

IDAHO STATE LIQUOR DIVISION



2017 Annual Report

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.





VODKA

VODKA

SCOTCH

LIMITED SELECTIONS

PORT

LOCAL WHISKEY

LOCAL WHISKEY

LOCAL SPIRIT PRODUCERS

- 11 Hamilton
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GOVERNOR'S MESSAGE

Dear Friends,

Americans cast off the Prohibition era in 1933 with passage of the 21st Amendment to the United States Constitution. That returned regulation of beverage alcohol to the states. For distilled spirits, Idaho chose greater oversight in the importation, distribution and sale of liquor.

The Idaho State Liquor Division continues to show that the people of Idaho made a wise choice. Division associates again delivered on their mission to responsibly provide distilled spirits throughout Idaho at convenient locations at fair and uniform prices, to actively work to prevent underage access to liquor, and to optimize net revenues for our citizens.



C.L. "Butch" Otter
Governor of Idaho

The Division's business plan responded to consumer interests and delivered record distributions and sales on moderate increases in spirits volume in fiscal 2017. Once again, over 7 percent of total sales came from consumers traveling from across the border in the state of Washington.

Some big improvements in serving patrons were realized in the past fiscal year. As leases came due, stores in Boise, Coeur d'Alene, Lewiston, Mountain Home, Post Falls, St. Maries and Twin Falls were renovated, and five stores in Coeur d'Alene, Hayden, Idaho Falls, Meridian and Orofino were moved to better locations. All that produced a better retail customer experience with improved environments and product selection.

The Division also made a difference in the communities it serves by collaborating with local law enforcement and the Idaho State Police, local community coalitions and State agencies focused on preventing the harm caused by irresponsible and underage drinking.

I have confidence in the leadership of Director Anderson and the Idaho State Liquor Division associates who responsibly serve us each and every day.

Please remember, the Liquor Division is **Citizen Owned for the Benefit of All.**

As Always – Idaho, "Esto Perpetua"

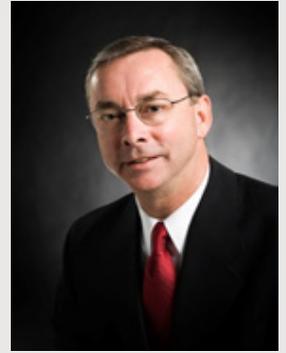
A handwritten signature in black ink that reads "C.L. Butch Otter". The signature is written in a cursive, flowing style.

C.L. "Butch" Otter
Governor of Idaho

ISLD DIRECTOR'S MESSAGE

Dear Fellow Idahoans,

The race for quality has no finish line. Your Idaho State Liquor Division (ISLD) is innovating for the benefit of all, whether you're a customer or not. Our responsible and careful approach to administering the business of the ISLD continues to pay dividends to the People of the Gem State. We're improving the shopping experience with superior selection, convenient locations, and knowledgeable associates. The distilled spirits industry is innovating as well. It's clear in what we see coming to market every month from local, regional, national, and international distillers that there is, indeed, no finish line.



Jeffrey R. Anderson
Director

With the renewed consumer interest in bourbons and whiskeys, the ISLD has been working diligently to ensure Idahoans can enjoy the greatest selection possible. Of course, some of our valued suppliers have adequate inventories of excellent "brown goods" with names everyone would recognize. However, because fine whiskeys need to be aged, the resurgence in interest has meant some products may not be able to meet customer demand. When this occurs, those products are allocated by suppliers to retailers throughout the world, including Idaho, meaning we are allotted only limited quantities of rare items.

The ISLD has established effective processes for making these rare products available in as fair a way as possible. When we are allocated fewer bottles for the entire state than we have selling outlets, getting the products to on-premise and retail consumers who truly want them can be a challenge. We responsibly engage with our suppliers to ensure on-premise customers have access. Additionally, each month consumers can see what we offer and access those rare, allocated items by visiting www.mixblendenjoy.com.

For Fiscal Year 2017, the ISLD continued our excellent track record in exceeding our established targets for performance. We've again met goals for key performance indicators: Distributions to the People of Idaho increased nearly 7.0% to \$73,300,000; Sales improved 6.5% to \$203,400,000; Nine-Liter case depletions were up 4.3%; and non-adjusted per capita consumption increased only 3.3%. Sales to Washington State consumers remain over 7% of total sales.

The ISLD's responsible emphasis on the customer – our retail patrons; on-premise retailers; stakeholders; and local, national, and international suppliers – remains our overriding focus.

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,

A handwritten signature in black ink, appearing to read "J. Anderson", with a long horizontal flourish extending to the right.

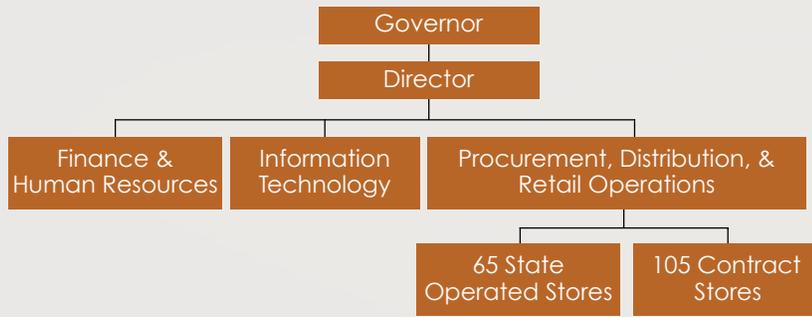
Jeffrey R. Anderson
ISLD Director

FINANCIAL RESULTS

FISCAL YEAR	2013	2014	2015	2016	2017	2018 (Est.)
STATE STORES	66	66	65	66	66	65
CONTRACT STORES	100	103	105	107	105	106
**9-Liter Case Sales	1,015	1,020	1,050	1,094	1,141	1,165
Change vs. prior	4.6%	0.5%	2.9%	4.2%	4.3%	2.1%
**Sales Dollars	\$164,500	\$169,000	\$179,000	\$191,000	\$203,400	\$211,000
Change vs. prior	7.1%	2.7%	5.9%	6.7%	6.5%	3.7%
**Gross Profit	\$80,800	\$83,100	\$87,700	\$93,900	\$99,800	\$103,700
Change vs. prior	7.4%	2.8%	5.5%	7.1%	6.3%	3.9%
**Net Income	\$59,800	\$61,600	\$65,700	\$70,300	\$75,600	\$77,000
Change vs. prior	7.7%	3.0%	6.6%	7.0%	7.5%	1.9%
**Distributions	\$60,100	\$63,000	\$64,400	\$68,700	\$73,300	\$77,200
Change vs. prior	-4.8%	-4.8%	2.2%	6.7%	6.7%	5.3%

** All Figures in Thousands

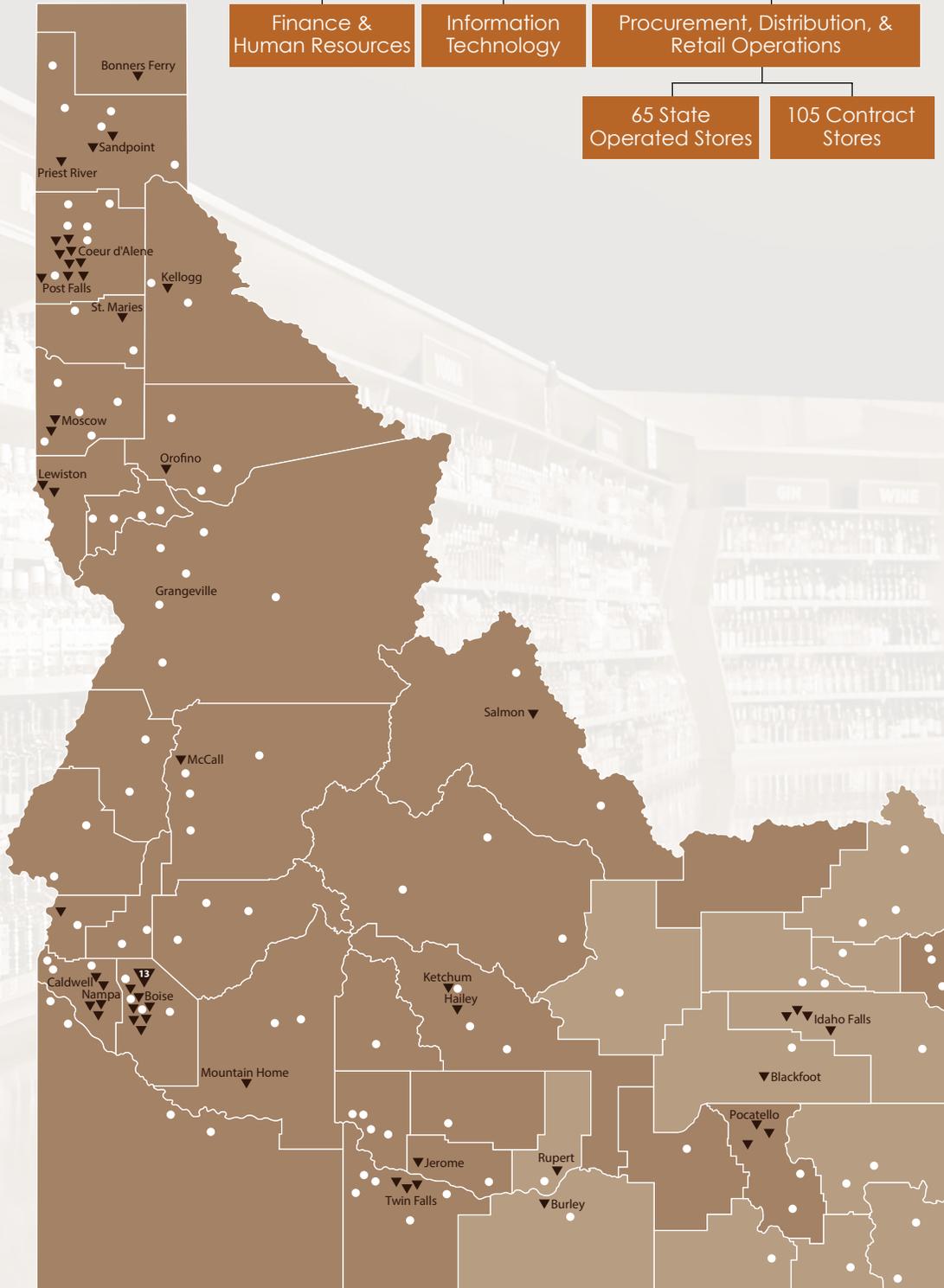
ORGANIZATIONAL STRUCTURE & STORE LOCATIONS



