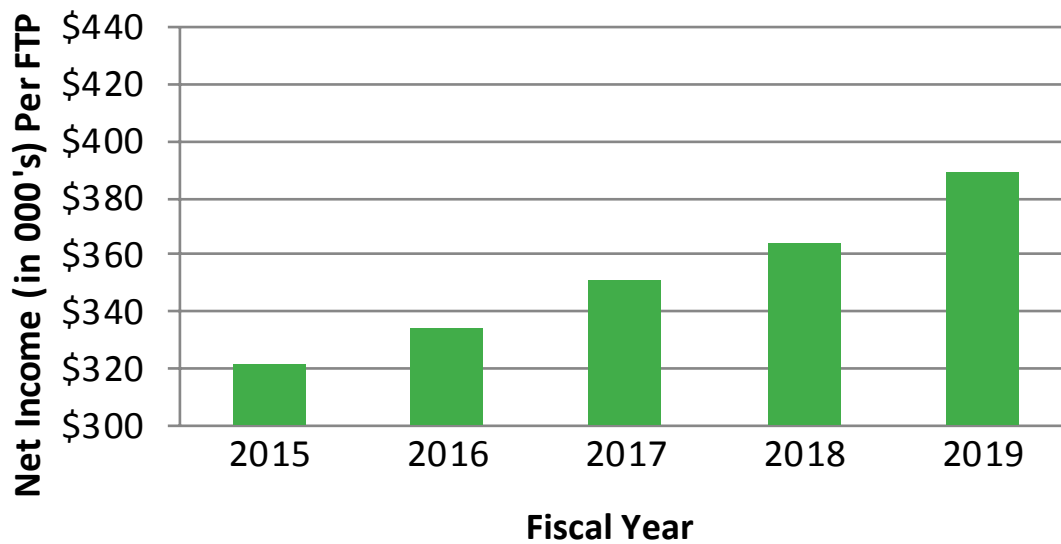
FIVE YEAR COMPARISONS

Net Income



Net income increased 32% from \$65.7 million in 2015 to \$86.6 million in 2019.

Net Income Per FTP



The Net Income per employee was \$390,000 in 2019, up from \$322,000 in 2015.

INCOME STATEMENT

	Fiscal Year Ending June 30, 2019	Fiscal Year Ending June 30, 2018
Sales		
Retail Liquor Sales	\$187,326,200	\$175,612,100
Discount Liquor Sales	39,763,200	36,768,100
Military Liquor Sales	3,600	4,400
Non-Liquor Sales	3,001,400	2,772,900
Total Sales	230,094,400	215,157,500
Cost of Sales	118,078,000	109,989,100
Gross Profit	112,016,400	105,168,400
Operating Expenses	26,443,000	25,792,000
Net Operating Income	85,573,400	79,376,400
Other Income & (Losses)	1,010,100	463,300
Net Income	\$86,583,500	\$79,839,700



BALANCE SHEET

	Fiscal Year Ending June 30, 2019	Fiscal Year Ending June 30, 2018
Assets		
Cash	\$25,893,900	\$20,963,200
Accounts Receivable	44,300	109,400
Inventory	17,119,800	17,125,900
Prepaid Expenses	379,500	400,100
Land	297,900	297,900
Building	10,210,500	10,210,500
Other Fixed Assets	5,954,800	5,472,300
Accumulated Depreciation	(9,471,900)	(8,812,300)
Total Assets	\$50,428,800	\$45,767,000
Liabilities And Fund Equity		
Liquor Accounts Payable	\$11,109,600	\$10,868,900
Payroll Payable	535,600	519,500
Other Accounts Payable	536,300	245,600
Distributions Payable	17,932,800	15,055,200
Total Liabilities	30,114,300	26,689,200
Unrestricted Fund Equity	20,314,300	19,077,800
Total Liabilities & Fund Equity	\$50,428,800	\$45,767,000



STATEMENT OF CHANGES IN FUND EQUITY

	Fiscal Year Ending June 30, 2019	Fiscal Year Ending June 30, 2018
Unrestricted Fund Equity At Beginning Of Year	\$19,077,800	\$17,749,600
Additions		
Net Income	86,583,400	79,839,800
Total Additions	86,583,400	79,839,800
Distributions		
Cities	(23,397,400)	(22,323,000)
Counties	(15,868,200)	(14,882,000)
Magistrate Court	(1,214,400)	-
General Fund	(34,630,000)	(31,555,000)
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	(800,000)	(600,000)
Drug Court, Mental Health Court, Family Court Services Fund	(4,386,900)	(4,101,600)
Court Services	(680,000)	(680,000)
Court Supervision Fund	(440,000)	(440,000)
Total Distributions	(85,346,900)	(78,511,600)
Unrestricted Fund Equity At End Of Year	\$20,314,300	\$19,077,800



