

NORTH CAROLINA ALCOHOLIC BEVERAGE CONTROL



2015

ANNUAL REPORT

CONTROL, SERVICE AND REVENUE SINCE 1937



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Letter from the Chairman

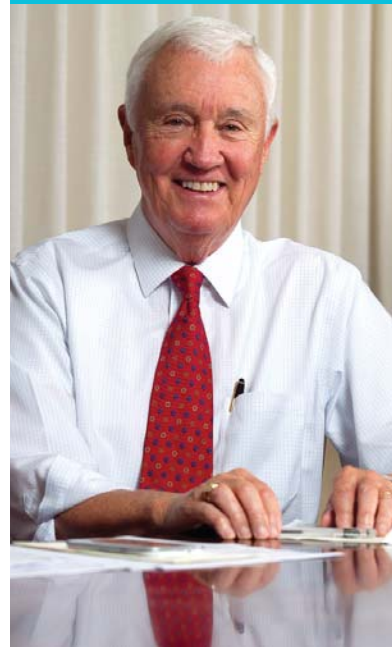
I am very pleased to report that today, as a result of the **Talk It Out** campaign, more North Carolina parents and children know about the dangers of underage drinking than ever before. The campaign, which the North Carolina Alcoholic Beverage Control Commission launched during the first quarter of 2015 with statewide television, radio and digital media spots, has made a strong impact. Its success sets the stage for more to come as the Commission continues its commitment to supporting a culture that actively discourages underage drinking throughout North Carolina.

During recent months the Commission also took the lead in another important area of public health and public safety — urging the General Assembly to join other states to ban the sale of powdered alcohol in North Carolina. The Commission succeeded in its efforts. In June the legislature enacted a law that keeps powdered alcohol out of the state altogether.

In another important area of the Commission's oversight, the numbers of wineries, breweries and distilleries have continued to grow and many have expanded their production. ABC boards, which operate the 425 ABC stores across the state have continued to see strong sales, generating record-breaking revenue that goes to the state's General Fund and back to the North Carolina communities where the stores are located.

As the chief regulator of all alcohol manufactured, transported, sold and served in the state, the ABC Commission has worked this year to continue to operate efficiently and to serve the public effectively.

On the following pages you will see additional detail about the Commission's Initiative to Reduce Underage Drinking as well as a focus on the alcohol industry and the operations of the local ABC boards. For administrative purposes this agency is housed within the Department of Public Safety and is an independent agency reporting directly to the Governor. The ABC Commission has a long tradition of offering steady control, service and revenue to the benefit of the people of North Carolina. Working alongside Commissioners Kevin Green and Joel Keith (who stepped down from the Commission in September 2015) and the staff of the Commission I am pleased to serve as Chairman of the NC ABC Commission, and I invite you to take a closer look at this report of our most recent fiscal year.



James C. Gardner
Chairman,
North Carolina
Alcoholic
Beverage Control
Commission

A handwritten signature in black ink that reads "James C. Gardner".



ABC
COMMISSION
NORTH CAROLINA

ABC Commission at a Glance



Raleigh, N.C.
Headquarters



Over 18,000 retailers

selling alcohol for consumption on premise (restaurants, bars, clubs) and off premise (grocery stores, convenience stores, retail shops).

2,226 listed products

plus 2,053 special order products (3,680 special orders processed during the fiscal year).



Two 200,000 ft.² warehouses



which receive and store all liquor to be sold in the state until it is shipped to and purchased by local ABC stores.

8,823 permits issued



4,625 permit holders, employees and applicants trained.

166 active ABC Boards

that own/lease the property and hire/manage the staff of the 425 retail ABC stores in North Carolina.



\$24.1 Million

collected by the state ABC Commission from permit application, renewal and other fees for the benefit of the General Fund.



\$354.1 Million

total ABC Board liquor revenue distributed to the General Fund and to cities and counties where alcohol is sold.



\$934.9 Million

liquor revenues generated during fiscal year 2015.



\$809,300

penalties paid by permit holders that are distributed to the local school districts where penalty occurred.



Local ABC boards in North Carolina are established and operated with no state-appropriated funds. The state ABC Commission and warehouse operations are funded through fees from warehouse management.

NC Initiative to Reduce Underage Drinking



Governor Pat McCrory, shown at left, previews the *Talk It Out* Campaign at a December 2014 assembly at Daniels Middle School in Raleigh. In March 2015, Governor McCrory opened the initial meeting of the Substance Abuse and Underage Drinking Prevention and Treatment Task Force with special recognition

for five North Carolinians who have helped raise awareness about the issue of underage drinking: Governor McCrory presented Mayor of Harrisburg Steve Sciascia, Peggy Bennett, and Nancy Hunter with the Order of the Long Leaf Pine. Josh Bennett and Autumn Zimmer received special certificates to thank them for their service to North Carolina by sharing their personal stories in the statewide *Talk it Out* campaign through speaking engagements and as featured vignettes on the campaign website.

Outreach extends the message

During fiscal year 2015, the NC ABC Commission extended the reach of its Initiative to Reduce Underage Drinking by taking a leadership role in organizing a statewide task force, by partnering with key non-profit organizations and by making presentations to partners and coalitions across North Carolina.

As a result, the initiative's *Talk it Out* campaign has been endorsed and enhanced through face-to-face interactions, by extensive coverage in the traditional broadcast and print news media and by social media and web pages of affiliated groups.

The strategy has been two-fold:

- to ensure that both policymakers and parents understand the scope of the issue of underage drinking and
- to provide adults with the communications tools to address the issue with children

Statewide task force

The NC ABC Commission hosted the first meeting of the Governor's Substance Abuse & Underage Drinking Prevention Task Force in March 2015. The task force builds on statewide prevention, treatment and enforcement initiatives implemented by the ABC Commission, the Alcohol Law Enforcement Division, the Department of Health and Human Services and the University of North Carolina System.

Task force members are 20 leaders from around the state representing law enforcement, universities, business, the alcohol industry and the substance abuse prevention and treatment communities. Their shared goal is to address issues of alcohol and substance abuse among underage persons and the development of collegiate wellness programs.

It is **ILLEGAL** for **ANYONE** to:
sell or **give** alcoholic beverages to
anyone **under** the age of **21**



The *Talk It Out* Campaign

Survey data at the conclusion of the campaign's first phase showed that the ads raised awareness of the issue and increased the frequency of conversations between parents and their children. The percentage of parents who said they frequently talked with their children about underage drinking increased by 10 percentage points from the levels reported before the campaign launch.

From December 2014 through spring of 2015, hard-hitting commercials about the personal impact of underage drinking aired on television and radio channels across North Carolina. The *Talk It Out* ads and their jarring images helped parents and children across the state understand the dramatic consequences of underage drinking and encouraged them to have that important conversation. The commercials brought gasps from middle school auditoriums during regional *Talk It Out* launches held in Raleigh, Charlotte, Greensboro, and Wilmington as young teens and parents saw them for the first time.

The message and tone of the broadcast TV, radio, and digital media components of the *Talk It Out* campaign was born from 2014 research. This research revealed that there was a large gap between how parents and their children perceived the seriousness of the problem of underage drinking. Before the campaign launched, 58 percent of youth said they viewed underage drinking as a big problem while only 37 percent of parents did. After the initial wave of ads, a gap in that perception still remained, but it had closed to within 10 percentage points.



A pair of high-impact TV commercials launched the Talk It Out campaign's first phase. Here a mother says good-bye at her young daughter's casket.

START THE CONVERSATION.



STOP UNDERAGE DRINKING.