Liquor Store Locations

- ▼ **State - 65**
- **Contract - 105**
- **Shaded Areas - 32**
(Counties with Sunday Liquor Sales)

- Ada
- Adams
- Bannock
- Benewah
- Blaine
- Boise
- Bonner
- Boundary
- Camas
- Canyon
- Clark
- Clearwater
- Custer
- Elmore
- Gem
- Gooding
- Idaho
- Jerome
- Kootenai
- Latah
- Lewis
- Lemhi
- Lincoln
- Nez Perce
- Owyhee
- Payette
- Power
- Shoshone
- Teton
- Twin Falls
- Valley
- Washington



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. The Division has been an agency in the Office of the Governor since 1974.

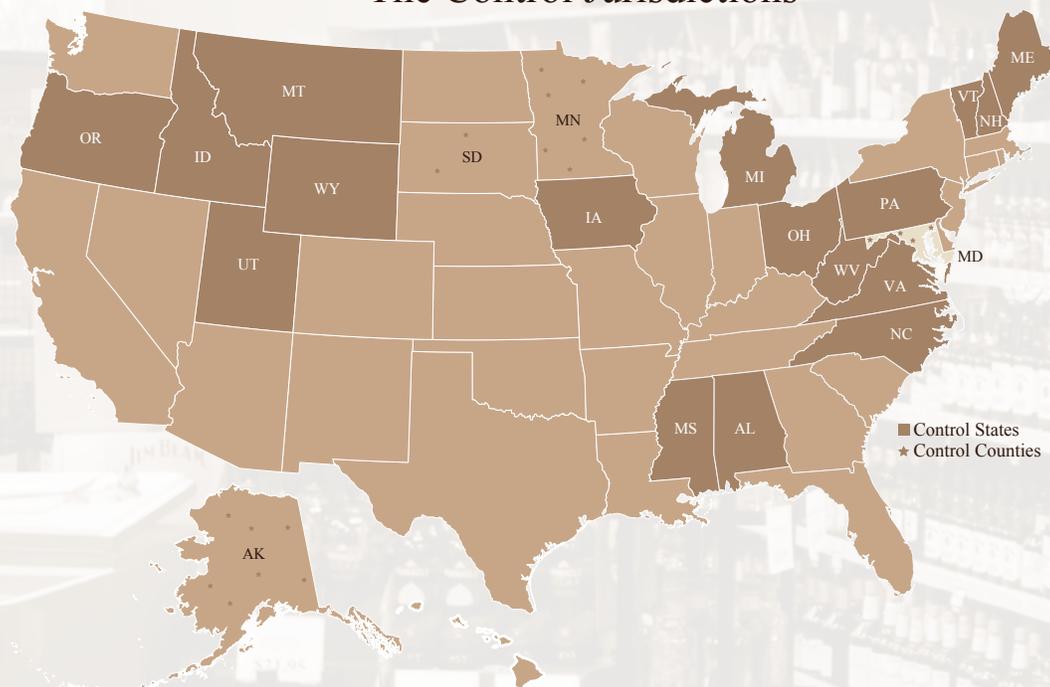
Idaho is one of 17 states along with several other jurisdictions

highest sales volume reported sales of \$7.8 million in FY 2017. Statewide, stores sell over twelve 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

with the administrative office, receive, store and distribute over 1,100,000 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 system of liquor control provides benefits to all of Idaho's citizens. Moderation and temperance in control

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

nationwide that control the sale of alcoholic beverages. These jurisdictions account for almost 25% of the U.S. population, and regulate their own retail and/or wholesale distribution of beverage alcohol.

The Division oversees 170 retail outlets throughout the state that sell distilled spirits. Of those, 65 are state liquor stores staffed and operated by Division employees, and 105 are contract operators. The state liquor store with the

uniformly throughout the state. The Division paid \$7.0 million to the private sector for agency contract fees and store leases in FY 2017.

The Division's central office and warehouse are located in Boise. A central office staff of 24 and 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

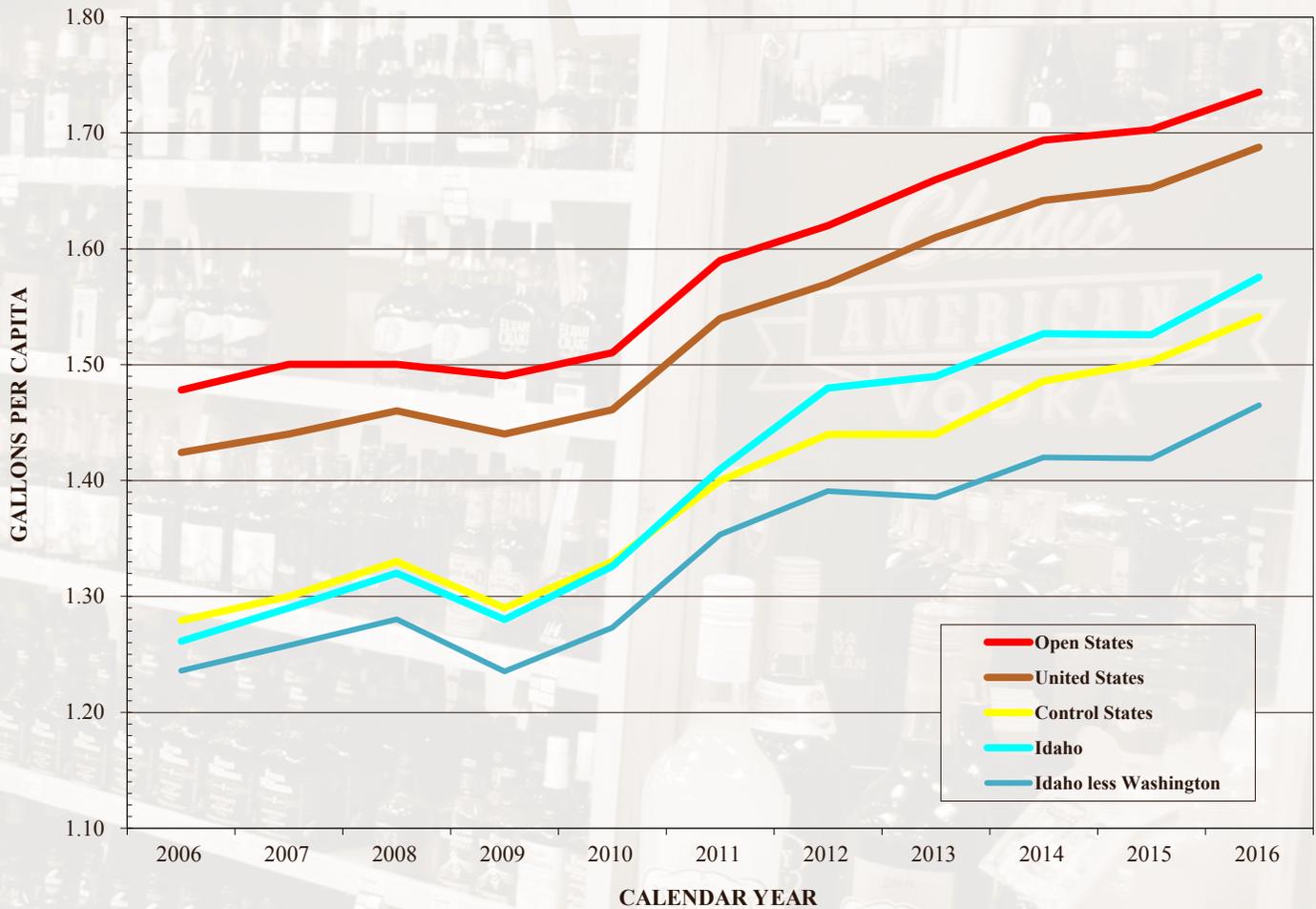
states generally reduce social costs associated with alcohol consumption. Additionally, Idaho law provides for the distribution of liquor profits to specific state programs, the General Fund, and 44 counties and 200 cities. Over the last decade \$575 million was distributed to state programs, counties and cities.