OPERATING EXPENSES

	Fiscal Year Ending June 30, 2019	Fiscal Year Ending June 30, 2018
Salaries & Wages	\$8,735,800	\$8,328,200
Employee Benefits	4,258,700	4,661,800
Rent	3,721,100	3,772,200
Special Distributor Commissions	3,783,800	3,628,300
Bank Card Fees	2,312,500	2,107,100
Utilities	489,800	513,100
Store Furnishings, Fixtures, & Supplies	570,900	425,000
Communications	377,100	418,500
Other Services	404,200	335,900
Leasehold Repairs & Maintenance	178,700	178,800
State Government Overhead	188,600	159,900
Software, Development, & Maintenance	263,200	94,200
Travel	92,600	115,400
Employee Development Services	62,700	43,400
Insurance	35,500	39,100
Repairs & Maintenance	63,300	70,200
Professional Services	2,700	14,500
Miscellaneous	-	2,200
Depreciation	901,800	884,200
Total Operating Expenses	\$26,443,000	\$25,792,000



IDAHO'S CUSTOMER FOCUS PROPELS GROWTH

How the Agency has Excelled on Multiple Fronts

by **Melissa Sherwin**

Originally printed in the November/December 2019 issue of StateWays Magazine.

Liquor in Idaho is the fifth largest source of revenue in the state. It generates more than the sales of cigarettes, other tobacco and beer and wine combined.

Based in Boise, the Idaho State Liquor Division (ISLD) manages the distribution and sale of distilled spirits across the state. It currently operates 66 state stores — with one new location scheduled to open next spring — and oversees 105 agency stores, which are primarily located in Idaho's most rural communities.

Jeffrey Anderson assumed the role of Director of the ISLD in 2010, and was recently re-appointed for another term by Governor Brad Little. Anderson also holds a joint appointment as Director of the Idaho State Lottery, a position he's held since 2007.

Customer service has been a priority for Anderson since his arrival at the ISLD. At that time, the agency was undergoing a legislative performance audit, and much talk centered around the possibility of privatization.

"That was an intensive process, but it was incredibly helpful in helping us introspectively consider how we can best serve our citizens," Anderson says. "Idaho is the fastest-growing state in the nation in terms of population. It was essential for us to develop a better understanding of consumer needs and implement new methods to serve our customers better."

Since Anderson's arrival, the agency has seen profits increase by 81%. He and his team (which includes 25 administrative staff, 25 warehouse distribution staff and 370 retail employees) are evidently on the right track.



TOP: Deputy Director Procurement Ray Homen, Education Manager Celia Wiseman, Director Jeffrey Anderson & Chief Deputy Tony Paraca
BOTTOM: Deputy Director IT & Security Jon Spence & Deputy Director Retail Operations Sally Ray

Modernization

As a result of the audit, Anderson led the ISLD in an ambitious modernization campaign across the agency and its state stores, focusing on providing consumers with a world-class customer service experience. The modernization campaign is an ongoing process, but has already resulted in Idaho zeroing in on an optimal store size and product mix.

In the past decade, the agency has cycled through all the leases of its agency stores, and made significant adjustments in terms of moving many store locations and completely renovating others.

Store displays and shelving were adjusted to make shopping easier for customers and display products more effectively, which resulted in an increase in the sale of super-premium products. Lighting and flooring have been updated at many stores. Some innovative new product sections include a home bar section stocked with affordable products designed to help customers create and stock their home bars for the first time. A

small-size product section gives consumers an opportunity to try new products offered in smaller sizes than the traditional 750-ml. bottles.

“We aren’t afraid to try new things,” Anderson explains. “We constantly measure, refine, then measure, and continue to refine. Sometimes we abandon things that aren’t working and move on to something new. It’s a process of constant improvement.”

A comprehensive go-to-market strategy has been developed for all agency stores, resulting in a much more targeted set of products selected based on consumer purchasing data. The agency also does more advanced forecasting than it has in previous years. For example, the marketing strategy for the 2020 winter holidays has already been set for some time. Sally Ray, Deputy Director of Retail Operations, says the ISLD brings data to the forefront of all its retail decisions.