More important, the survey data at the conclusion of the campaign's first phase showed that the ads raised awareness of the issue and increased the frequency of conversations between parents and their children. The percentage of parents who said they frequently talked with their children about underage drinking increased by 10 percentage points from the levels reported before the campaign launch.

The most recent research data, which like the original research was conducted by telephone polling, indicated that while more parents are getting the message and talking to their children, they believe the problem affects other families, but does not threaten theirs.

The second phase of the *Talk It Out* campaign focuses on changing that misconception and continuing to raise awareness of the issue in general. These new ads began airing in time for the traditional August back-to-school season.

In addition to broadcast advertising, the campaign continues to include radio and digital media components and provides the talkitoutnc.org website as a resource for parents.



The initial wave of broadcast commercials covered the state during the first quarter of 2015. This image of a dad feeding his injured son shows another devastating potential consequence of underage drinking.



Research in the summer of 2015 found parents responded favorably to the campaign's key messages. The campaign's second phase of commercials shows situations such as this young girl riding in the back seat of a car waiting to hear from her parents about underage drinking. The commercials end with a glimpse of the sad consequences if the conversation is delayed too long.



“ NC loses an average
1
person a week
due to
underage drinking ”

5

Partnerships

During 2014 and 2015, ABC Commission staff reached out to groups across North Carolina and formed key partnerships that have helped deliver the key messages of the *Talk It Out* campaign. These groups include:

- **North Carolina PTA *Talk It Out*, OutReach Toolkit.** The toolkit empowers NCPTA Leaders to bring the *Talk It Out* message to a local PTA audience and host their own *Talk It Out* meetings. The OutReach Toolkit helps schools meet the requirements of the PTA's National Standards for Family-School Partnerships and to be named a School of Excellence.
- **Girls Scouts of North Carolina Coastal Pines, *Talk It Out* Patch Program.** Girls in grades 7 – 12 can earn a patch through activities, articles and quizzes. The program encourages girls and parents to participate in many activities together.
- **NC Pediatric Society.** Pediatricians across the state are sharing content related to *Talk It Out* via the NCPeds social media channels.
- **NC Family Medical Association.** The association is sharing content related to *Talk It Out* through the NCFMA social media channels, newsletters, magazines and events.
- **NC Drivers Education Training & Safety Association** is implementing *Talk It Out* campaign messaging in driver's education classroom curriculum.

Coalitions

Hundreds of community groups, civic organizations and representatives of education, industry, law enforcement, medical, political, prevention, religious and state agency organizations are interested in reducing underage drinking, and want to share information about the issue within their organizations and beyond.

During 2014 and 2015 staff of the NC ABC Commission made more than 50 presentations at meetings across the state to introduce the specifics of the *Talk it Out* campaign to potential coalition partners. During the last fiscal year, ABC Commission staff also participated in dozens of regional conferences around North Carolina focused on underage drinking prevention.

Coalition work included a joint project with industry members to produce the *We Don't Serve Teens* point of sale prevention poster (created in conjunction with the Distilled Spirits Council of the US, NC Spirits Association, Republic National Distributing Company and Southern Wine and Spirits of America.) The poster has been distributed to approximately 5,400 convenience stores and ABC stores across the state.

ABC Commission staff also has increased collaboration with state agencies such as the Governor's Office, Lieutenant Governor's Office, Department of Insurance, Department of Health and Human Services, Department of Public Instruction and the Department of Public Safety on multiple projects in various platforms related to raising awareness about the problem of underage drinking through cross-agency promotional efforts. One of the larger projects of the past fiscal year included collaboration with the Department of Public Instruction to create a 10-hour continuing education course available on-line for all K-12 North Carolina public school teachers. The course focuses on in-depth details about substance abuse and underage drinking prevention.

Fake ID Education and Outreach Program

The ABC Commission has taken steps to reduce the use of fictitious identification documents underage individuals often use to obtain alcoholic beverages.

Some studies indicate more than 40% of underage college students use fake ID's to purchase alcoholic beverages.

An important component of this new, inter-agency program has been sharing information with law enforcement agencies about characteristics of popular fake IDs manufactured overseas. The Commission staff has worked closely with local alcohol law enforcement in many urban and college communities including the Pitt County ABC Board law enforcement, Wake County ABC Board law enforcement, Mecklenburg County ABC Board law enforcement, the Charlotte-Mecklenburg Police Department, the Wilmington Police Department, the Chapel Hill Police Department and the New Hanover County Sheriff's Office. These partnerships with state and local law enforcement agencies allow for centralized collection and analysis of arrest data for fake ID violations. The data is proving helpful in determining how and where law enforcement resources may best be focused to reduce future incidents of fake ID use.

In addition to the data analysis component, the ABC Commission has launched an awareness campaign with informational brochures and posters targeted specifically at underage consumers. These brochures and posters, distributed to more than 10,000 ABC permitted retailers across the state, detail the fines, costs and penalties for underage drinking offenses - and fake ID offenses in particular. The ABC Commission also has designed a poster exclusively for ABC permitted establishments detailing the process that employees should use to examine IDs and warning of consequences for selling or serving alcohol to an underage customer.

Pilot Diversion Programs

The ABC Commission and the District Attorneys of New Hanover, Pitt, Forsyth, and Watauga counties launched pilot programs in 2014-2015 with the dual goals of reducing recurrences of underage drinking in those communities and identifying program elements that can be implemented across the state. These four pilot programs incorporate a variety of educational and service programs including student visits to auto impound lots to view fatal crash vehicles; emergency room visits to speak with trauma physicians and staff about the severity of the medical consequences of underage drinking; and visiting DWI Court to experience the short- and long-term legal ramifications of underage drinking. The District Attorneys participating in the pilot programs also have spoken frequently in their communities about laws prohibiting underage drinking, social host liability and harmful consequences related to underage drinking. Additionally each pilot program has incorporated an effort to involve parents or guardians of the offenders in the educational and deferment process.

It is **unlawful** to sell or give alcoholic beverages to a person **under 21** years old

FLAG System for Checking IDs

Feel-

- Have the customer remove the ID from their wallet
- Flick the edge of the ID
- Feel the edge of the photo
- Check for pinholes, glue lines and bumpy surfaces

Look-

- Look at the picture and the person
- Look at the expiration date
- Look for the seals on the laminate
- Look at the back of the ID
- Look at the customer for signs of nervousness
- Look at the date of birth

Ask-



- How old are you?
- What is your birthdate?
- What year did you graduate high school?
- What is your apartment or house number?
- What is your middle name?

Give-

- If the ID passes your screening process, return it to the customer and complete the transaction
- If it does NOT pass, follow your company policy