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.

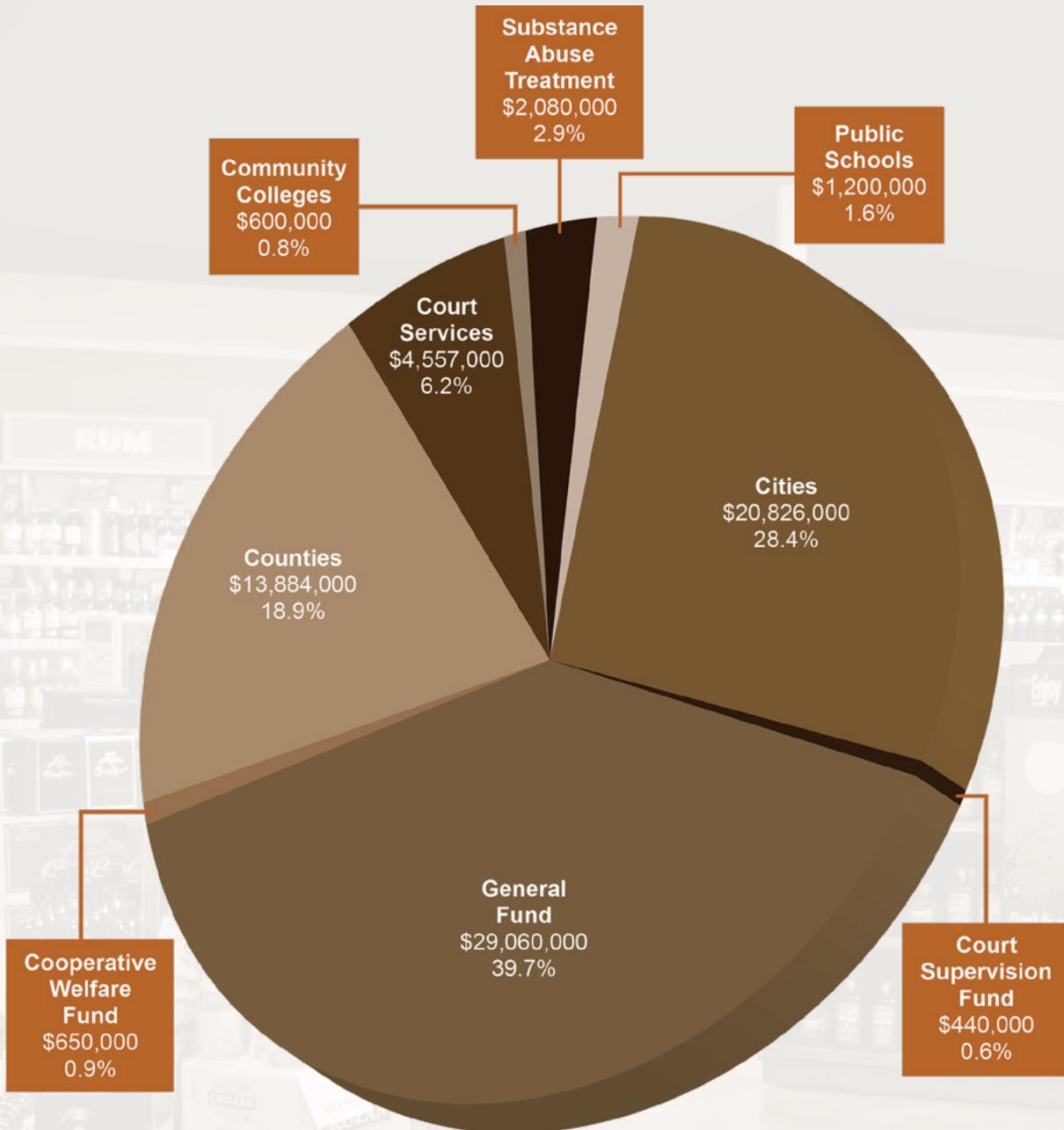
Apparent Per Capita Consumption of Distilled Spirits



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 1.58 gallons in calendar year 2016 compared with 1.54 gallons for all control states and 1.74 gallons in open states. Consumption in open states is 12.6% more than in all control states and 18.4% more than in Idaho, when we factor out the estimated impact of cross-border sales to Washington residents.

FISCAL YEAR 2017 PROFIT DISTRIBUTION = \$73,297,000



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:

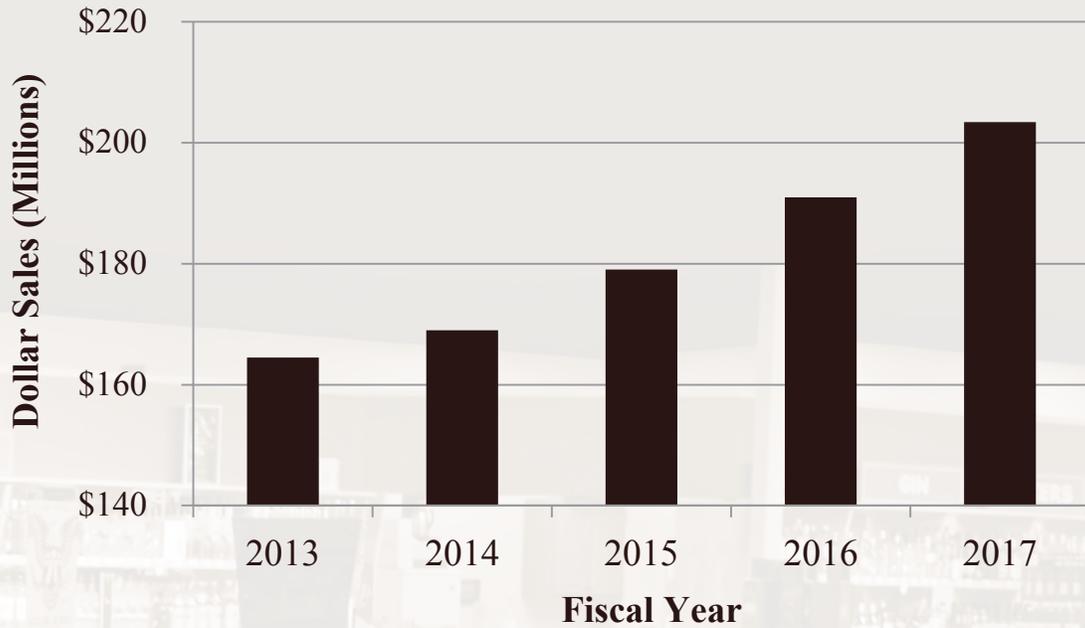
- Annual fixed distributions totaling \$5,650,000 to Substance Abuse Treatment Fund, Community Colleges, Public Schools, Cooperative Welfare Fund, Court Services and Court Supervision Funds.
- Remaining balance to the General Fund.

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.