“By looking at consumer data and really focusing on the customer experience, we can identify what’s most important and make changes that result in maximizing revenue for the people of Idaho,” Ray adds.

In terms of product selection, Idaho is experiencing a resurgence in the bourbon, whiskey and scotch categories.

The agency offers a number of rare bottle releases throughout the year, which are extremely popular with customers. Several rare whiskey releases were announced on the ISLD website last year, and customers could enter a lottery for an opportunity to purchase these products, which were available in extremely limited quantities. During the last rare whiskey lottery, web traffic to the agency’s website increased by 300%. Live rare whiskey store events generally draw several hundred customers to each one.

The ISLD is committed to constantly evaluating its product selection, and making changes to keep up with industry trends and consumer demand.

A group known as the quick-list committee meets seven times per year, to evaluate new products submitted by suppliers for consideration. The committee includes representation from retail store staff and on-premise managers to ensure products are vetted appropriately, and that the right products are selected to meet current consumer needs. The agency also looks at incorporating new product selection methods in the near future.

“We want to move away from relying so much on supplier product submission, and make sure we are doing a better job of asking for or identifying products ourselves that are a good fit for Idaho,” says Raymond Homen, deputy director of procurement and distribution.

Technology has been another area of improvement for the agency, which is currently in the process of transitioning from its current 20-year-old enterprise resource planning (ERP) system to a new system being introduced across all Idaho state agencies.

The new ERP will encompass a tier-1 system that is cloud-based and offers an updated point of sale (POS) system. About \$100 million has been allocated to transition to the new system, a process that began in October 2019. It’s estimated that it will take up to two years for all aspects of the agency and its partner stores to be up and running.

“Technology-wise, things have changed substantially in the last 20 years and are much more modern



and smooth,” says Jon Spence, deputy director of information technology and security. “This new system will help us with inventory, but will also feature improvements that assist with human resources and finance.”

The ISLD recently migrated to Office 365, and will soon implement a 4G backup to all its agency stores in order for credit card machines to no longer be dependent on phone lines. Plans to upgrade the warehouse’s voice-to-pick (VPIC) system are also underway, and the ISLD’s online presence has also been enhanced.

A new customer-facing website that incorporates the agency’s “Mix, Blend, Enjoy” branding allows consumers to easily access information about store locations, hours, products, drink recipes and more. A new on-shelf digital tablet program will pilot at several stores this fall, giving customers quick access to product information. The agency hopes to introduce the digital tablets to all stores next year, and is currently exploring e-commerce options to introduce buy online and pay/pick up in store options in the near future.

Warehouse enhancements have been another area of focus for the ISLD. The agency generally has about 32,000 SKUs at any given time, and has increased the total number of SKUs by 28% over the past eight years. With 1.1 million cases going out every year, the state has also seen a 90% increase in the number of products picked by the bottle, resulting in the need for more resources. To address this, the warehouse has increased the number of locations set up to pick by the bottle, allowing it to fulfill customer orders more quickly.

Focusing on Compliance

In addition to generating revenue for the state, the ISLD also oversees education, responsible serving and compliance - all of which remain top priorities for the agency.

During the 2018 calendar year, Idaho liquor stores processed more than eight million retail transactions. During that time, there were zero citations for underage selling issued across the state.

ISLD administrators say this impressive statistic is due to the agency’s commitment to responsible service. All retail store employees must complete a comprehensive onboarding process that features an online management training component. The online training includes a video series on verification processes, responsible service practices, Training for Intervention Procedures (TIPS) training and more.

Additionally, employees take part in a customer experience training program that focuses on skills like greeting customers when they enter a store, and helping them find exactly what they’re looking for. A mystery shopper program also helps the ISLD evaluate and improve customer service experiences.

Idaho utilizes the BARS Program, an internal compliance program that revolves around retail testing conducted by individuals ages 21 to 25, all who should be asked to show proof of age when attempting to purchase alcohol. After implementing the BARS Program in 2015, the agency experienced a significant decline in the number of citations for underage serving.

Other training opportunities include twice-yearly in-person meetings with agency administrators and all store managers, along with a biannual trade show that invites all managers and licensees to network with suppliers and learn about new products. The ISLD also maintains close relationships with local and state police.

“Not every town is the same, and communities across the state different needs,” Anderson explained. “We work very hard to ensure that we’re keeping products out of the hands of people who are underage.”