Fines for an **EMPLOYEE** could be up to **\$2,000**

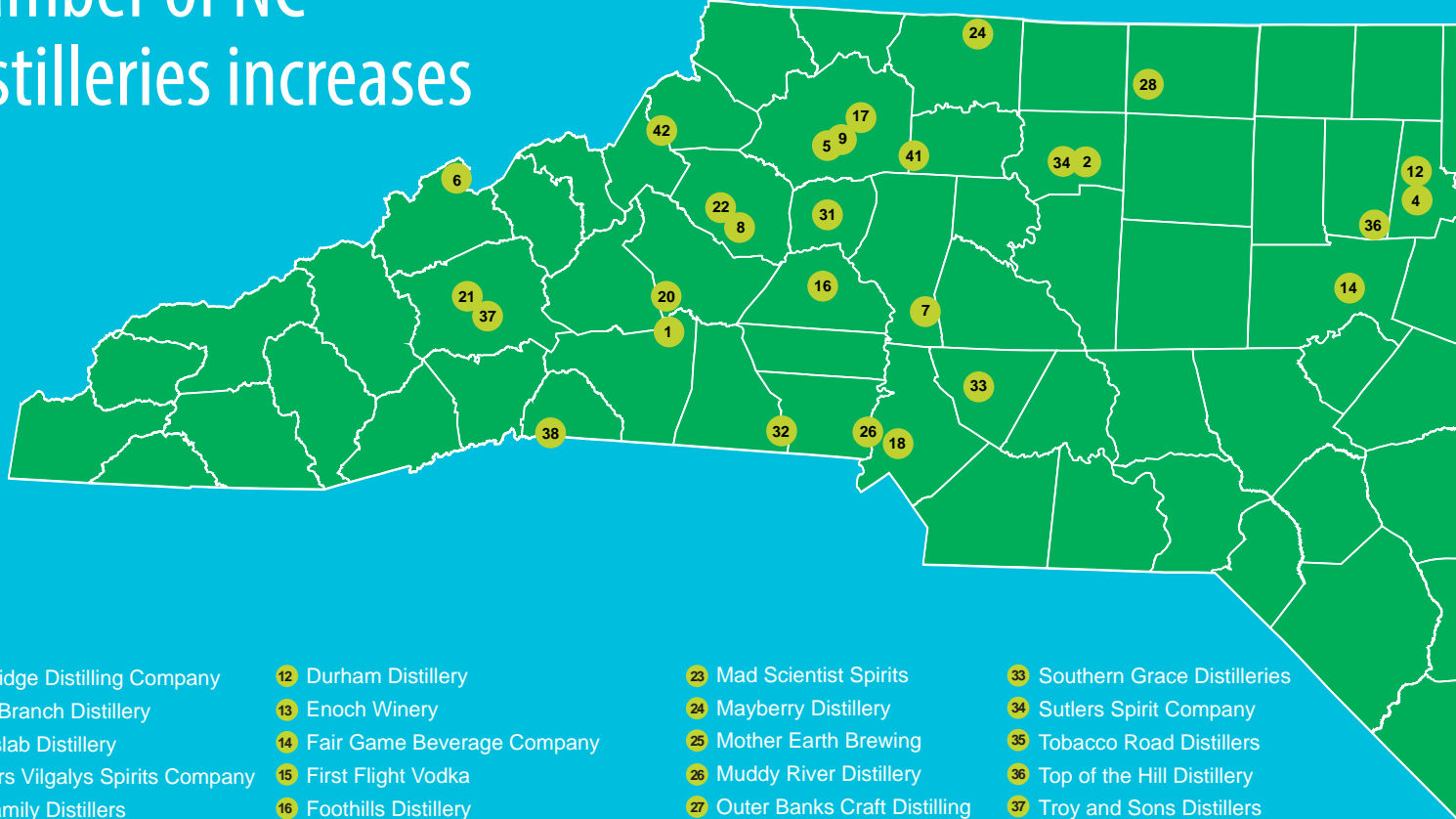
Fines for a **BUSINESS** could be up to **\$5,000**

 www.TalkitOutNC.org 

15,000 copies of this public document were printed at a cost of \$2,221.76 or .15 per copy. 7/15

Alcohol Industry Shows Strong Growth

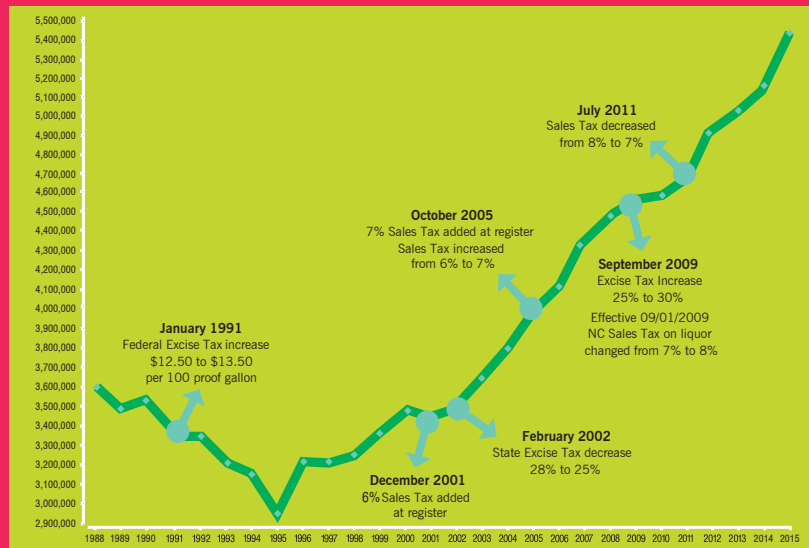
Number of NC Distilleries increases



- | | | | |
|-------------------------------------|--|---------------------------------|---------------------------------|
| 1 Blue Ridge Distilling Company | 12 Durham Distillery | 23 Mad Scientist Spirits | 33 Southern Grace Distilleries |
| 2 Broad Branch Distillery | 13 Enoch Winery | 24 Mayberry Distillery | 34 Sutlers Spirit Company |
| 3 Broadslab Distillery | 14 Fair Game Beverage Company | 25 Mother Earth Brewing | 35 Tobacco Road Distillers |
| 4 Brothers Vilgalys Spirits Company | 15 First Flight Vodka | 26 Muddy River Distillery | 36 Top of the Hill Distillery |
| 5 Call Family Distillers | 16 Foothills Distillery | 27 Outer Banks Craft Distilling | 37 Troy and Sons Distillers |
| 6 Carls Carolina | 17 Gambill Creek Distillers | 28 Piedmont Distillers | 38 Tryon Back Door Distillery |
| 7 Carolina Beer Company | 18 Great Wagon Road Distilling Company | 29 Raleigh Rum Company | 39 Waltons Distillery |
| 8 Carolina Distillery | 19 Gregory Vineyards | 30 Scotts Point Distillery | 40 Weetock Distilleries |
| 9 Copper Barrel Distillery | 20 Helmets Required | 31 Screaming Eagle Distillers | 41 Windsor Run Cellars |
| 10 Covington Spirits | 21 Howling Moon | 32 Southern Artisan Spirits | 42 Winery at the Blueberry Farm |
| 11 Diablo Distilleries | 22 Laws Distillery | | |