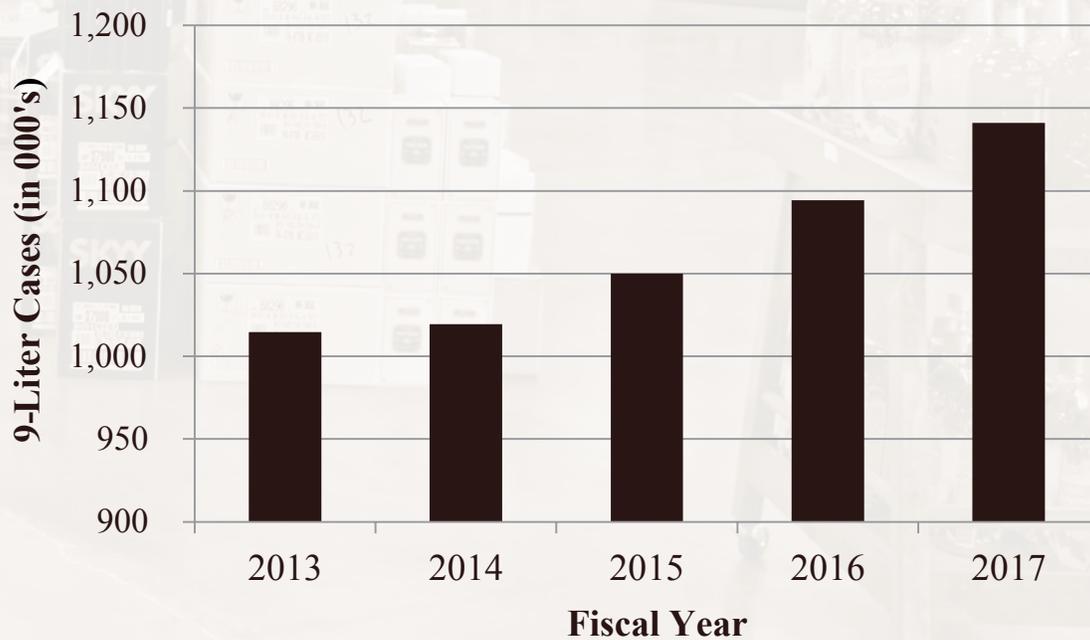
FIVE YEAR COMPARISONS

Dollar Sales



Dollar sales increased 24% from \$165 million in 2013 to \$203 million in 2017.

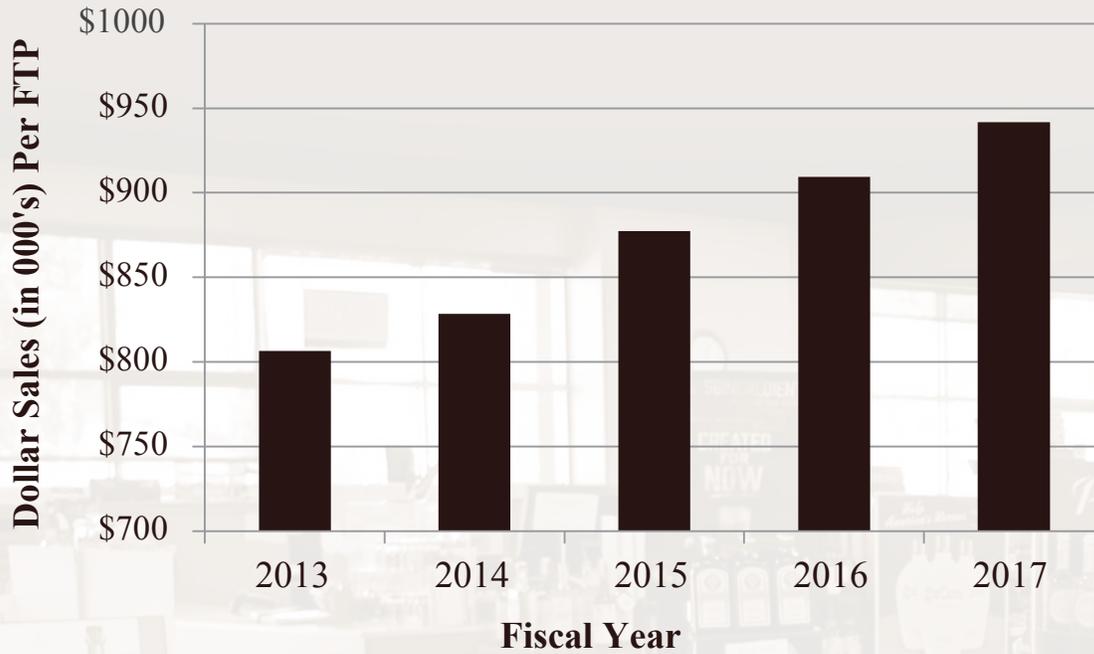
9-Liter Case Sales



9-Liter case sales increased 12% from 1,015,000 in 2013 to 1,141,000 in 2017.

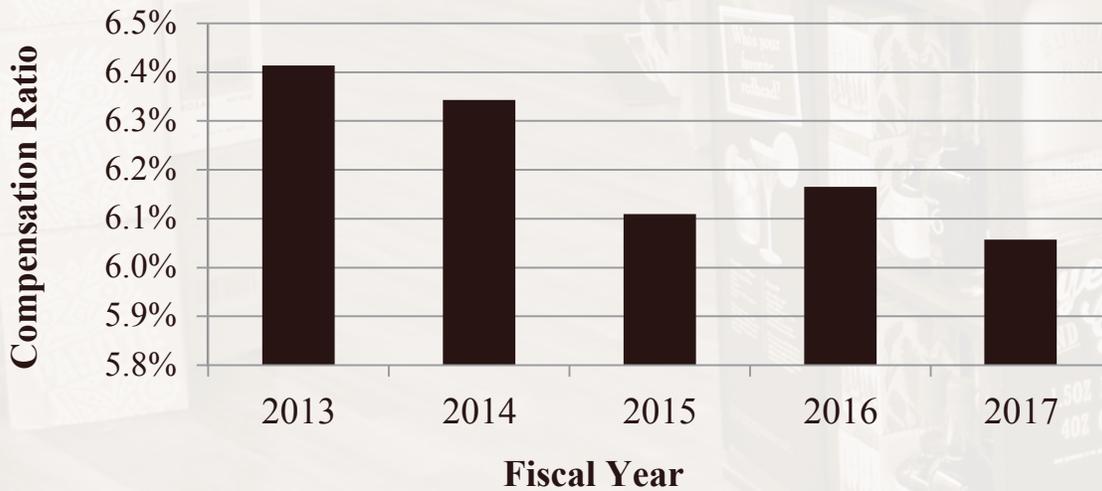
FIVE YEAR COMPARISONS

Five Year Sales Full-Time (FTP) Position Comparison



The average dollar sales per FTP was \$942,000 in FY17, up from \$806,000 in FY13.

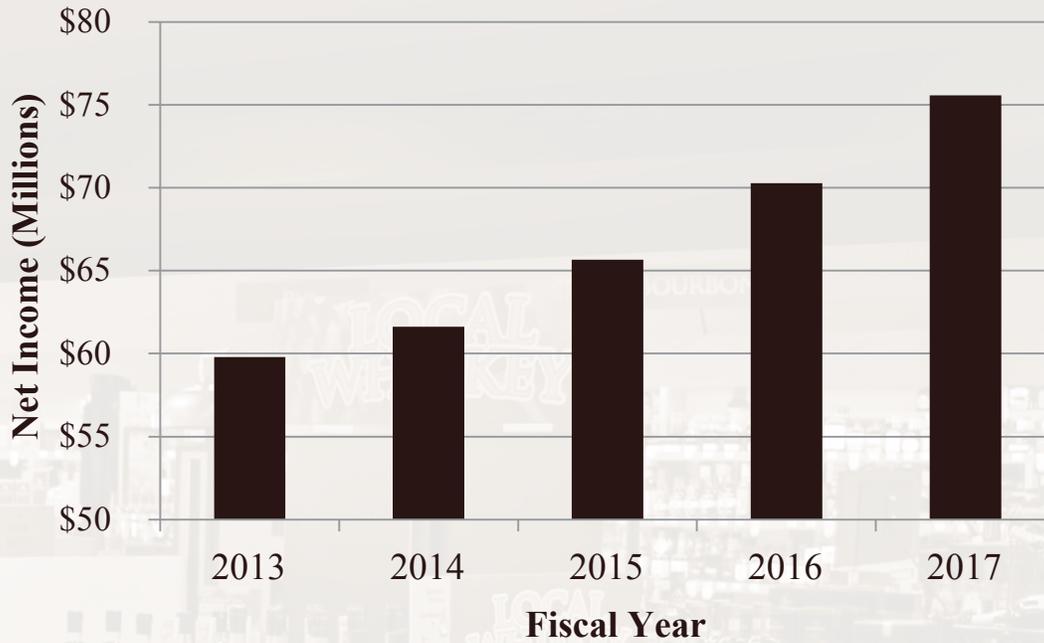
Employee Compensation as a Percent of Sales



The ratio of employee compensation to sales dollars decreased from 6.4% in 2013 to 6.1% in 2017. Between 2013-2017, the employee compensation ratio averaged 6.2%.

