

Wine Industry Metrics - Off-Premise Sales - December 2012

Wines Vines Analytics

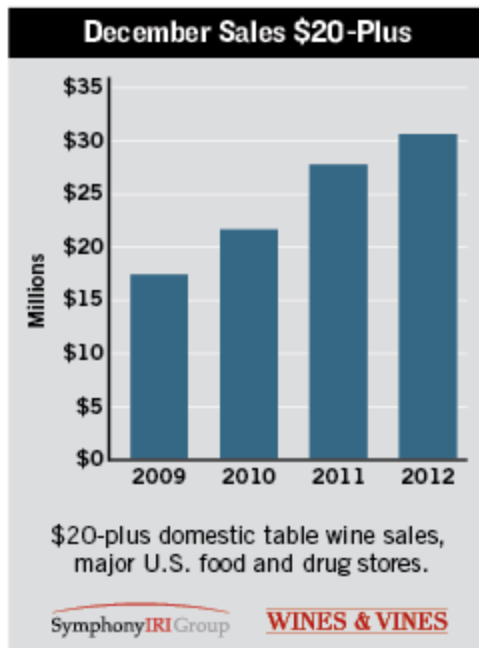
Off-Premise Sales Up 6% in 2012; Up 4% in December

Wine sales continued growing at retail in December, finishing a year of 6% growth for domestic table wines. Sales in December 2012, the biggest month of the year, beat the previous December by 4% in dollars and reached 6.3 million cases.

Off-Premise Sales IRI Channels »	Month	
	12 Months	
	December 2012	\$478 mil
	December 2011	\$462 mil



Cabernet and Chardonnay remained the chocolate and vanilla of wine types for American consumers in 2012, standing hundreds of millions of dollars higher than third-place Merlot, which was the only major varietal to shrink in sales. Red blends/Meritage wines grew at the fastest rate of the seven most popular types.



A five-year view of domestic table wine sales in December shows rapid and accelerating growth. The category has more than doubled since the year of the national banking crisis.

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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