AS OF JUNE 30, 2015

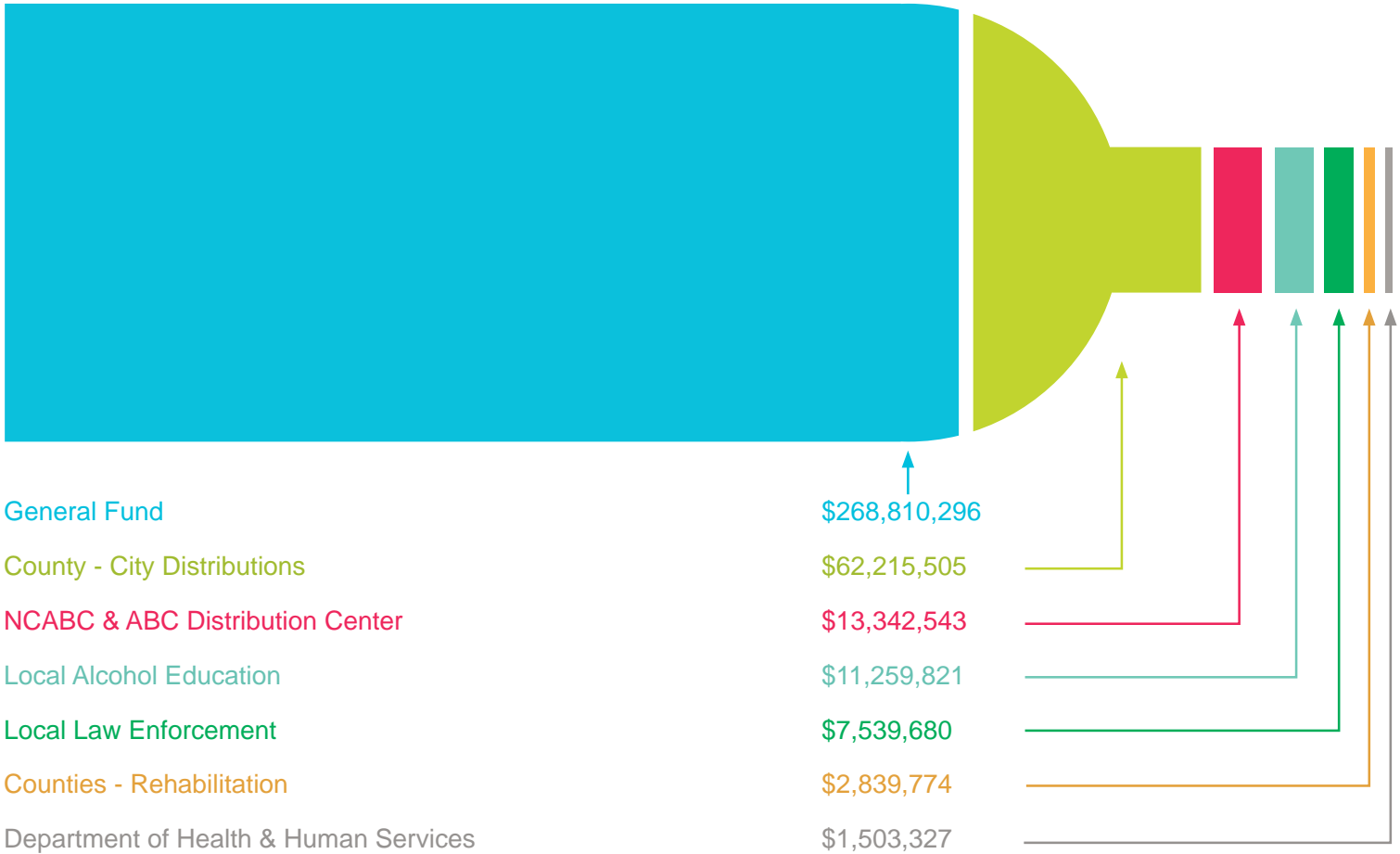
NC ABC Warehouse Case Shipments



Shipments of liquor from the state warehouses to the local ABC boards topped 5 million cases again in the most recent fiscal year.

ABC Store Sales Generate \$354 Million

Local ABC Boards in North Carolina are established and operated with no state funds. Through the sales of \$934,982,839 in spirituous liquor and fortified wine in ABC stores in the fiscal year ending June 30, 2015, total revenue distributions amounted to \$354,168,403 to the state's General Fund and the cities and counties where alcohol sales are allowed.



Local board update

Mixed Beverages referendum passed 11-4-14

Allegheny County
Hudson, Caldwell County
Ranlo, Gaston County
Yadkin County

ABC store referendum passed 11-4-14

Alleghany County
Troutman, Iredell County
Wesley Chapel, Union County
Yadkin County

Opened ABC Stores

Wilson County
(August 2014)

Gates County
(November 2014)

Lincolnton
(May 2015)

Closed ABC Store

Warren County
(September 2014)

Revenues From Spirituous Liquor North Carolina ABC Boards July 1, 2014 – June 30, 2015

	6/30/15	6/30/14	Increase/ - Decrease	Percent Change
Liquor Sales - Regular	757,505,342	701,774,682	55,730,660	7.94%
Mixed Beverage Sales	175,955,419	165,842,823	10,112,596	6.10%
Total Sales	933,460,761	867,617,505	65,843,256	7.59%
State Excise Tax	200,708,868	186,407,058	14,301,810	7.67%
Liquor Sales Tax	53,066,903	49,123,969	3,942,934	8.03%
Mixed Beverage Tax - Revenue	15,034,525	14,388,698	645,827	4.49%
Mixed Beverage Tax - DHHS	1,503,327	1,438,705	64,622	4.49%
Rehabilitation Tax	2,839,774	2,703,505	136,269	5.04%
Cost of Goods Sold	481,490,177	447,052,915	34,437,262	7.70%
Operating Expenses	129,114,299	126,734,144	2,380,155	1.88%
Interest Income	124,908	142,131	-17,223	-12.12%
Other Income	462,762	995,378	128,762	38.55%
Profit Before Distribution	104,003,298	89,936,496	14,066,802	15.64%
Profit Percent To Sales	11.14%	10.37%		0.78%
Law Enforcement	7,539,680	7,481,187	58,493	0.78%
Alcohol Education	11,259,821	10,560,263	699,558	6.62%
Net Profit	85,203,797	71,895,046	13,308,751	18.51%
County - City Distributions	62,215,505	57,553,843	4,661,662	8.10%
Mixed Beverage Tax Retained	13,531,004	12,950,257	580,747	4.48%
Surcharge Collected	4,765,335	4,085,397	679,938	16.64%
Bailment Collected	8,577,208	8,309,779	267,429	3.22%
Bottles Sold:				
Regular	63,143,723	59,318,420	3,825,303	6.45%
Mixed Beverage	7,906,091	7,434,649	471,442	6.34%
Total	71,049,814	66,753,069	4,296,745	6.44%
Number Of Stores	425	423	2	