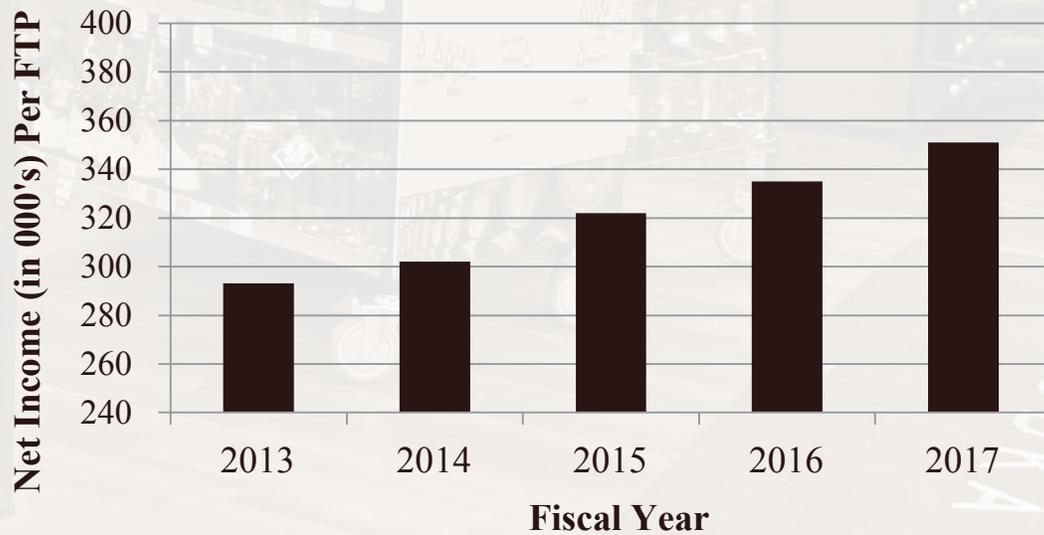
FIVE YEAR COMPARISONS

Net Income



Net income increased 26% from \$59.8 million in 2013 to \$75.6 million in 2017.

Net Income Per FTP



The Net Income per employee was \$351,000 in FY17, up from \$293,000 in FY13.

INCOME STATEMENT

	Fiscal Year Ending June 30, 2017	Fiscal Year Ending June 30, 2016
Sales		
Retail Liquor Sales	\$166,234,730	\$155,899,240
Discount Liquor Sales	34,645,730	32,891,690
Military Liquor Sales	11,780	17,460
Non-Liquor Sales	2,489,460	2,239,060
Total Sales	203,381,700	191,047,450
Cost of Sales	103,548,310	97,170,180
Gross Profit	99,833,400	93,877,270
Operating Expenses	24,574,220	23,797,820
Net Operating Income	75,259,180	70,079,450
Other Income & (Losses)	312,680	195,080
Net Income	\$75,571,860	\$70,274,530

BALANCE SHEET

	Fiscal Year Ending June 30, 2017	Fiscal Year Ending June 30, 2016
Assets		
Cash	\$16,753,430	\$16,019,750
Accounts Receivable	170,040	148,170
Inventory	17,903,320	17,074,440
Prepaid Expenses	686,670	429,550
Land	297,940	297,940
Building	9,901,240	9,630,660
Other Fixed Assets	5,228,660	4,945,920
Accumulated Depreciation	(8,116,760)	(7,325,780)
Total Assets	\$42,824,540	\$41,470,670
Liabilities And Fund Equity		
Liquor Accounts Payable	\$10,475,250	\$11,216,520
Payroll Payable	455,390	863,410
Other Accounts Payable	302,260	462,650
Distributions Payable	13,842,050	13,453,450
Total Liabilities	25,074,950	25,996,040
Unrestricted Fund Equity	17,749,590	15,474,630
Total Liabilities & Fund Equity	\$42,824,540	\$41,470,670

STATEMENT OF CHANGES IN FUND EQUITY

	Fiscal Year Ending June 30, 2017	Fiscal Year Ending June 30, 2016
Unrestricted Fund Equity At Beginning Of Year	\$15,474,630	\$13,902,300
Additions		
Net Income	75,571,860	70,274,530
Total Additions	75,571,860	70,274,530
Distributions		
Cities	(20,826,000)	(19,518,000)
Counties	(13,884,000)	(13,012,000)
General Fund	(29,060,000)	(26,080,000)
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	(3,876,900)	(3,642,200)
Court Services	(680,000)	(680,000)
Court Supervision Fund	(440,000)	(440,000)
Total Distributions	(73,296,900)	(68,702,200)
Unrestricted Fund Equity At End Of Year	\$17,749,590	\$15,474,630

OPERATING EXPENSES

	Fiscal Year Ending June 30, 2017	Fiscal Year Ending June 30, 2016
Salaries & Wages	\$8,065,310	\$7,786,740
Employee Benefits	4,255,520	3,988,400
Rent	3,671,710	3,458,410
Special Distributor Commissions	3,347,470	2,993,360
Bank Card Fees	1,937,260	1,783,550
Utilities	531,270	503,420
Store Furnishings, Fixtures, & Supplies	390,740	422,380
Communications	427,000	465,060
Other Services	281,050	408,770
Leasehold Repairs & Maintenance	255,520	497,520
State Government Overhead	161,940	150,550
Other Professional Services	1,020	1,000
Software, Development, & Maintenance	163,230	211,550
Travel	62,300	109,940
Employee Development Services	34,720	24,680
Insurance	35,600	24,180
Repairs & Maintenance	62,270	52,860
Professional Services	15,810	14,500
Depreciation	874,510	900,790
Total Operating Expenses	\$24,564,250	\$23,797,660

The Three Tier System

Idaho is one of 17 states that uses the control model for spirits sales. The practice has its roots in the days after the repeal of national prohibition.

When national prohibition ended in 1933, the 21st Amendment gave states the individual right to choose how they would regulate alcohol. Idaho became one of 18 states that chose the control model. What this means is that as a government agency, the Idaho State Liquor Division (ISLD) is the sole importer, wholesaler, and retailer of distilled spirits in Idaho. The ISLD owns and operates a full-service warehouse and distribution center in Boise. It also operates 65 state-run liquor stores throughout the Gem State that are leased from private sector landlords, and contracts with 105 private sector retail stores. Beer and wine are distributed and sold to the citizens by private wholesalers and retailers.

Prohibition and the Three-Tier System

This control model is part of what is known as the three-tier system of alcohol beverage distribution. This system evolved after the repeal of prohibition. In looking briefly at the history of why the passage of the 18th amendment enacted national prohibition in October 1919, it was because the temperance movement had made society aware of the personal and social problems that were occurring prior to and during this time period, and cited alcohol as the major cause.

The federal government saw prohibition as the solution to what was occurring in the nation. It included vertical integration of alcohol distribution (where the manufacturer also sold the product), poverty, crime, violence, and other issues tied to consuming alcohol. Saloons were popular, and working men became regular customers of these places which made and sold the alcohol.

The three-tier system, where a manufacturer/supplier sells to a wholesaler who sells to a retailer, offers a check and balance in the business of alcohol beverage distribution. The system also allows for orderly and accurate collection of revenue for the state or jurisdiction.

Interestingly, beverage alcohol is the only product to be mentioned in two U.S. constitutional amendments; the 18th Amendment that created prohibition and the 21st Amendment repealing prohibition and gave individual states the responsibility to regulate its sale and consumption according to the sensibilities of the citizens of a state, and the local government.

The Three-Tier System

With the passage of the **21st Amendment** ending national prohibition, states were given the authority to regulate alcohol as they saw fit. The states developed a structure of checks and balances that provided safe alcohol to the consumer while ensuring a simple method to collect tax revenue.

The three-tier system:

Tier 1 → MANUFACTURERS
Distilleries, Wineries, Breweries

Tier 2 → WHOLESALEERS
Sell to retailers

Tier 3 → RETAILERS
On-premise and Off-premise

Benefits of the three-tier system

Economic - The tax money provided by the system goes to education, infrastructure improvements and other areas that benefit all citizens.

Commercial - Rather than be dwarfed by larger competitors, smaller manufacturers receive greater opportunities to increase sales through distributors with retailers nationwide. As a result, consumers have more choices to a variety of alcoholic products.

Public health - As each party must be licensed and accountable for alcoholic products, this prevents tainted alcohol from entering the marketplace. The three-tier system stops large companies from increasing alcohol sales through aggressive practices.

Regulatory - Each tier becomes responsible for ensuring that the laws and regulations set forward by the government are executed. All parties must comply with those laws and each is responsible to the other. These laws and regulations provide safeguards that there are lawful trade practices and safe handling of alcoholic beverages before it gets to consumers.

