

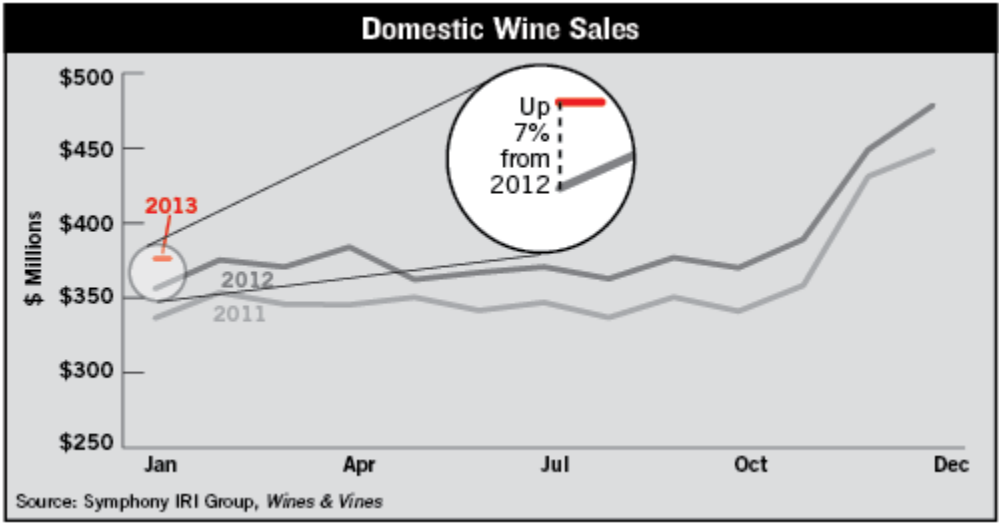
Wine Industry Metrics - Off-Premise Sales - January 2013

Wines Vines Analytics

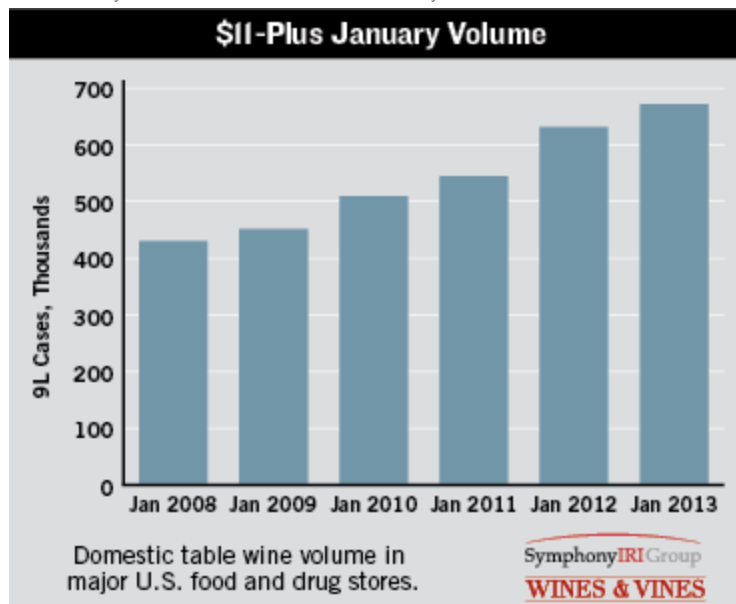
Off-Premise Sales Keep Growing in January

Monthly sales grew 7% in January compared to a year ago at major food and drug stores. This was the fastest monthly growth for domestic table wines since September 2012, and it helped keep the 52-week sales performance at 6% growth in value.

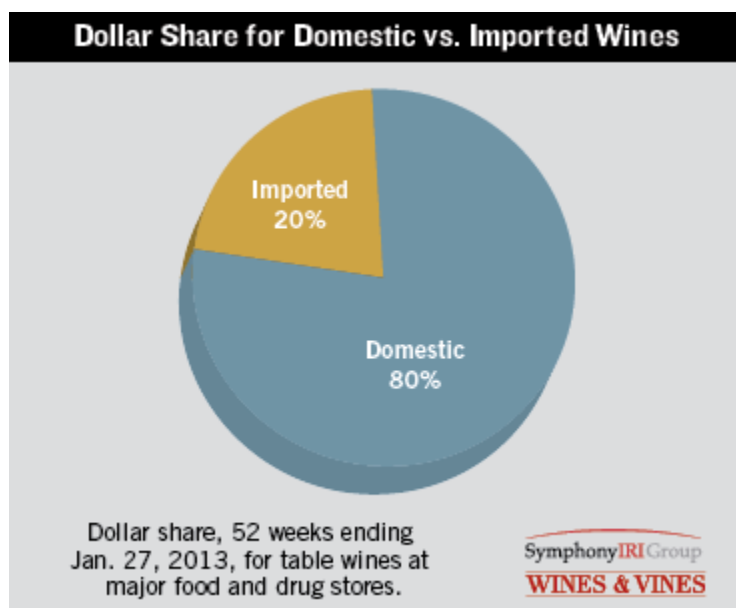
Off-Premise Sales IRI Channels »	Month		12 Months	
	January 2013	\$376 mil	\$5,060 mil	
	January 2012	\$351 mil	\$4,776 mil	



2013 wine sales in stores began well ahead of the previous January’s sales, but only 1% up in volume. The average price grew 35 cents per 750ml.



January marked the fifth year of growth in case volume for wines priced at \$11 and higher. The 671,005 cases sold were 6% over last January. Wines at \$20-plus grew even faster.



Wines produced in the United States gained 1% on imports in the 52 weeks since January 2012 in terms of value. Italy and Australia are now tied as the leading import countries at 6% each after a year in which Australian imports dropped 7% in value.

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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