

Wine Industry Metrics - Off-Premise Sales - April 2012

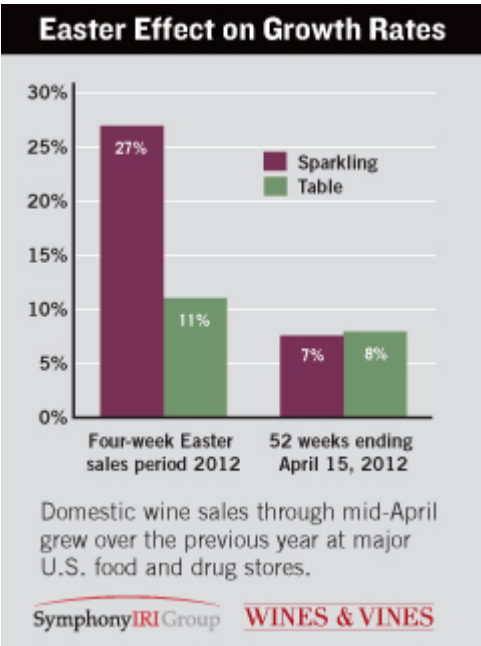
Wines Vines Analytics

52-week Growth Rate for Domestic Table Wine Rises to 8%

Off-premise sales of domestic table wine shot up 11% in the four weeks ending April 15, which was enough to boost the more inertia-laden 52-week growth to 8%. A very positive Easter holiday appeared to be the main driver, and helped domestic sparkling wines to increase 27% in dollar sales over a year ago.

Off-Premise Sales IRI Channels »		
	Month	12 Months
April 2012	\$386 mil	\$4,842 mil
April 2011	\$345 mil	\$4,451 mil

Domestic sparkling wine benefited especially during the spring holiday period, as sales totaled \$20.5 million in the big food and drug stores where SymphonyIRI, a Chicago-based market research firm, reviews check stand scan data.



Easter sales this year were recorded in the four weeks ending April 15, during which domestic table wine sales hit \$384 million. The similar period in 2011 was Easter-less, and wine sales then grew only 2%.

About IRI Channels

Sourced from Chicago-based IRI, these figures cover sales in multiple-outlet and convenience store channels. These include grocery, drug, mass marketers, membership clubs, dollar and convenience stores. Liquor store sales are not included.



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