Public Opinion*

89% of adults agree that it is very important to keep the American alcohol industry regulated

81% of people support states determining their own laws and regulations regarding alcohol

70% of people believe alcohol should not be sold like other consumer goods

4401 Ford Avenue, Suite 700, Alexandria, VA 22302-1433
Tel: 703-578-4200 | Fax: 703-820-3551
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NABCA *Center for Alcohol Policy

“Idaho’s model of spirits distribution works for our citizens,” says Jeff Anderson, ISLD Director. “It provides for convenient but limited access for liquor. Prices are set by suppliers and are competitive, as evidenced by the cross-border business we get from Washington State consumers. The resulting profits all stay in Idaho,” he says. He adds, “The wholesale and retail mark-ups that would exist regardless of whether or not the ISLD administered the business are what help sustain the good causes we support. The Idaho State Liquor Division is ‘Citizen Owned for the Benefit of All.’”

Alcohol Defined

Also known as ethanol, alcohol is a quick-evaporating, flammable, colorless liquid produced when yeast breaks down sugar. Beverage alcohol has been a part of most cultures for millennia, whether it be wine, beer, or spirits. Drinking irresponsibly, though, creates public health and safety concerns that cannot be ignored. It’s why alcohol is regulated everywhere it’s produced and sold to the public.

National Alcohol Statistics

According to the National Institute on Alcohol Abuse and Alcoholism (NIAAA), about 88,000 people die from alcohol-related causes each year, making alcohol the fourth-leading preventable cause of death in America.

In 2016 The U.S. Surgeon General issued the first ever Report on Alcohol, Drugs, and Health. It’s titled, “Facing Addiction in America.” The report’s intent is to change how society views alcohol and drug use and misuse as well as to suggest what can be done to prevent and treat these conditions.

You can find the report through this link: <https://addiction.surgeongeneral.gov/surgeon-generals-report.pdf>.

The U.S. Surgeon General, Dr. Vivek Murthy was quoted as saying, “Most Americans know someone who has been touched by an alcohol or a drug use disorder.”

Summing It Up

Millions of people consume alcohol responsibly, and half of the world’s adult population does not drink at all. That’s according to data from the World Health Organization (WHO). This fact and others can be found at this link: <http://www.add-resources.org/half-the-worldsadults-do-not-drink-alcohol-what-should-the-policy-implications-be.5325474-315773.html>

Still, there are others who drink to excess; the effects of which are too great to ignore. It not only negatively impacts the drinker, but also is a drain on resources and society as a whole. Regulations that curb excessive alcohol use are important tools to limit its harmful results.

Finally, and as noted above, the Surgeon General’s Report describes evidence-based prevention strategies, such as public policies that can reduce substance misuse problems (e.g., driving under the influence [DUI]); effective treatment strategies, including medications and behavioral therapies for treating substance use disorders; and recovery, and recovery support for people who have completed treatment.



July 2017: First-Ever Idaho Spirits Month

NEWS RELEASE - FOR IMMEDIATE RELEASE

BOISE - (June 21, 2017) – The month of July will mark the first-ever “Idaho Spirits Month,” thanks to a proclamation by Idaho Gov. C.L. “Butch” Otter, which will provide an opportunity for Idaho distilleries to showcase their products and underscore the benefits of craft-distilling to the state economy.

“We’re very excited about the designation of July as Idaho Spirits Month,” says Ken Wyatt, President of the Idaho Distillers Association and Co-Founder of 44° North Vodka. “This will be an important yearly event that will allow Idaho distilleries to highlight the value of their products to Idaho consumers and to the state economy. Eventually, we hope that Idaho Spirits Month will grow over time to join Idahoans and visitors in the celebration of the diverse bounty that the state has to offer in the realm of spirits as well as restaurants and nightlife.”

Members of the Idaho Distillers Association also will mark the month with tasting room and promotional events in bars and restaurants throughout the state, where consumers can enjoy locally produced spirits products.

Craft-distilling in Idaho is growing but relatively small compared to similar activities in neighboring states such as Washington, Oregon and Montana. However, the activity level in Idaho will grow due to consumer interest in small batch and local spirits production, Wyatt says.

Distilling in Idaho also benefits from the natural resources that the Gem State enjoys from ample, clean water along with access to a variety of grains, potatoes and fruits that can be used to produce spirit products. Like breweries and wineries, distillers are driving job growth and economic benefits such as increased tourism, both nationally and in Idaho.



The Idaho Distillers Association includes the following member companies: 44° North Vodka, 8 Feathers Distillery, Bardenay Distillery Restaurant, Corson Distillers, Distilled Resources, Koenig Distillery, Milltown Artisan Distillery, Up North Distillery, and Warfield Distillery & Brewery.

Please visit www.distilledinidaho.com for more information about the Idaho Distillers Association.



Celebration of Idaho Spirits Month also will take place at the retail locations of the Idaho State Liquor Division (ISLD), which is responsible for the regulation and sale of liquor products in the State of Idaho. The ISLD will be setting up Idaho Spirits Month displays and offering discounts on select local products in their stores.

Think Twice Campaign

STATEWIDE 'STICKER SHOCK' CAMPAIGN AIMS TO CURB UNDERAGE DRINKING DURING THE HOLIDAY SEASON

(BOISE) – The Idaho Office of Drug Policy, the Idaho State Liquor Division and 22 community prevention organizations across Idaho are hoping to use “sticker shock” to stop underage drinking during the holiday season.

The youth-led “Sticker Shock” public awareness campaign takes place in November in liquor stores throughout Idaho. Its goal is to bring more public attention to the issue of underage drinking and the adults who provide alcohol to minors.

Student volunteers place eye-catching stickers on the bags that customers use to carry their purchases from liquor stores. The “Think Twice or Pay the Price” stickers stand out on the store bags, and provide a strong reminder: “If You Provide Alcohol to Minors, You Could Face up to \$1,000 in Fines & up to one year in Jail.”

“We know that 42.2 percent of Idaho youth who drink underage usually obtain alcohol by someone giving it to them, including through adults 21 and older who can purchase it legally,” said Nicole Fitzgerald, administrator of the Idaho Office of Drug Policy. “We are excited about this campaign and encourage Idaho adults to join us in keeping Idaho kids alcohol-free this holiday season.”



“The Idaho State Liquor Division is proud to support this worthwhile effort that’s of great benefit to the entire Gem State,” Division Administrator Jeff Anderson said. “We know that underage drinking doesn’t start with a drink; it starts with an excuse by adults – the excuses they make when they think it’s harmless to provide beverage alcohol to underage people. ‘We did it when we were young,’ ‘It’s just beer.’ We’ve all heard the excuses. The bottom line is it’s not OK to give alcohol to people under 21.”

The Office of Drug Policy and the State Liquor Division leaders recognize that community influences play a powerful role in the health, safety and well-being of children and families. They hope raising awareness about underage drinking, at the point of liquor sales, will help the message stick.

SALES & DISTRIBUTION OF PROFITS BY CITY/COUNTY

	Fiscal Year Ending June 30, 2017	Fiscal Year Ending June 30, 2016	Fiscal Year Ending June 30, 2017	Fiscal Year Ending June 30, 2016
	SALES		DISTRIBUTIONS	
ADA COUNTY			4,188,226	3,786,654
Boise	42,975,004	40,242,105	3,998,662	3,683,819
Eagle	4,722,085	4,436,863	441,513	412,248
Garden City	2,156,222	2,114,076	210,416	206,609
Kuna	1,794,411	1,579,798	157,220	146,746
Meridian	10,253,673	8,677,606	863,541	679,318
Star	837,470	772,027	76,820	70,655
Total	\$62,738,867	\$57,822,475	\$9,936,398	\$8,986,049
ADAMS COUNTY			35,643	33,006
Council	228,003	203,555	20,276	19,192
New Meadows	292,383	287,820	28,651	26,077
Total	\$520,385	\$491,376	\$84,570	\$78,275
BANNOCK COUNTY			606,487	573,635
Arimo	--	--	13,962	13,086
Chubbuck	1,609,415	1,603,786	159,676	157,428
Downey	60,562	57,771	24,199	22,679
Inkom	--	--	33,847	31,721
Lava Hot Springs	376,980	348,307	34,667	28,807
McCammon	--	--	31,259	29,295
Pocatello	6,725,473	6,357,767	633,291	595,970
Total	\$8,772,430	\$8,367,631	\$1,537,388	\$1,452,621
BEAR LAKE COUNTY			38,766	36,612
Bloomington	--	--	8,197	7,682
Fish Haven	224,473	206,185	--	--
Georgetown	--	--	18,434	17,276
Montpelier	371,739	327,853	32,675	32,113
Paris	--	--	19,924	18,673
St. Charles	--	--	5,295	4,962
Total	\$596,212	\$534,039	\$123,291	\$117,318
BENEWAH COUNTY			98,172	106,382
Fernwood	108,204	100,194	--	--
Plummer	324,833	472,185	46,997	56,267
St. Maries	843,242	782,020	77,873	80,217
Tensed	--	--	4,746	4,448
Total	\$1,276,279	\$1,354,399	\$227,788	\$247,314
BINGHAM COUNTY			139,429	132,922
Aberdeen	--	--	76,519	71,713
Atomic City	--	--	1,137	1,066
Basalt	--	--	15,257	14,298
Blackfoot	1,747,469	1,632,995	162,704	156,683
Firth	--	--	18,473	17,313
Shelly	355,631	287,631	30,596	30,596