One way the ISLD shares its prevention and compliance messages with the community is through a mini grants program sponsored by the National Alcoholic Beverage Control Association (NABCA). This solicits applications from groups across the state interested in starting their own underage drinking awareness programs. The program began in 2012, and the ISLD gave away \$10,000 in mini grant awards that year. Thanks to financial support provided by NABCA, the program has grown, and this year the agency plans to award \$60,000 in grants.

“We have \$150,000 in asks this year, which is much more than the current program can support, but it’s indicative of the desire people have to get involved,” says Catie Wiseman, education manager. “I’m so thankful for the resources we have, but there’s still so much work to be done. Hopefully the program continues to grow every year.”

The NABCA partnership is something the ISLD deeply values. “We are very grateful for our membership in NABCA,” Anderson says. “They are critical to our ability to provide service. It’s more than the money. The staff of NABCA is world-class. They’ve helped us create an array of advocates for what we do. Just looking at the recipients of the mini grant program; it’s absolutely amazing to see what these groups are able to do with these awards.”

Looking into the Future

In addition to focusing on steady revenue growth and looking into ecommerce options, the ISLD is also thinking about upcoming legislation and how it might affect daily operations. Last year, a bill to get wet tastings permitted in stores failed to pass, but Anderson says the agency is cooperating with plans to re-introduce a similar bill in 2020.

“Right now the law prohibits any in-store tastings, which is a missed opportunity for our customers and our business partners,” he says. “We know this is something we can administer responsibly, as many other states already do, and we hope the legislature will help us continue to transform our operations and offer the best possible customer service for the citizens of Idaho.”

The agency is also keeping a close eye on the low unemployment rate, which, while a good thing overall, has resulted in challenges for maintaining a retail workforce.

“Washington is one of our border states, and they’re looking to increase their minimum wage soon, which will be more than our starting wage,” says Tony Faraca, chief deputy director and chief financial officer. “We need to continue finding ways to make this a compelling and competitive place to work.” Anderson credits the continued success of the ISLD to the agency’s employees.

“I don’t do the work, the team does,” he says. “We have a very strong and dedicated workforce in our central office, in our agency stores and in our distribution center. None of this would be possible without their continued support and desire to continue improving what we do for our customers.”

Thanks to the efforts of Anderson and the rest of the ISLD team, the agency is poised to continue forward on its journey toward even higher levels of success.



SALES & DISTRIBUTION OF PROFITS BY CITY/COUNTY

	Fiscal Year Ending June 30, 2019	Fiscal Year Ending June 30, 2018	Fiscal Year Ending June 30, 2019	Fiscal Year Ending June 30, 2018
	SALES		DISTRIBUTIONS	
ADA COUNTY			4,941,048	4,578,076
Boise	47,258,568	44,526,875	4,430,392	4,314,100
Eagle	5,538,873	5,040,418	502,775	475,200
Garden City	2,497,010	2,277,658	227,226	217,024
Kuna	2,338,265	2,006,756	200,181	180,589
Meridian	14,317,499	12,389,333	1,235,833	1,031,885
Star	994,554	923,734	92,138	84,274
Total	\$72,944,768	\$67,164,775	\$11,629,593	\$10,881,148
ADAMS COUNTY			39,285	38,016
Council	232,918	217,898	21,750	22,961
New Meadows	322,478	315,581	31,486	29,432
Total	\$555,396	\$533,479	\$92,521	\$90,409
BANNOCK COUNTY			654,486	640,463
Arimo	-	-	14,462	14,131
Chubbuck	1,995,136	1,818,230	181,427	162,028
Downey	-	53,878	24,740	24,491
Inkom	-	-	35,337	34,256
Lava Hot Springs	474,451	432,305	43,127	37,942
McCammon	-	-	32,708	32,589
Pocatello	6,867,361	6,587,936	657,598	677,312
Total	\$9,336,948	\$8,892,349	\$1,643,885	\$1,623,212
BEAR LAKE COUNTY			45,445	43,575
Bloomington	-	-	8,366	8,296
Fish Haven	265,097	245,544	-	-
Georgetown	-	-	19,959	18,656
Montpelier	360,314	371,340	37,077	37,450
Paris	-	-	20,597	20,164
St. Charles	-	-	5,777	5,756
Total	\$625,411	\$616,884	\$137,221	\$133,897
BENEWAH COUNTY			100,800	93,192
Fernwood	113,891	108,102	-	-
Plummer	403,814	367,778	36,693	32,697
St. Maries	931,328	893,558	89,171	84,902
Tensed	-	-	4,741	4,803
Total	\$1,449,033	\$1,369,438	\$231,405	\$215,594
BINGHAM COUNTY			163,132	153,723
Aberdeen	-	-	77,686	77,443
Atomic City	-	-	1,036	1,151
Basalt	-	-	15,896	15,441
Blackfoot	1,955,084	1,814,277	181,120	176,017
Firth	-	-	19,202	18,696
Shelly	441,495	400,021	39,957	35,849
Total	\$2,396,579	\$2,214,298	\$498,029	\$478,320