- Bailment decreased from \$1.60 to \$1.50 per case May 1, 2015

- Bailment surcharge increased from \$0.80 to \$1.40 per case May 1, 2015

ABC Board Revenue and Distributions

JULY 1, 2014 - JUNE 30, 2015

ABC Boards by County and # of Stores	Sales			State Taxes Collected	Cost of Liquor Sold	Operating Expenses
	Gross Sales	Percent Change Over FY14	Forecast for FY16			
Alamance						
Alamance Municipal (5)	11,392,493	7.30%	11,593,500	2,671,485	5,920,274	2,140,970
Alleghany						
Sparta (1)	714,729	2.25%	739,969	163,729	372,484	125,408
Anson						
Wadesboro (1)	1,220,952	5.67%	1,191,193	276,633	652,816	227,476
Ashe						
West Jefferson (1)	1,555,529	5.05%	1,543,400	354,405	825,951	234,151
Avery						
High Country (1)	2,771,226	2.75%	2,820,504	654,880	1,427,749	403,941
Beaufort County (6)	4,901,473	4.87%	4,735,500	1,120,241	2,576,023	883,600
Bertie County (1)	733,414	6.85%	799,000	165,202	462,543	204,363
Bladen						
Elizabethtown (1)	1,240,643	3.20%	1,255,735	281,047	664,029	176,275
Brunswick						
Belville (2)	3,080,547	7.30%	3,059,609	693,791	1,651,254	592,631
Boiling Spring Lakes (1)	665,725	5.40%	686,150	151,996	346,281	132,077
Brunswick County (2)	2,613,717	4.86%	2,627,750	615,521	1,368,386	435,583
Calabash (1)	1,447,599	6.01%	1,365,000	341,950	764,599	235,087
Oak Island (1)	2,596,559	10.80%	2,700,000	618,159	1,332,188	435,236
Ocean Isle Beach (1)	1,731,355	13.96%	1,760,378	410,772	880,482	336,766
Shallotte (1)	1,662,381	5.25%	1,539,000	385,300	865,032	277,585
Southport (1)	2,378,947	7.24%	2,412,898	562,067	1,228,609	344,536
Sunset Beach (1)	1,532,710	2.13%	1,555,488	352,622	805,666	289,291
Buncombe						
Asheville (9)	28,021,854	9.04%	29,416,101	6,811,769	14,135,889	3,984,329
Black Mountain (1)	2,004,025	10.87%	2,022,942	458,637	1,055,076	285,230
Weaverville (1)	2,444,205	6.57%	2,455,692	554,734	1,294,079	418,544
Woodfin (1)	1,512,532	8.80%	1,423,200	340,932	805,880	303,282
Burke						
Morganton (1)	2,952,488	5.38%	2,936,940	677,402	1,551,411	365,724
Valdese (1)	892,333	10.64%	889,500	204,884	463,263	190,245
Cabarrus						
Concord (5)	12,380,582	9.38%	13,292,000	2,925,393	6,482,962	1,774,587
Mount Pleasant (1)	621,374	8.72%	636,000	139,972	332,054	133,306
Caldwell						
Granite Falls (1)	1,010,816	6.29%	976,570	231,672	525,810	187,360
Lenoir City (2)	3,184,646	7.42%	3,100,000	727,919	1,678,591	452,024
Camden County (2)	1,248,808	10.31%	1,308,370	281,284	651,181	222,985
Carteret County (6)	12,674,796	5.76%	12,000,000	2,981,859	6,504,069	1,717,171
Caswell County (4)	2,024,939	5.70%	2,057,258	461,217	1,083,946	403,965
Catawba County (10)	17,174,892	5.35%	16,998,000	4,003,041	9,032,998	2,861,571
Chatham						
Chatham County (3)	2,920,789	7.05%	2,949,736	666,293	1,545,193	526,319
Pittsboro (1)	1,238,762	11.41%	1,339,674	284,212	651,799	166,155

ABC Board Revenue and Distributions

JULY 1, 2014 - JUNE 30, 2015

Other Income & Expense	Local Profits				Local Distributions	
	Profit Before Distribution FY15	Profit Percent FY15	Profit Before Distribution FY14	Percent Change Over FY14	FY15	Forecast for FY16
1,214	660,978	5.80%	627,045	5.41%	495,733	500,300
410	53,518	7.48%	48,396	10.58%	48,108	42,868
75	64,102	5.25%	37,640	70.30%	45,000	50,696
8,840	132,182	8.55%	123,258	7.24%	83,462	58,100
1,508	286,164	10.32%	253,122	13.05%	284,341	293,000
2,317	323,926	6.61%	312,061	3.80%	205,743	161,730
5,365	-93,369	-12.64%	20,201	-562.20%	0	23,000
59	119,351	9.62%	126,872	-5.93%	114,958	120,162
2,041	140,952	4.58%	153,744	-8.32%	124,306	69,100
1,634	37,005	5.54%	19,099	93.75%	37,005	17,600
9,629	184,978	7.10%	177,836	4.02%	39,823	104,413
569	106,532	7.36%	72,159	47.64%	85,970	88,900
9,889	220,865	8.47%	162,212	36.16%	199,523	177,120
214	103,549	5.98%	87,946	17.74%	97,216	84,818
200	134,664	8.10%	145,450	-7.42%	170,348	64,600
5,351	239,170	10.07%	281,117	-14.92%	233,875	209,153
13,403	71,890	4.73%	77,052	-6.70%	47,312	52,000
154,769	2,938,100	10.54%	2,240,514	31.14%	2,449,753	1,935,654
439	205,521	10.25%	144,081	42.64%	147,195	161,400
65,387	112,297	4.72%	88,433	26.99%	22,908	46,230
8,624	53,814	3.58%	39,979	34.61%	1,198	3,400
958	358,909	12.15%	315,283	13.84%	360,388	304,471
10,265	23,676	2.68%	7,106	233.18%	0	0
131,059	1,328,699	10.62%	1,070,101	24.17%	409,241	456,000
15	16,057	2.58%	6,030	166.29%	0	2,400
130	66,104	6.54%	53,756	22.97%	68,624	41,990
14,128	313,104	9.87%	260,008	20.42%	311,661	247,000
62	93,420	7.48%	27,011	245.86%	89,094	38,800
10,547	1,461,150	11.54%	1,248,288	17.05%	1,292,638	622,100
69	75,880	3.75%	79,001	-3.95%	9,178	44,065
69,394	1,346,676	7.81%	983,892	36.87%	989,208	902,524
185	183,169	6.27%	132,642	38.09%	94,775	100,625
2,887	139,483	11.23%	117,606	18.60%	79,248	58,639

ABC Board Revenue and Distributions

JULY 1, 2014 - JUNE 30, 2015

ABC Boards by County and # of Stores	Sales			State Taxes Collected	Cost of Liquor Sold	Operating Expenses
	Gross Sales	Percent Change Over FY14	Forecast for FY16			
Siler City (1)	1,310,958	8.49%	1,345,600	297,381	700,310	236,575
Cherokee						
Andrews (1)	682,655	6.23%	731,000	154,151	364,053	161,961
Murphy (1)	2,580,550	6.00%	2,595,000	586,545	1,376,061	467,437
Chowan County (1)	1,362,797	4.68%	1,377,000	311,326	722,372	230,769
Clay County (1)	2,004,886	7.34%	1,904,000	454,845	1,062,605	260,570
Cleveland						
Kings Mountain (1)	1,385,606	9.29%	1,428,000	317,043	768,592	243,644
Shelby (2)	3,945,270	6.36%	4,187,700	907,645	2,079,988	734,772
Columbus						
Brunswick (1)	501,449	6.68%	514,370	112,229	267,925	103,095
Lake Waccamaw (1)	299,170	6.78%	276,525	67,501	160,416	64,772
Tabor City (1)	674,904	9.56%	620,000	152,178	362,895	121,604
West Columbus (1)	640,290	6.90%	616,890	145,378	344,734	125,450
Whiteville (1)	1,106,375	5.25%	1,050,000	254,560	582,053	194,372
Craven County (6)	9,268,559	8.24%	9,485,841	2,163,177	4,794,750	1,327,116
Cumberland County (10)	30,970,991	4.69%	31,500,000	7,288,367	15,901,359	4,113,621
Currituck County (3)	5,103,844	8.26%	5,110,670	1,178,507	2,670,382	777,866
Dare County (5)	15,628,037	5.71%	15,971,000	3,720,532	7,796,514	1,785,515
Davidson						
Lexington (2)	3,968,546	7.69%	3,888,000	912,752	2,099,112	501,040
Thomasville (1)	2,569,098	11.35%	2,607,300	590,469	1,357,016	364,173
Davie						
Cooleemee (1)	924,368	14.10%	917,874	213,618	482,974	193,376
Duplin						
Kenansville (1)	433,369	-0.72%	459,000	98,126	230,224	92,620
Wallace (1)	1,473,983	3.55%	1,500,190	337,776	781,798	225,050
Warsaw (1)	506,063	2.63%	500,000	114,839	269,207	116,827
Durham County (8)	31,488,457	9.58%	33,002,107	7,428,896	16,256,886	4,245,141
Edgecombe County (6)	4,516,632	4.80%	4,499,000	1,026,379	2,414,479	856,402
Forsyth						
Triad Municipal (14)	39,781,560	7.74%	40,296,566	9,303,781	20,608,511	5,284,363
Franklin						
Bunn (1)	766,041	4.67%	690,200	172,687	413,754	132,974
Franklinton (1)	922,919	9.20%	960,558	208,488	493,840	146,047
Louisburg (1)	1,376,341	7.08%	1,442,447	313,423	747,825	237,153
Youngsville (1)	885,419	9.96%	874,000	199,455	472,286	153,773
Gaston						
Bessemer City (1)	495,925	2.71%	578,864	114,767	259,378	114,662
Cherryville (1)	1,025,848	5.35%	1,035,200	232,417	543,268	211,629
Cramerton (1)	1,867,561	9.67%	1,824,850	432,777	979,418	280,569
Gastonia (5)	9,403,462	8.48%	9,915,000	2,191,134	4,919,762	1,446,666
Mount Holly (1)	1,925,560	6.46%	1,937,600	435,567	1,030,378	273,004
Gates County (2)	595,727	43.73%	708,700	133,946	311,625	149,371