SALES & DISTRIBUTION OF PROFITS BY CITY/COUNTY

	Fiscal Year Ending June 30, 2017	Fiscal Year Ending June 30, 2016	Fiscal Year Ending June 30, 2017	Fiscal Year Ending June 30, 2016
	SALES		DISTRIBUTIONS	
BLAINE COUNTY			433,810	401,699
Bellevue	698,479	648,825	64,577	70,088
Carey	65,307	58,440	5,815	6,000
Hailey	2,001,153	1,845,306	183,648	169,499
Ketchum	3,616,513	3,404,613	338,817	303,584
Sun Valley	31,527	32,374	3,228	2,759
Total	\$6,412,979	\$5,989,557	\$1,029,895	\$953,629
BOISE COUNTY			58,527	55,438
Crouch	406,817	376,862	37,501	35,186
Horseshoe Bend	218,482	211,667	21,080	19,211
Idaho City	174,179	185,447	18,458	18,398
Lowman	33,388	33,536	--	--
Placerville	--	--	2,039	1,911
Total	\$832,865	\$807,511	\$137,605	\$130,114
BONNER COUNTY			600,428	573,542
Clark Fork	392,753	391,903	39,009	38,930
Coolin	131,323	124,322	--	--
Dover	--	--	23,807	22,312
East Hope	--	--	8,393	7,866
Hope	--	--	3,451	3,235
Kootenai	--	--	30,200	28,303
Oldtown	1,619,042	1,584,768	157,698	155,458
Ponderay	2,132,039	2,086,978	207,673	188,852
Priest River	1,054,123	1,020,690	101,610	100,430
Sandpoint	2,866,473	2,617,194	260,520	244,208
Schweitzer	24,652	21,415	--	--
Tamrak/Priest Lake	487,078	441,733	--	--
Total	\$8,707,483	\$8,289,002	\$1,432,789	\$1,363,136
BONNEVILLE COUNTY			689,656	646,599
Ammon	2,165,859	2,110,874	210,109	150,829
Idaho Falls	7,673,014	7,073,723	704,494	705,544
Iona	--	--	76,597	71,787
Irwin/Palisades	176,862	173,046	17,220	15,224
Ririe	152,160	158,530	15,790	16,379
Swan Valley	--	--	8,432	7,903
Ucon	--	--	44,241	41,462
Total	\$10,167,895	\$9,516,172	\$1,766,539	\$1,655,727
BOUNDARY COUNTY			84,891	81,978
Bonnars Ferry	1,216,884	1,171,089	116,582	112,505
Moyie Springs	--	--	27,533	25,803
Total	\$1,216,884	\$1,171,089	\$229,006	\$220,286
BUTTE COUNTY			17,386	17,727
Arco	273,749	238,244	23,734	24,277
Butte City	--	--	2,628	2,463
Howe	--	--	--	--
Moore	--	--	6,746	6,322
Total	\$273,749	\$238,244	\$50,494	\$50,789

SALES & DISTRIBUTION OF PROFITS BY CITY/COUNTY

	Fiscal Year Ending June 30, 2017	Fiscal Year Ending June 30, 2016	Fiscal Year Ending June 30, 2017	Fiscal Year Ending June 30, 2016
	SALES		DISTRIBUTIONS	
CAMAS COUNTY			11,195	11,195
Fairfield	141,505	128,041	12,749	11,001
Total	\$141,505	\$128,041	\$23,944	\$22,196
CANYON COUNTY			933,764	871,492
Caldwell	4,174,253	3,469,351	338,192	302,020
Greenleaf	--	--	34,435	32,273
Melba	--	--	20,748	19,444
Middleton	904,623	844,094	84,019	82,934
Nampa	8,684,718	8,318,347	828,181	782,660
Notus	--	--	21,375	20,033
Parma	284,751	253,925	25,297	23,005
Wilder	--	--	62,635	58,701
Total	\$14,048,346	\$12,885,717	\$2,348,646	\$2,192,536
CARIBOU COUNTY			34,438	33,302
Bancroft	--	--	14,551	13,637
Grace	83,362	77,676	8,004	8,004
Soda Springs	406,303	396,402	39,511	38,061
Total	\$489,664	\$474,078	\$96,504	\$93,004
CASSIA COUNTY			101,805	96,514
Albion	--	--	10,668	9,998
Burley	1,498,752	1,403,101	139,783	132,422
Declo	--	--	13,806	12,938
Malta	--	--	7,805	7,315
Oakley	--	--	30,984	29,038
Total	\$1,498,752	\$1,403,101	\$304,851	\$288,225
CLARK COUNTY			11,475	11,475
Dubois	--	--	23,415	21,944
Spencer	--	--	1,294	1,213
Total	--	--	\$36,184	\$34,632
CLEARWATER COUNTY			73,154	73,545
Elk River	48,688	17,938	2,327	6,677
Orofino	824,739	813,465	81,002	76,779
Pierce	88,696	81,067	8,208	8,208
Weippe	97,926	96,153	9,582	9,386
Total	\$1,060,049	\$1,008,622	\$174,273	\$174,595
CUSTER COUNTY			56,329	53,525
Challis	339,752	311,219	30,987	30,679
Clayton	6,888	21,804	2,170	3,044
Mackay	125,191	132,452	13,192	12,052
Stanley	324,058	311,582	31,005	27,678
Total	\$795,890	\$777,056	\$133,683	\$126,978

SALES & DISTRIBUTION OF PROFITS BY CITY/COUNTY

	Fiscal Year Ending June 30, 2017	Fiscal Year Ending June 30, 2016	Fiscal Year Ending June 30, 2017	Fiscal Year Ending June 30, 2016
	SALES		DISTRIBUTIONS	
ELMORE COUNTY			140,101	134,275
Glenns Ferry	229,464	198,372	19,773	19,575
Mountain Home AFB	--	--	--	--
Mountain Home	1,693,881	1,599,126	159,291	153,105
Pine	111,276	121,408	--	--
Prairie	12,588	12,819	--	--
Total	\$2,047,210	\$1,931,724	\$319,165	\$306,955
FRANKLIN COUNTY			40,406	36,843
Clifton	--	--	11,099	10,402
Dayton	--	--	18,120	16,982
Franklin	--	--	29,062	27,237
Oxford	--	--	1,883	1,764
Preston	583,326	556,485	55,440	50,501
Weston	--	--	17,571	16,467
Total	\$583,326	\$556,485	\$173,581	\$160,196
FREMONT COUNTY			69,425	69,167
Ashton	124,784	112,495	11,222	13,065
Drummond	--	--	588	551
Island Park	418,663	404,161	40,219	38,269
Newdale	--	--	12,119	11,358
Parker	--	--	11,688	10,954
St. Anthony	427,842	440,316	43,874	43,561
Teton	--	--	27,925	26,171
Warm River	--	--	118	110
Total	\$971,288	\$956,972	\$217,178	\$213,206
GEM COUNTY			77,913	73,841
Emmett	1,101,100	1,023,672	101,962	96,845
Montour	56,205	50,506	--	--
Total	\$1,157,305	\$1,074,178	\$179,875	\$170,686
GOODING COUNTY			83,337	78,175
Bliss	96,412	98,341	9,788	9,179
Gooding	488,876	453,176	45,155	44,488
Hagerman	364,917	329,636	32,814	30,363
Wendell	257,341	267,925	26,689	23,254
Total	\$1,207,546	\$1,149,079	\$197,783	\$185,459
IDAHO COUNTY			97,833	100,195
Cottonwood	148,991	85,786	8,553	14,578
Elk City	80,551	77,190	--	--
Ferdinand	--	--	6,275	5,881
Grangeville	525,975	564,194	56,212	53,477
Kooskia	243,519	242,399	24,137	24,564
Riggins	306,254	305,598	30,422	29,949
Stites	--	--	8,668	8,123
Whitebird	94,369	73,796	3,647	3,418
Total	\$1,399,659	\$1,348,963	\$235,747	\$240,185