SALES & DISTRIBUTION OF PROFITS BY CITY/COUNTY

	Fiscal Year Ending June 30, 2019	Fiscal Year Ending June 30, 2018	Fiscal Year Ending June 30, 2019	Fiscal Year Ending June 30, 2018
	SALES		DISTRIBUTIONS	
BLAINE COUNTY			501,150	467,935
Bellevue	736,940	742,306	74,053	70,300
Carey	77,457	73,944	7,375	6,572
Hailey	2,379,331	2,117,856	211,269	201,400
Ketchum	4,013,914	3,843,171	383,368	363,961
Sun Valley	48,574	35,235	3,520	3,178
Total	\$7,256,215	\$6,812,511	\$1,180,735	\$1,113,346
BOISE COUNTY			66,472	60,806
Crouch	442,113	425,079	42,401	40,939
Horseshoe Bend	252,553	232,204	23,174	22,000
Idaho City	253,147	204,590	20,411	17,532
Lowman	43,521	41,307	-	-
Placerville	-	-	2,111	2,064
Total	\$991,333	\$903,180	\$154,569	\$143,341
BONNER COUNTY			670,339	635,422
Clark Fork	421,207	398,397	39,748	39,533
Coolin	-	121,649	-	-
Dover	-	-	29,282	24,094
East Hope	-	-	8,685	8,494
Hope	-	-	3,586	3,493
Kootenai	-	-	33,226	30,564
Oldtown	1,637,369	1,669,553	166,535	162,928
Ponderay	2,438,830	2,253,453	224,778	214,553
Priest River	1,233,845	1,121,736	111,921	106,113
Sandpoint	3,114,773	3,006,027	299,908	288,529
Schweitzer	22,020	25,630	-	-
Tamrak/Priest Lake	544,546	515,157	-	-
Total	\$9,412,589	\$9,111,602	\$1,588,008	\$1,513,723
BONNEVILLE COUNTY			811,642	742,270
Ammon	2,327,156	2,316,270	231,087	218,004
Idaho Falls	9,191,830	8,364,698	834,793	772,632
Iona	-	-	90,913	77,522
Irwin/Palisades	191,838	194,139	19,365	17,799
Ririe	173,729	153,894	15,361	15,324
Swan Valley	-	-	8,964	8,534
Ucon	-	-	45,576	44,775
Total	\$11,884,553	\$11,029,001	\$2,057,701	\$1,896,860
BOUNDARY COUNTY			96,273	88,852
Bonnars Ferry	1,361,575	1,307,984	130,504	122,497
Moyie Springs	-	-	29,879	27,865
Total	\$1,361,575	\$1,307,984	\$256,656	\$239,214
BUTTE COUNTY			21,297	20,023
Arco	323,939	288,917	28,838	27,569
Butte City	-	-	2,669	2,659
Howe	-	-	-	-
Moore	-	-	6,773	6,827
Total	\$323,939	\$288,917	\$59,577	\$57,078

