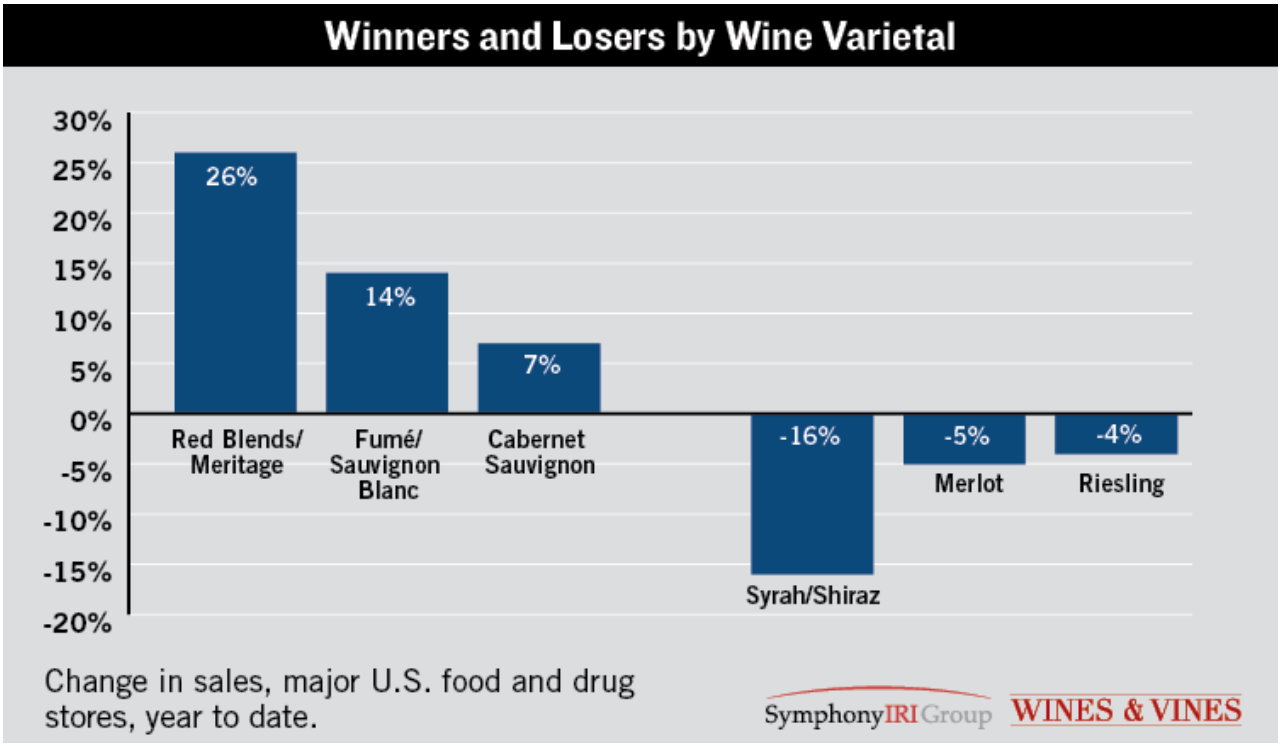
Wine Industry Metrics - Off-Premise Sales - September 2012

Wines Vines Analytics

Steady Domestic Wine Sales Growth Continues at Stores

Fast growth in the category of red blends/Meritage wines, and a trend toward alternative package sizes were among the forces that helped September sales grow by 7%. It marked 21 months out of the past 24 months when domestic table wines increased by at least 6%.

Off-Premise Sales »	Month	12 Months
September 2012	$377 million	$4,954 million
September 2011	$354 million	$4,647 million
	7%	7%



Red blend/Meritage wines have sold $200 million this year in 750ml bottles, leading all varietal types in sales change. The fast-growing category may reflect an evolution in the way consumers choose wine, going beyond a preference for varietal or place of origin, and instead focusing on the brand. Chardonnay, not shown, grew by 4%.

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Table Wine Sales by Package Type	MILLIONS ($)	CHANGE
187ml glass bottle	83	13% ↑
500ml pouch	23	35% ↑
750ml glass bottle	2,890	6% ↑
1.5L glass bottle	809	-1% ↓
3L glass bottle	45	-10% ↓
3L box	105	17% ↑
4L glass bottle	42	-7% ↓
5L box	197	2% ↑

Major U.S. food and drug stores, year to date.

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Consumers appeared happy to place different sizes and types of wine packages in their shopping carts. Sales of airline-sized 187ml packages increased twice as fast at the standard 750s, and 500ml pouches really caught fire, growing by 35% from a small base. The 3L box or bag-in-box also grew much faster than the norm, and broke $100 million in sales this year to date. In contrast the large formats in glass all shrank in sales.

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866.453.9701 | 415.453.9700 | Fax: 415.453.2517 | 65 Mitchell Blvd., Ste. A San Rafael, CA 94903

info@winesandvines.com

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