ABC Board Revenue and Distributions

JULY 1, 2014 - JUNE 30, 2015

Other Income & Expense	Local Profits				Local Distributions	
	Profit Before Distribution FY15	Profit Percent FY15	Profit Before Distribution FY14	Percent Change Over FY14	FY15	Forecast for FY16
2,709	73,983	5.66%	69,393	6.61%	48,263	46,398
1,268	1,294	0.19%	-1,525	184.85%	30,000	0
1,106	150,183	5.82%	124,247	20.87%	135,000	105,000
252	98,582	7.23%	55,421	77.88%	98,582	20,000
2,930	225,850	11.27%	202,116	11.74%	201,500	32,000
216	56,543	4.08%	63,855	-11.45%	53,467	51,088
303	223,168	5.66%	143,817	55.17%	222,866	179,000
24	18,224	3.63%	22,519	-19.07%	24,717	12,997
28	6,509	2.18%	1,816	258.43%	0	0
1,382	39,609	5.86%	38,225	3.62%	32,165	24,000
294	25,022	3.91%	18,950	32.04%	285	450
767	76,041	6.87%	65,698	15.74%	58,772	48,900
1,541	985,057	10.63%	900,817	9.35%	985,057	857,179
166,424	3,834,068	12.31%	3,072,629	24.78%	3,298,697	2,233,514
102	477,191	9.35%	431,654	10.55%	415,445	182,325
5	2,325,481	14.88%	1,853,237	25.48%	2,023,547	1,665,855
4,099	452,741	11.42%	353,624	28.03%	452,676	203,500
172	257,612	10.03%	204,050	26.25%	96,871	95,100
3,854	37,764	4.07%	5,321	609.72%	28,382	5,500
45	12,444	2.87%	7,639	62.90%	12,444	1,875
32	129,391	8.78%	123,053	5.15%	129,000	150,000
20	5,210	1.03%	2,705	92.61%	0	7,046
52,556	3,506,570	11.15%	2,841,112	23.42%	2,461,558	1,918,509
1,075	220,291	4.88%	127,004	73.45%	170,291	150,000
90,970	4,534,861	11.41%	3,591,213	26.28%	3,598,952	3,099,366
2,667	49,273	6.41%	47,290	4.19%	43,273	13,078
3,199	77,743	8.39%	53,597	45.05%	73,543	42,300
145	78,085	5.67%	65,248	19.67%	78,085	69,052
0	59,905	6.77%	42,401	41.28%	59,905	40,000
81	7,199	1.45%	14,131	-49.06%	0	500
317	38,851	3.79%	19,778	96.44%	26,000	31,000
519	175,316	9.38%	176,855	-0.87%	72,779	88,800
39,232	885,132	9.37%	703,944	25.74%	682,694	441,674
131	186,480	9.69%	154,731	20.52%	68,920	135,800
0	785	0.13%	61,166	-98.72%	1,200	0

ABC Board Revenue and Distributions

JULY 1, 2014 - JUNE 30, 2015

ABC Boards by County and # of Stores	Sales			State Taxes Collected	Cost of Liquor Sold	Operating Expenses
	Gross Sales	Percent Change Over FY14	Forecast for FY16			
Granville County (2)	3,630,220	7.18%	4,195,859	826,685	1,931,332	451,798
Greene County (2)	735,210	3.03%	727,000	165,769	401,911	146,718
Guilford						
Gibsonville (1)	1,041,572	9.87%	1,014,600	235,959	560,150	184,197
Greensboro (14)	42,082,265	7.08%	43,505,000	9,976,499	21,631,332	5,833,975
High Point (6)	16,177,600	8.05%	16,479,551	3,737,567	8,357,942	2,276,888
Halifax County (5)	4,819,183	6.16%	4,830,388	1,102,712	2,536,745	870,476
Harnett						
Angier (1)	1,492,594	4.83%	1,729,119	355,155	759,850	275,786
Dunn (2)	2,064,141	8.10%	2,048,000	470,391	1,100,611	346,690
Lillington (1)	1,414,308	20.81%	1,324,960	333,046	720,020	258,258
Haywood						
Canton (1)	1,248,115	10.71%	1,365,000	282,870	674,623	228,404
Maggie Valley (2)	2,214,695	10.70%	2,115,000	508,568	1,171,111	396,986
Waynesville (1)	2,283,335	7.44%	2,285,900	529,543	1,188,320	396,357
Henderson						
Fletcher (1)	1,839,108	5.83%	1,862,677	413,502	975,718	345,943
Hendersonville (3)	5,865,472	7.08%	6,000,000	1,362,689	3,058,995	1,056,011
Laurel Park (1)	1,134,996	5.17%	1,210,000	261,130	592,995	238,735
Hertford County (3)	2,286,280	-0.23%	2,285,000	519,704	1,224,650	468,718
Hoke County (1)	1,295,613	5.07%	1,215,000	296,243	687,229	176,158
Hyde County (2)	745,224	9.83%	731,000	191,016	365,481	144,566
Iredell						
Mooresville (3)	9,540,438	11.66%	10,022,595	2,234,077	4,991,932	1,025,315
Statesville (2)	5,577,918	7.36%	5,492,573	1,285,508	2,953,297	921,095
Jackson County¹ (2)	4,002,426	604.92%	4,197,327	936,215	2,060,837	569,776
Johnston County (7)	13,409,361	16.19%	14,047,180	3,079,832	7,089,743	1,896,033
Jones County (3)	894,682	-0.55%	901,000	201,783	478,617	211,830
Lee						
Sanford (2)	5,027,776	7.17%	5,100,000	1,159,369	2,641,075	891,963
Lenoir County (3)	3,864,149	10.73%	3,830,353	886,482	2,037,476	603,375
Lincoln						
Lincoln County (1)	2,562,685	8.74%	2,522,500	590,116	1,329,233	285,836
Lincolnton (2)	2,245,281	6.05%	2,440,000	530,020	1,158,953	469,219
Macon						
Franklin (1)	2,518,581	3.09%	2,705,850	579,747	1,333,632	540,798
Highlands (1)	1,612,478	-14.86%	1,716,579	390,184	822,598	310,526
Martin County (2)	1,941,241	3.93%	2,140,000	439,952	1,024,531	360,513
McDowell						
Marion (2)	2,305,825	7.97%	2,558,151	530,976	1,229,353	413,732
Mecklenburg County (23)	130,356,543	8.90%	135,975,000	31,639,229	65,616,997	14,827,270