SALES & DISTRIBUTION OF PROFITS BY CITY/COUNTY

	Fiscal Year Ending June 30, 2019	Fiscal Year Ending June 30, 2018	Fiscal Year Ending June 30, 2019	Fiscal Year Ending June 30, 2018
	SALES		DISTRIBUTIONS	
CAMAS COUNTY			11,195	11,195
Fairfield	142,625	138,183	13,789	14,246
Total	\$142,625	\$138,183	\$24,984	\$25,441
CANYON COUNTY			1,115,008	1,025,460
Caldwell	5,140,374	4,541,754	442,033	411,715
Greenleaf	-	-	35,058	34,851
Melba	-	-	21,234	20,998
Middleton	951,190	911,583	90,946	91,054
Nampa	10,020,565	9,390,409	936,987	874,313
Notus	-	-	24,740	21,633
Parma	340,445	308,574	30,800	28,678
Wilder	-	-	68,523	63,391
Total	\$16,452,574	\$15,152,320	\$2,765,329	\$2,572,093
CARIBOU COUNTY			38,999	35,814
Bancroft	-	-	15,179	14,726
Grace	76,442	81,663	8,160	8,405
Soda Springs	474,018	447,453	44,680	40,940
Total	\$550,460	\$529,115	\$107,018	\$99,885
CASSIA COUNTY			116,223	109,510
Albion	-	-	10,836	10,797
Burley	1,704,071	1,578,055	157,525	150,953
Declo	-	-	14,302	13,972
Malta	-	-	7,968	7,899
Oakley	-	-	31,752	31,358
Total	\$1,704,071	\$1,578,055	\$338,606	\$324,489
CLARK COUNTY			11,475	11,475
Dubois	-	-	23,983	23,697
Spencer	-	-	1,315	1,310
Total			\$36,773	\$36,482
CLEARWATER COUNTY			79,501	77,433
Elk River	57,655	43,752	4,368	4,904
Orofino	949,295	850,930	120,911	122,892
Pierce	82,801	88,597	8,852	8,942
Weippe	108,026	96,383	9,624	9,866
Total	\$1,197,777	\$1,079,663	\$223,256	\$224,037
CUSTER COUNTY			66,117	58,114
Challis	395,362	354,996	35,423	34,204
Clayton	-	-	279	694
Mackay	154,159	144,106	14,383	12,608
Stanley	396,878	399,191	39,818	32,611
Total	\$946,399	\$898,293	\$156,020	\$138,231

SALES & DISTRIBUTION OF PROFITS BY CITY/COUNTY

	Fiscal Year Ending June 30, 2019	Fiscal Year Ending June 30, 2018	Fiscal Year Ending June 30, 2019	Fiscal Year Ending June 30, 2018
	SALES		DISTRIBUTIONS	
ELMORE COUNTY			162,269	149,537
Glenns Ferry	250,482	234,311	23,396	23,118
Mountain Home AFB	-	-	-	-
Mountain Home	1,919,128	1,845,456	184,199	170,591
Pine	113,517	111,241	-	-
Prairie	11,696	12,904	-	-
Total	\$2,294,823	\$2,203,913	\$369,864	\$343,246
FRANKLIN COUNTY			48,143	42,648
Clifton	-	-	11,792	11,233
Dayton	-	-	19,123	18,339
Franklin	-	-	32,668	29,413
Oxford	-	-	2,072	1,905
Preston	732,179	653,412	65,223	58,753
Weston	-	-	18,366	17,783
Total	\$732,179	\$653,412	\$197,387	\$180,074
FREMONT COUNTY			81,118	70,967
Ashton	200,942	162,631	16,242	12,579
Drummond	-	-	677	595
Island Park	521,658	471,460	47,028	42,132
Newdale	-	-	12,589	12,543
Parker	-	-	11,832	11,829
St. Anthony	493,478	467,445	46,669	43,102
Teton	-	-	29,122	28,262
Warm River	-	-	120	119
Total	\$1,216,078	\$1,101,536	\$245,397	\$222,128
GEM COUNTY			92,030	84,539
Emmett	1,320,437	1,186,901	118,462	110,884
Montour	62,378	62,992	-	-
Total	\$1,382,815	\$1,249,893	\$210,492	\$195,423
GOODING COUNTY			92,273	88,204
Bliss	103,247	91,345	9,113	9,704
Gooding	539,326	542,141	54,121	49,244
Hagerman	359,253	355,060	35,425	36,732
Wendell	257,146	264,641	26,418	25,919
Total	\$1,258,972	\$1,253,187	\$217,350	\$209,803
IDAHO COUNTY			108,757	102,238
Cottonwood	145,627	146,348	14,610	15,007
Elk City	88,491	75,450	-	-
Ferdinand	-	-	6,374	6,351
Grangeville	558,104	527,920	52,710	52,986
Kooskia	294,459	275,357	27,478	24,519
Riggins	334,457	335,312	33,456	30,829
Stites	-	-	9,083	8,772
Whitebird	117,562	116,695	3,586	3,692
Total	\$1,538,699	\$1,477,082	\$256,054	\$244,394

