



JENNIFER M. GRANHOLM
GOVERNOR

STATE OF MICHIGAN
LIQUOR CONTROL COMMISSION
DEPARTMENT OF ENERGY, LABOR & ECONOMIC GROWTH
STANLEY "SKIP" PRUSS, DIRECTOR

NIDA R.SAMONA
CHAIRPERSON

Top 10 Spirit Brand Leaders

September 2009

Brand	Year to Date Cases Sold
Captain Morgan	199,377
Bacardi Light Dry	152,920
Smirnoff Vodka	148,639
Popov Vodka	147,458
Five O'clock Vodka	123,226
Jack Daniels Black Label	95,155
Seagrams Extra Dry	91,610
Absolut Vodka	83,543
Svedka Vodka	61,262
Mohawk Vodka	70,549

August 2009

Brand	Year to Date Cases Sold
Captain Morgan	176,516
Bacardi Light Dry	136,453
Popov Vodka	130,352
Smirnoff Vodka	128,701
Five O'clock Vodka	108,630
Jack Daniels Black Label	84,037
Seagrams Extra Smooth	80,626
Seagrams Extra Dry	80,230
Absolut Vodka	73,578
Mohawk Vodka	61,797

July 2009

Brand	Year to Date Cases Sold
Captain Morgan	153,701
Bacardi Light Dry	120,310
Popov Vodka	114,559
Sminoff Vodka	108,825
Five O'clock Vodka	95,010
Jack Daniels Black Label	73,115
Seagrams Extra Dry	70,866
Seagrams Extra Smooth	70,812
Absolut Vodka	63,420
Black Velvet	53,820

June 2009

Brand	Year to Date Cases Sold
Captain Morgan	127,981
Popov Vodka	94,407
Bacardi Light	93,809
Smirnoff Vodka	90,490
Five O'clock Vodka	77,574
Jack Daniels Black Label	59,781
Seagrams Extra Dry	59,748
Seagrams Extra Smooth	58,314
Absolut Vodka	51,046
Black Velvet	44,351

May 2009

Brand	Year to Date Cases Sold
Captain Morgan	106,284
Popov Vodka	78,336
Bacardi Light	76,322
Smirnoff Vodka	73,360
Five O'clock Vodka	64,128
Jack Daniels Black Label	49,317
Seagrams Extra Dry	48,394
Seagrams Extra Smooth	47,878
Absolut Vodka	39,729
Black Velvet	36,738

April 2009

Brand	Year to Date Cases Sold
Captain Morgan	86,353
Popov Vodka	63,200
Bacardi Light	59,776
Smirnoff Vodka	57,770
Five O'clock Vodka	50,883
Seagrams Extra Dry	39,550
Jack Daniels Black Label	39,156
Seagrams Extra Smooth	38,997
Absolut Vodka	30,902
Jagermeister	29,460

March 2009

Brand	Year to Date Cases Sold
Captain Morgan	56,909
Popov Vodka	41,755
Bacardi Light	41,556
Smirnoff Vodka	39,244
Five O'clock Vodka	35,213
Jack Daniels Black Label	27,219
Seagrams Extra Smooth	26,038
Seagrams Extra Dry	26,037
Jagermeister	20,973
Absolut	20,666

February 2009

Brand	Year to Date Cases Sold
Captain Morgan	37,059
Bacardi Light	37,459
Popov Vodka	27,247
Smirnoff Vodka	26,292
Five O'clock Vodka	23,151
Jack Daniels Black Label	17,761
Seagrams Extra Smooth	16,908
Seagrams Extra Dry	16,766
Jagermeister	13,790
Absolut	13,212

January 2009

Brand	Year to Date Cases Sold
Captain Morgan	18,452
Smirnoff Vodka	14,175
Bacardi Light	14,174
Popov Vodka	13,453
Five O'clock Vodka	11,161
Jack Daniels Black Label	8,347
Seagrams Extra Smooth	7,971
Seagrams Extra Dry	7,693
Jagermeister	6,726
Mohawk	6,394

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Auxiliary aids, services and other reasonable accommodations are available upon request to individuals with disabilities.

Michigan Liquor Control Commission
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