¹ Jackson County opened ABC store and merged with Sylva May, 2014

ABC Board Revenue and Distributions

JULY 1, 2014 - JUNE 30, 2015

Other Income & Expense	Local Profits				Local Distributions	
	Profit Before Distribution FY15	Profit Percent FY15	Profit Before Distribution FY14	Percent Change Over FY14	FY15	Forecast for FY16
5,328	415,677	11.47%	416,419	-0.18%	315,616	269,000
3,706	24,518	3.32%	31,899	-23.14%	24,518	0
2,955	63,571	6.09%	65,444	-2.86%	12,834	15,000
2,439	4,642,898	11.03%	4,197,991	10.60%	4,212,898	4,145,500
20,968	1,803,513	11.15%	1,594,338	13.12%	1,562,060	1,532,826
6,105	315,355	6.54%	267,068	18.08%	226,295	164,787
25	101,828	6.82%	68,618	48.40%	48,870	47,484
6,123	152,572	7.37%	120,574	26.54%	146,675	121,800
239	103,223	7.30%	61,147	68.81%	7,574	0
4,199	58,019	4.66%	43,679	32.83%	3,892	0
12,753	128,661	5.83%	102,959	24.96%	17,246	16,000
39,586	129,529	5.77%	66,235	95.56%	76,306	65,411
10,369	93,992	5.14%	82,087	14.50%	64,914	64,874
4,450	383,327	6.54%	285,263	34.38%	236,125	230,000
191	42,327	3.73%	24,731	71.15%	35,201	31,960
392	73,600	3.22%	101,179	-27.26%	66,958	66,958
6	135,989	10.50%	129,996	4.61%	134,403	77,100
2,525	41,702	5.61%	15,821	163.59%	0	0
6,151	1,286,965	13.49%	1,091,794	17.88%	1,051,058	1,455,000
782	418,800	7.51%	318,669	31.42%	244,016	321,409
1,260	436,858	10.91%	46,087	847.90%	438,928	447,374
3,872	1,347,625	10.05%	1,154,215	16.76%	1,389,081	1,540,357
0	2,452	0.27%	-12,555	119.53%	0	0
1,901	337,270	6.71%	253,192	33.21%	382,985	280,000
21,151	318,235	8.28%	283,824	12.12%	153,580	83,398
293	357,793	13.96%	304,175	17.63%	238,579	237,600
2,043	89,132	3.97%	116,256	-23.33%	89,133	106,000
866	65,270	2.59%	76,440	-14.61%	70,000	75,600
0	89,170	5.53%	152,437	-41.50%	75,000	123,470
122	116,367	5.99%	93,238	24.81%	297,949	30,105
8,157	130,807	5.68%	116,199	12.57%	128,723	136,300
326,881	18,397,670	14.10%	16,488,109	11.58%	14,692,570	14,751,300

ABC Board Revenue and Distributions

JULY 1, 2014 - JUNE 30, 2015

ABC Boards by County and # of Stores	Sales			State Taxes Collected	Cost of Liquor Sold	Operating Expenses
	Gross Sales	Percent Change Over FY14	Forecast for FY16			
Mitchell						
Spruce Pine (1)	1,202,970	5.02%	1,190,000	277,221	633,834	228,356
Montgomery (2)	1,385,519	7.50%	1,338,475	315,205	725,377	320,349
Moore County (4)	9,656,514	-0.12%	9,900,000	2,291,766	4,951,798	1,105,143
Nash County (9)	9,695,450	8.09%	9,425,000	2,235,406	4,922,042	1,534,947
New Hanover County (8)	38,558,872	6.36%	39,401,375	9,323,672	19,150,258	4,215,254
Northampton County (4)	993,974	2.68%	1,000,000	224,404	530,563	224,510
Onslow County (6)	15,228,479	4.19%	14,120,000	3,598,634	7,793,038	2,347,366
Orange County (8)	17,975,413	5.88%	18,328,382	4,268,461	9,195,406	2,987,938
Pamlico County (2)	1,239,821	4.46%	1,186,400	282,497	660,432	250,171
Pasquotank County (1)	3,199,404	3.55%	3,190,000	755,369	1,669,307	475,455
Pender County (4)	5,632,774	8.94%	5,654,500	1,294,347	2,955,332	949,955
Perquimans						
Hertford (1)	945,280	7.39%	967,000	213,846	504,124	165,810
Person County (2)	2,804,936	6.11%	2,842,576	642,716	1,477,860	366,462
Pitt County (10)	17,308,087	6.95%	17,419,800	4,096,900	8,863,398	2,256,742
Polk						
Columbus (1)	606,515	9.40%	606,674	138,620	322,189	142,325
Tryon (1)	344,112	29.98%	398,279	84,998	175,783	79,302
Randolph						
Asheboro (1)	3,199,253	6.67%	3,149,608	738,764	1,657,518	435,721
Liberty (1)	817,345	8.69%	850,867	184,775	437,623	165,400
Randleman (1)	1,434,316	7.05%	1,406,000	326,809	750,413	215,070
Richmond						
Hamlet (1)	946,401	7.49%	957,950	212,581	508,225	168,961
Rockingham (2)	2,044,979	5.07%	1,961,600	470,639	1,096,337	370,523
Robeson						
Fairmont (1)	610,768	3.71%	641,500	136,975	310,222	119,750
Lumberton (2)	3,585,645	9.39%	3,600,000	819,670	1,957,260	699,591
Maxton (1)	524,918	6.98%	500,000	118,534	290,252	131,929
Pembroke (1)	1,016,452	13.42%	1,020,000	233,368	531,908	145,157
Red Springs (1)	636,799	3.05%	665,600	143,785	341,590	142,725
Rowland (1)	214,368	6.37%	202,000	48,474	113,994	49,875
Saint Pauls (1)	1,114,167	9.26%	1,131,800	251,429	599,969	210,301
Rockingham						
Eden (1)	1,705,752	4.10%	1,665,000	393,112	898,603	304,647
Madison (1)	1,175,585	9.76%	1,091,625	268,032	622,761	223,008
Reidsville (1)	2,182,182	7.13%	2,025,000	500,908	1,157,705	387,202
Rowan/Kannapolis (7)	11,622,688	9.30%	11,559,846	2,666,372	6,119,876	2,041,379
Rutherford						
Forest City (1)	1,832,120	3.48%	1,834,000	418,568	967,994	335,025
Lake Lure (1)	776,028	6.22%	758,000	183,790	396,725	164,021
Rutherfordton (1)	1,193,863	3.44%	1,169,350	272,710	637,969	248,988

ABC Board Revenue and Distributions

JULY 1, 2014 - JUNE 30, 2015

Other Income & Expense	Local Profits				Local Distributions	
	Profit Before Distribution FY15	Profit Percent FY15	Profit Before Distribution FY14	Percent Change Over FY14	FY15	Forecast for FY16
90	63,649	5.29%	39,633	60.60%	32,453	15,000
241	24,829	1.79%	5,544	347.85%	17,904	0
4,496	1,312,303	13.58%	1,337,760	-1.90%	992,127	1,011,453
2,207	1,005,262	10.37%	737,184	36.37%	705,777	505,000
12,437	5,876,901	15.24%	5,487,297	7.10%	4,213,097	4,544,783
0	14,497	1.46%	8,733	66.00%	0	0
1,201	1,490,642	9.79%	1,312,893	13.54%	1,002,732	898,000
257,349	1,780,957	9.77%	1,324,517	34.46%	686,550	708,125
135	46,856	3.78%	38,802	20.76%	36,856	26,300
52	299,325	9.36%	293,148	2.11%	299,325	162,100
268	433,408	7.69%	390,359	11.03%	407,149	344,821
229	61,729	6.53%	48,840	26.39%	61,729	56,000
1,203	319,101	11.37%	253,345	25.96%	264,480	232,000
5,620	2,096,667	12.11%	2,163,197	-3.08%	1,711,554	1,360,000
0	3,381	0.56%	-4,434	176.25%	500	1,000
0	4,029	1.17%	13,353	-69.83%	0	640
524	367,774	11.49%	326,752	12.55%	334,740	222,000
122	29,669	3.63%	18,574	59.73%	26,318	26,750
501	142,153	9.91%	91,738	54.96%	118,333	54,200
5	56,639	5.98%	47,680	18.79%	51,639	49,450
0	107,480	5.26%	112,497	-4.46%	105,348	56,024
39	43,860	7.18%	38,251	14.66%	24,955	0
10,845	119,969	3.34%	136,977	-12.42%	106,704	149,600
378	-16,173	-3.08%	-2,501	-546.66%	0	0
11,864	94,171	9.37%	34,838	170.31%	15,827	33,000
0	8,699	1.37%	5,916	47.04%	5,417	0
0	2,025	0.94%	-2,685	175.42%	0	0
23	52,491	4.71%	41,417	26.74%	32,843	0
592	109,982	6.45%	86,333	27.39%	102,697	80,500
33	61,817	5.26%	31,270	97.69%	36,089	36,446
0	136,367	6.25%	98,731	38.12%	105,555	66,000
4,613	799,674	6.88%	518,596	54.20%	799,674	608,944
3,869	114,402	6.23%	105,816	8.11%	88,637	65,000
501	31,993	4.12%	-14,835	315.66%	27,399	9,357
187	34,383	2.88%	37,908	-9.30%	44,795	55,000