SALES & DISTRIBUTION OF PROFITS BY CITY/COUNTY

	Fiscal Year Ending June 30, 2019	Fiscal Year Ending June 30, 2018	Fiscal Year Ending June 30, 2019	Fiscal Year Ending June 30, 2018
	SALES		DISTRIBUTIONS	
JEFFERSON COUNTY			51,470	47,456
Hamer	-	-	3,825	2,024
Lewisville	-	-	19,680	18,894
Menan	-	-	31,632	29,651
Mud Lake	-	-	10,079	2,777
Rigby	799,502	698,082	69,684	64,079
Roberts	-	-	23,585	22,864
Ririe (see Bonneville County)*	-	-	-	-
Total	\$799,502	\$698,082	\$209,955	\$187,745
JEROME COUNTY			95,258	93,080
Eden	-	-	16,573	16,036
Hazelton	132,864	143,209	14,290	12,897
Jerome	1,236,643	1,150,922	114,859	115,456
Total	\$1,369,507	\$1,294,131	\$240,980	\$237,469
KOOTENAI COUNTY			2,750,758	2,595,324
Athol	-	-	30,158	27,547
Bayview	200,709	223,232	-	-
Coeur d' Alene	12,646,202	12,281,634	1,225,209	1,235,488
Dalton Gardens	-	-	95,175	94,074
Fernan Lake	-	-	6,812	6,827
Garwood	512,763	503,358	-	-
Harrison	204,877	209,507	20,900	21,478
Hauser	-	-	29,162	26,992
Hayden	5,200,506	4,574,401	456,291	406,483
Hayden Lake	-	-	24,421	23,419
Huetter	-	-	4,342	4,009
Post Falls	7,967,461	7,487,508	746,885	699,761
Rathdrum	2,121,687	2,029,152	202,407	187,870
Spirit Lake	919,176	839,836	83,777	79,132
State Line	8,852,035	8,143,605	812,283	780,212
Worley	1,044,822	1,104,597	110,181	113,359
Total	\$39,670,239	\$37,396,831	\$6,598,761	\$6,301,975
LATAH COUNTY			492,151	485,546
Bovill	-	-	10,239	10,122
Deary	159,686	150,159	14,983	14,783
Genesee	91,193	79,032	7,892	8,288
Juliaetta	-	-	23,704	22,943
Kendrick	151,953	137,478	13,718	13,481
Moscow	6,021,872	5,815,350	580,232	581,169
Onaway	-	-	7,530	7,502
Potlatch	178,690	172,727	17,239	17,728
Troy	331,495	333,705	33,294	34,224
Total	\$6,934,889	\$6,688,451	\$1,200,982	\$1,195,786

*City limits extend into both counties

SALES & DISTRIBUTION OF PROFITS BY CITY/COUNTY

	Fiscal Year Ending June 30, 2019	Fiscal Year Ending June 30, 2018	Fiscal Year Ending June 30, 2019	Fiscal Year Ending June 30, 2018
	SALES		DISTRIBUTIONS	
LEMHI COUNTY			92,663	89,572
Leadore	34,588	\$32,503	3,244	3,502
North Fork	56,663	55,485	-	-
Salmon	1,222,256	1,170,886	116,840	114,461
Total	\$1,313,507	\$1,258,874	\$212,747	\$207,535
LEWIS COUNTY			45,568	44,587
Craigmont	62,551	60,740	6,067	5,395
Kamiah	517,772	456,559	45,557	46,747
Nez Perce	76,021	75,295	7,518	6,904
Reubens	-	-	2,590	2,858
Winchester	34,610	26,199	2,617	2,414
Total	\$690,954	\$618,793	\$109,917	\$108,905
LINCOLN COUNTY			23,710	23,031
Dietrich	-	-	13,585	13,456
Richfield	-	-	19,362	19,410
Shoshone	359,304	321,708	32,106	31,715
Total	\$359,304	\$321,708	\$88,763	\$87,612
MADISON COUNTY			55,299	55,299
Rexburg	440,693	422,135	74,914	74,914
Sugar City	-	-	54,221	54,261
Total	\$440,693	\$422,135	\$184,434	\$184,474
MINIDOKA COUNTY			60,594	57,782
Acequia	-	-	5,060	4,922
Heyburn	-	-	132,624	126,345
Minidoka	-	-	4,502	4,446
Paul	111,150	105,918	10,579	11,096
Rupert	794,188	715,783	71,477	67,349
Burley (see Cassia County)*	-	-	-	-
Total	\$905,338	\$821,701	\$284,836	\$271,940
NEZ PERCE COUNTY			507,893	500,381
Culdesac	-	-	15,218	6,907
Lapwai	-	-	45,496	45,608
Lewiston	7,064,071	6,902,204	688,729	683,257
Peck	-	-	7,848	7,978
Total	\$7,064,071	\$6,902,204	\$1,265,184	\$1,244,131
ONEIDA COUNTY			36,569	32,694
Malad	542,563	496,547	49,554	45,054
Total	\$542,563	\$496,547	\$86,123	\$77,748
OWYHEE COUNTY			68,454	64,901
Bruneau	51,903	53,767	-	-
Grand View	117,189	117,066	11,683	8,153
Homedale	449,693	403,989	40,327	40,689
Marsing	372,022	354,808	35,405	34,483
Total	\$990,807	\$929,629	\$155,869	\$148,226

