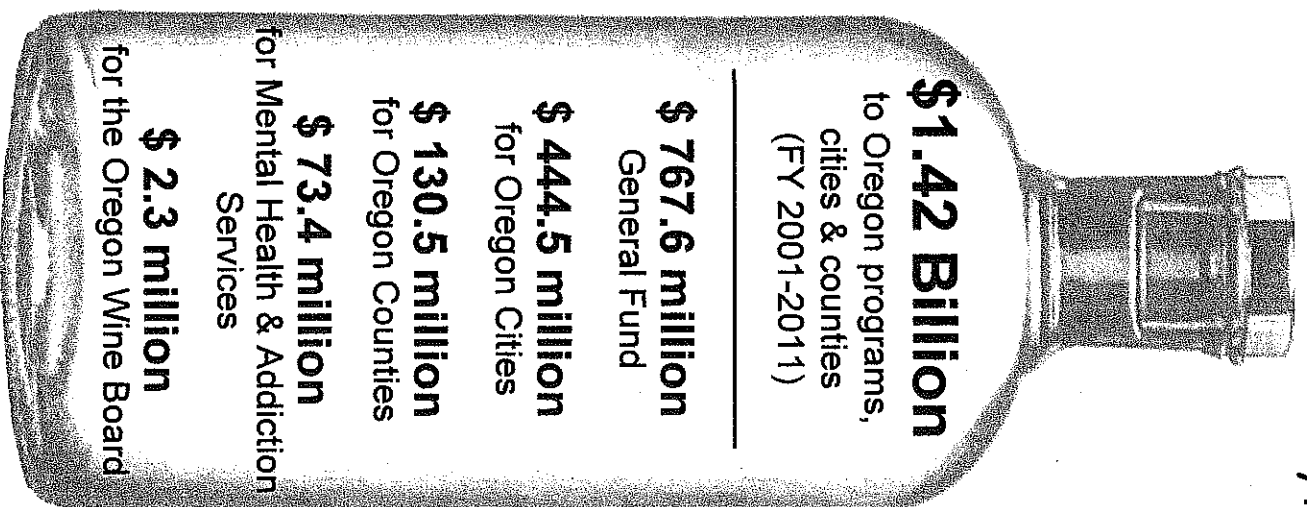


# Liquor Dollars

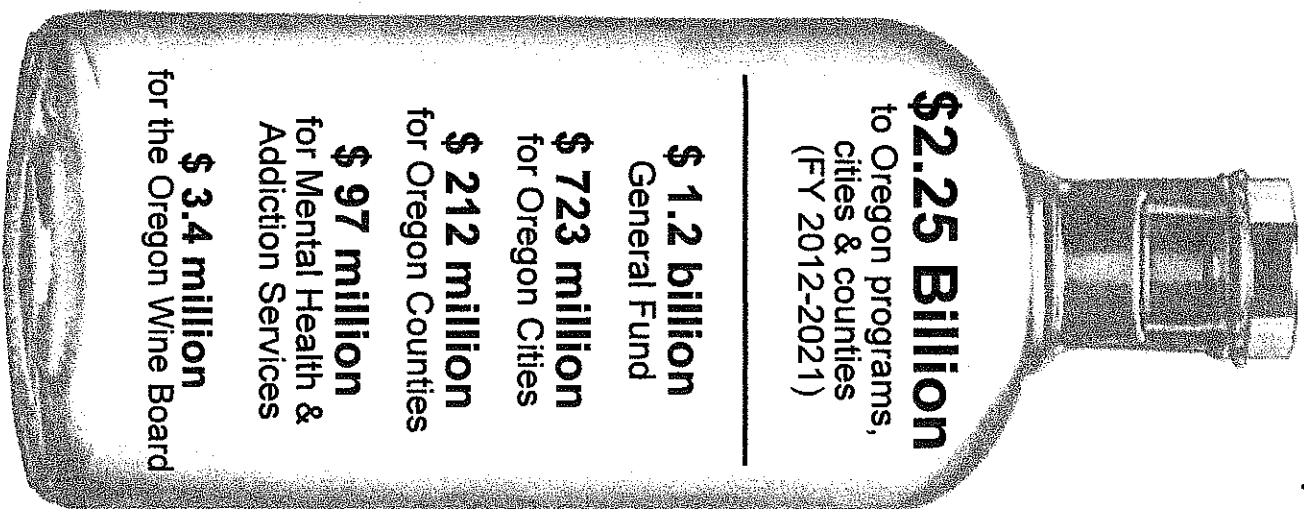
## Aged 10 years

*Prepared by DLCC  
March 20, 2013*



# Looking Forward

**10 years  
projected**



*Prepared by ORCC  
March 20, 2013*

Prepared by OLCC  
February 2013

Oregon Liquor Control Commission  
Surcharge Projection and effect on Compensation Rates  
2013-15 Biennium

<u>2013-15 Case Forecast</u>	<u>Bottle Conversion</u>	<u>\$0.50 13-15 Budgeted Surcharge</u>	<u>\$0.60 Proposed Surcharge</u>	<u>\$0.65 Proposed Surcharge</u>	<u>\$0.75 Proposed Surcharge</u>
6,142,210	64,867,882	\$ 32,434,000	\$ 38,920,400	\$ 42,164,100	\$ 48,650,800

	<u>13-15 Budgeted</u>	<u>\$.10 increment</u>	<u>\$.15 increment</u>	<u>\$.25 increment</u>
Compensation	\$ 95,158,000	\$ 101,644,400	\$ 104,888,100	\$ 111,374,800
Gross Sales	\$ 1,071,596,000	\$ 1,078,082,400	\$ 1,081,326,100	\$ 1,087,812,800
Compensation Percentage	8.88%	9.43%	9.70%	10.24%

Notes:

- Assumed no effect on consumption as a result of price increases
- Assumes the ability to meet projected case demand without additional resources
- Assumes additional surcharge amounts are dedicated 100% to Agents compensation

# Comparison Shopping

## Snapshot of January 2013

	<u>Oregon</u>	<u>Washington</u>
Jack Daniels Black Label	\$21.95	\$26.07
Makers Mark	\$28.95	\$40.53
Jameson Irish Whiskey	\$27.95	\$35.23
Absolut Vodka	\$22.95	\$27.27
Jose Cuervo Gold Tequila	\$16.95	\$20.64
Pendleton Canadian Whiskey	\$24.95	\$36.07

All products are 750 ml  
Washington Prices based on average of five WA retail outlets.

*Prepared by DLCC  
January 2013*