SALES & DISTRIBUTION OF PROFITS BY CITY/COUNTY

	Fiscal Year Ending June 30, 2017	Fiscal Year Ending June 30, 2016	Fiscal Year Ending June 30, 2017	Fiscal Year Ending June 30, 2016
	SALES		DISTRIBUTIONS	
JEFFERSON COUNTY			47,505	49,375
Hamer	--	--	2,000	1,875
Lewisville	--	--	18,669	17,496
Menan	--	--	29,298	27,458
Mud Lake	12,404	32,260	3,217	3,327
Rigby	636,195	621,496	61,915	64,311
Roberts	--	--	22,591	21,172
Ririe (see Bonneville County)*	--	--	--	--
Total	\$648,599	\$653,756	\$185,195	\$185,014
JEROME COUNTY			88,661	84,132
Eden	--	--	15,845	14,850
Hazelton	128,104	127,366	12,681	14,179
Jerome	1,146,682	1,095,731	109,113	101,324
Total	\$1,274,786	\$1,223,097	\$226,300	\$214,485
KOOTENAI COUNTY			2,447,971	2,344,639
Athol	--	--	27,219	25,509
Bayview	97,051	174,902	--	--
Coeur d' Alene	12,275,684	11,904,095	1,184,753	1,155,887
Dalton Gardens	--	--	92,952	87,114
Fernan Lake	--	--	6,746	6,322
Garwood	461,051	442,637	--	--
Harrison	213,409	189,661	18,876	18,863
Hauser	--	--	26,670	24,995
Hayden	4,039,220	3,758,714	374,033	352,913
Hayden Lake	--	--	23,140	21,687
Huetter	--	--	3,961	3,712
Post Falls	6,953,382	6,636,895	660,459	642,728
Rathdrum	1,866,849	1,788,202	177,946	170,691
Spirit Lake	786,286	762,175	75,851	72,167
State Line	7,753,347	7,132,891	709,753	650,405
Worley	1,126,474	1,013,986	100,900	98,816
Total	\$35,572,754	\$33,804,158	\$5,931,230	\$5,676,448
LATAH COUNTY			487,068	447,604
Bovill	--	--	10,001	9,373
Deary	146,852	165,476	16,473	12,459
Genesee	82,265	78,654	7,838	9,085
Juliaetta	--	--	22,669	21,246
Kendrick	133,911	125,792	12,524	11,788
Moscow	5,773,390	5,848,176	582,166	571,089
Onaway	--	--	7,413	6,947
Potlatch	176,063	175,640	17,491	17,928
Troy	340,001	329,035	32,753	33,536
Total	\$6,652,482	\$6,722,773	\$1,196,396	\$1,171,055

*City limits extend into both counties

SALES & DISTRIBUTION OF PROFITS BY CITY/COUNTY

	Fiscal Year Ending June 30, 2017	Fiscal Year Ending June 30, 2016	Fiscal Year Ending June 30, 2017	Fiscal Year Ending June 30, 2016
	SALES		DISTRIBUTIONS	
LEMHI COUNTY			84,647	84,913
Leadore	34,784	30,767	3,064	3,295
North Fork	55,032	54,803	--	--
Salmon	1,136,909	1,082,121	107,744	108,032
Total	\$ 1,226,725	\$1,167,691	\$195,455	\$196,240
LEWIS COUNTY			43,764	42,508
Craigmont	53,519	39,002	4,782	6,145
Kamiah	464,357	464,947	46,288	42,498
Nez Perce	68,526	71,684	7,143	7,192
Reubens	--	--	2,824	2,647
Winchester	23,946	27,747	2,766	2,490
Total	\$610,348	\$603,381	\$107,567	\$103,480
LINCOLN COUNTY			21,722	19,725
Dietrich	--	--	13,296	12,461
Richfield	--	--	19,179	17,974
Shoshone	314,975	299,102	29,786	27,016
Total	\$314,975	\$299,102	\$83,983	\$77,176
MADISON COUNTY			55,299	55,299
Rexburg	420,758	396,176	74,914	74,914
Sugar City	--	--	53,614	50,247
Total	\$420,758	\$396,176	\$183,827	\$180,460
MINIDOKA COUNTY			57,782	57,782
Acequia	--	--	4,863	4,558
Heyburn	--	--	124,838	116,997
Minidoka	--	--	4,393	4,117
Paul	110,106	100,930	10,063	10,265
Rupert	668,395	668,491	66,630	64,847
Burley (see Cassia County)*	--	--	--	--
Total	\$778,501	\$769,421	\$268,569	\$258,566
NEZ PERCE COUNTY			477,127	462,468
Culdesac	68,610	56,466	5,622	5,273
Lapwai	--	--	45,064	42,234
Lewiston	6,786,912	6,528,634	649,997	629,869
Peck	--	--	7,883	7,388
Total	\$6,855,523	\$6,585,099	\$1,185,693	\$1,147,232
ONEIDA COUNTY			30,986	28,681
Malad	447,440	427,053	42,529	39,332
Total	\$447,440	\$427,053	\$73,515	\$68,013
OWYHEE COUNTY			57,696	54,498
Bruneau	60,971	36,429	--	--
Grand View	80,956	57,781	5,758	5,446
Homedale	404,005	385,316	38,383	36,368
Marsing	342,517	315,828	31,446	30,241
Total	\$888,448	\$795,354	\$133,283	\$126,553

*City limits extend into both counties

SALES & DISTRIBUTION OF PROFITS BY CITY/COUNTY

	Fiscal Year Ending June 30, 2017	Fiscal Year Ending June 30, 2016	Fiscal Year Ending June 30, 2017	Fiscal Year Ending June 30, 2016
	SALES		DISTRIBUTIONS	
PAYETTE COUNTY			107,713	104,116
Fruitland	--	--	194,101	181,910
New Plymouth	410,808	372,797	37,120	33,708
Payette	1,214,558	1,112,415	110,784	109,158
Total	\$1,625,365	\$1,485,212	\$449,718	\$428,892
POWER COUNTY			25,363	25,378
American Falls	386,832	349,034	34,796	34,789
Rockland	--	--	11,295	10,586
Total	\$386,832	\$349,034	\$71,454	\$70,753
SHOSHONE COUNTY			133,031	129,514
Kellogg	1,003,242	998,948	99,455	96,310
Mullan	--	--	26,395	24,738
Osburn	--	--	58,987	55,283
Pinehurst	467,094	454,974	45,308	45,403
Smelterville	--	--	23,650	22,165
Wallace	386,414	380,538	37,895	35,991
Wardner	--	--	7,256	6,800
Total	\$1,856,750	\$1,834,460	\$431,977	\$416,204
TETON COUNTY			114,203	103,951
Driggs	1,049,457	1,030,563	89,443	87,253
Tetonia	--	--	10,668	9,998
Victor	744,709	545,840	54,318	45,135
Total	\$1,794,166	\$1,576,403	\$268,632	\$246,337
TWIN FALLS COUNTY			581,528	528,867
Buhl	572,472	549,570	54,723	49,783
Castleford	48,769	50,843	5,062	5,491
Filer	259,963	232,200	23,120	16,014
Hansen	--	--	48,084	45,064
Hollister	48,040	44,707	4,450	3,972
Kimberly	396,056	426,111	42,423	38,628
Murtaugh	--	--	4,706	4,411
Twin Falls	7,168,026	6,724,327	669,388	612,548
Total	\$8,493,327	\$8,027,759	\$1,433,484	\$1,304,778
VALLEY COUNTY			239,029	217,303
Cascade	463,338	452,863	45,078	42,956
Donnelly	401,076	397,466	39,552	30,336
McCall	2,638,473	2,301,272	229,022	211,599
Lake Fork	125,566	133,131	--	--
Yellow Pine	9,122	15,343	--	--
Total	\$3,637,576	\$3,300,074	\$552,681	\$502,194
WASHINGTON COUNTY			60,309	51,509
Cambridge	133,419	129,593	12,905	12,918
Midvale	--	--	6,471	6,065
Weiser	743,261	701,716	210,064	196,870
Total	\$876,680	\$831,309	\$289,749	\$267,362
FISCAL YEAR TOTALS	\$203,381,704	\$191,047,447	\$34,710,000	\$32,530,000

TOP SELLING PRODUCTS FOR FISCAL YEAR 2017



#1 Fireball Cinnamon Whiskey
\$5,890,000



#6 Smirnoff Vodka
\$4,420,000



#2 Crown Royal Canadian Whiskey
\$5,880,000



#7 Black Velvet Canadian Whiskey
\$4,030,000



#3 Jack Daniel's Tennessee Whiskey
\$5,510,000



#8 Captain Morgan Spiced Rum
\$3,860,000



#4 Pendleton Canadian Whiskey
\$5,030,000



#9 Jameson Irish Whiskey
\$3,570,000



#5 Tito's Handmade Vodka
\$4,420,000



#10 Platinum 7x Vodka
\$2,600,000



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