*City limits extend into both counties

SALES & DISTRIBUTION OF PROFITS BY CITY/COUNTY

	Fiscal Year Ending June 30, 2019	Fiscal Year Ending June 30, 2018	Fiscal Year Ending June 30, 2019	Fiscal Year Ending June 30, 2018
	SALES		DISTRIBUTIONS	
PAYETTE COUNTY			124,131	118,715
Fruitland	-	-	208,517	196,445
New Plymouth	425,389	422,683	42,178	41,359
Payette	1,360,048	1,263,285	126,074	122,295
Total	\$1,785,437	\$1,685,968	\$500,900	\$478,814
POWER COUNTY			30,535	28,294
American Falls	427,290	414,249	41,367	38,979
Rockland	-	-	11,274	11,432
Total	\$427,290	\$414,249	\$83,176	\$78,705
SHOSHONE COUNTY			145,053	135,620
Kellogg	1,278,768	1,096,820	109,442	101,000
Mullan	-	-	26,891	26,714
Osburn	-	-	60,515	59,699
Pinehurst	486,563	472,224	47,128	47,032
Smelterville	-	-	24,063	23,975
Wallace	420,956	401,073	40,026	38,908
Wardner	-	-	6,892	7,343
Total	\$2,186,287	\$1,970,118	\$460,010	\$440,291
TETON COUNTY			147,577	130,936
Driggs	1,039,425	1,013,167	101,072	92,287
Tetonia	133,774	138,904	-	-
Grand Teton	-	-	11,195	10,797
Victor	941,037	853,804	85,166	74,943
Total	\$2,114,236	\$2,005,875	\$345,010	\$308,963
TWIN FALLS COUNTY			653,682	619,813
Buhl	602,184	580,899	57,970	57,638
Castleford	40,951	56,720	5,660	4,910
Filer	267,992	278,685	27,809	26,172
Hansen	-	-	50,954	48,665
Hollister	46,937	48,254	4,814	4,835
Kimberly	431,084	428,982	42,805	39,873
Murtaugh	-	-	6,374	4,763
Twin Falls	7,924,819	7,491,422	747,442	721,543
Total	\$9,313,966	\$8,884,961	\$1,597,510	\$1,528,212
VALLEY COUNTY			285,279	265,431
Cascade	540,286	490,158	48,902	46,638
Donnelly	476,873	422,507	42,145	40,362
McCall	3,087,695	2,862,191	285,515	265,536
Lake Fork	118,875	103,052	-	-
Yellow Pine	\$4,223,728	\$3,877,908	\$661,841	\$617,967
Total	\$3,877,907	\$3,637,576	\$617,967	\$552,681
WASHINGTON COUNTY			67,042	64,051
Cambridge	129,504	131,649	13,139	13,434
Midvale	-	-	6,255	6,549
Weiser	876,706	778,688	213,736	212,600
Total	\$1,006,210	\$910,337	\$300,172	\$296,634
FISCAL YEAR TOTALS	\$230,094,340	\$215,157,570	\$39,265,600	\$37,205,000

TOP SELLING PRODUCTS FOR FISCAL YEAR 2019



#1 Tito's Handmade Vodka
\$7,267,000



#6 Smirnoff Vodka
\$4,725,000



#2 Crown Royal Canadian Whisky
\$6,209,000



#7 Jameson Irish Whiskey
\$4,278,000



#3 Fireball Cinnamon Whisky
\$6,111,000



#8 Black Velvet Canadian Whisky
\$3,977,000



#4 Pendleton Canadian Whisky
\$5,829,000



#9 Captain Morgan Spiced Rum
\$3,901,000



#5 Jack Daniel's Tennessee Whiskey
\$5,791,000



#10 Platinum 7X Vodka
\$3,024,000

mix, blend
Enjoy
Responsibly[®]