ABC Board Revenue and Distributions

JULY 1, 2014 - JUNE 30, 2015

ABC Boards by County and # of Stores	Sales			State Taxes Collected	Cost of Liquor Sold	Operating Expenses
	Gross Sales	Percent Change Over FY14	Forecast for FY16			
Sampson						
Clinton (1)	1,907,331	6.17%	1,937,793	434,686	1,008,594	205,757
Garland (1)	217,323	1.30%	230,000	50,907	112,954	62,699
Newton Grove (1)	474,955	6.68%	480,000	107,465	246,433	100,620
Roseboro (1)	786,277	4.60%	836,862	178,505	422,252	170,072
Scotland County (1)	1,806,220	4.80%	1,769,200	411,201	966,081	336,626
Stanly						
Albemarle (1)	2,700,452	7.61%	2,676,360	623,042	1,403,853	411,280
Locust (1)	1,399,089	10.62%	1,405,950	319,896	735,126	260,156
Norwood (1)	522,880	8.40%	520,000	118,660	278,156	110,933
Stokes						
Walnut Cove (1)	838,473	6.27%	796,000	189,040	453,139	159,516
Surry						
Dobson (1)	561,478	7.48%	558,500	127,013	297,741	123,569
Elkin (1)	1,388,242	8.38%	1,450,000	315,229	738,168	222,364
Mount Airy (1)	2,134,234	6.87%	2,046,350	490,330	1,105,161	400,980
Pilot Mountain (1)	835,665	1.66%	844,758	187,939	439,594	155,090
Swain						
Bryson City (1)	1,855,621	7.77%	1,931,591	425,830	981,463	283,452
Transylvania						
Brevard (2)	3,073,009	1.47%	3,070,928	711,631	1,632,979	493,642
Tyrrell County (1)	435,921	8.00%	437,041	99,309	224,580	81,110
Union						
Indian Trail (1)	3,208,120	10.53%	3,100,000	742,786	1,683,022	508,272
Monroe (1)	4,066,224	6.32%	4,200,000	951,664	2,129,037	576,777
Waxhaw (1)	1,774,072	8.63%	1,890,000	415,520	916,652	307,065
Wingate (1)	1,375,188	9.66%	1,363,000	311,064	734,555	246,407
Vance County (1)	3,558,137	7.37%	3,330,000	812,276	1,939,067	556,099
Wake County (24)	111,070,740	8.13%	115,149,670	26,473,276	56,810,611	9,069,853
Warren County (2)	2,210,471	2.64%	2,225,000	507,472	1,169,309	426,811
Washington County (1)	864,187	6.26%	825,000	195,785	452,200	188,648
Watauga						
Blowing Rock (1)	1,486,311	4.55%	1,423,469	363,845	734,906	239,716
Boone (1)	5,670,754	6.31%	5,617,958	1,342,802	2,917,042	715,556
Wayne County (5)	8,208,534	5.83%	8,329,886	1,889,691	4,292,450	1,287,666
Wilkes						
North Wilkesboro (1)	1,195,815	8.16%	1,357,000	273,896	614,707	259,913
Wilkesboro (2)	2,069,478	9.52%	2,238,000	473,271	1,095,471	475,922
Wilson County (6)	7,686,035	10.24%	6,871,000	1,765,411	4,007,726	1,398,586
Yancey						
Burnsville (1)	1,019,479	3.31%	1,140,000	231,853	538,720	204,087
TOTALS	934,982,839	7.87%	954,320,794	220,170,872	482,282,040	129,114,299

ABC Board Revenue and Distributions

JULY 1, 2014 - JUNE 30, 2015

Other Income & Expense	Local Profits				Local Distributions	
	Profit Before Distribution FY15	Profit Percent FY15	Profit Before Distribution FY14	Percent Change Over FY14	FY15	Forecast for FY16
49	258,343	13.54%	210,647	22.64%	231,110	196,897
1	-9,236	-4.25%	5,292	-274.53%	0	0
0	20,437	4.30%	15,555	31.39%	4,000	0
38	15,486	1.97%	22,201	-30.25%	13,900	13,000
30	92,342	5.11%	83,014	11.24%	92,342	82,400
57	262,334	9.71%	224,598	16.80%	212,257	215,000
0	83,911	6.00%	60,109	39.60%	5,217	3,500
6,230	8,919	1.73%	2,413	269.62%	309	125
0	36,778	4.39%	40,435	-9.04%	31,203	23,500
90	13,245	2.36%	381	3376.38%	5,642	9,260
603	113,084	8.14%	81,314	39.07%	80,737	81,000
1,668	139,431	6.53%	124,631	11.88%	121,534	78,350
5,307	47,735	5.75%	35,395	34.86%	2,786	1,800
124	165,000	8.89%	136,165	21.18%	144,000	75,600
167	234,924	7.64%	175,595	33.79%	227,863	228,322
7,687	23,317	5.44%	-4,786	587.19%	1,250	0
6,387	267,653	8.36%	255,099	4.92%	137,334	132,574
3,998	412,744	10.14%	375,636	9.88%	412,644	425,600
41	134,876	7.60%	115,350	16.93%	53,920	68,125
3,690	79,472	5.79%	46,693	70.20%	24,700	4,000
31,750	220,061	6.24%	215,963	1.90%	65,079	62,740
269,153	18,986,153	17.05%	16,853,324	12.66%	13,965,910	11,347,824
25,908	81,001	3.71%	64,532	25.52%	2,047	225
684	28,238	3.26%	9,884	185.69%	27,306	0
1,091	148,935	10.01%	133,210	11.80%	138,449	127,615
12,129	683,225	12.07%	686,581	-0.49%	564,073	577,000
719	739,446	9.01%	658,323	12.32%	859,487	603,717
0	47,299	3.96%	-5,049	1036.80%	700	7,000
1,161	25,975	1.25%	-35,694	172.77%	0	55,500
12,459	526,751	6.84%	506,504	4.00%	361,396	364,480
0	44,819	4.40%	41,497	8.01%	1,853	3,000
2,116,784	104,003,298	11.12%	89,652,456	16.01%	81,015,006	71,636,924



ABC

C O M M I S S I O N
N O R T H C A R O L I N A

400 East Tryon Road
Raleigh, North Carolina 27610
919.779.0700

<http://abc.nc.gov>