

Wine Industry Metrics - Off-Premise Sales - November 2012

Wines Vines Analytics

Off-Premise Sales Grow by 6% in Value

Retail sales of domestic table wines held a steady growth rate of 6% during the 52 weeks ending in November. Volume grew less slowly, and the average price per bottle rose by 21 cents.

Off-Premise Sales >>	Month	12 Months
November 2012	\$389 million	\$4,996 million
November 2011	\$372 million	\$4,701 million
	5%	6%



Though their growth rate dipped in November, sales of wines at \$20-plus per bottle continued their years-long climb. Since January 2010 the category has roughly doubled in value.

High-quality Merlot producers have some good news in terms of bottle price, as the varietal rose faster over that past year than any other major varietal in the \$20-plus range. This runs counter to Merlot’s price performance in DtC shipments. Red blends also grew significantly in price, paralleling their performance in DtC.

WINES & VINES

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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