

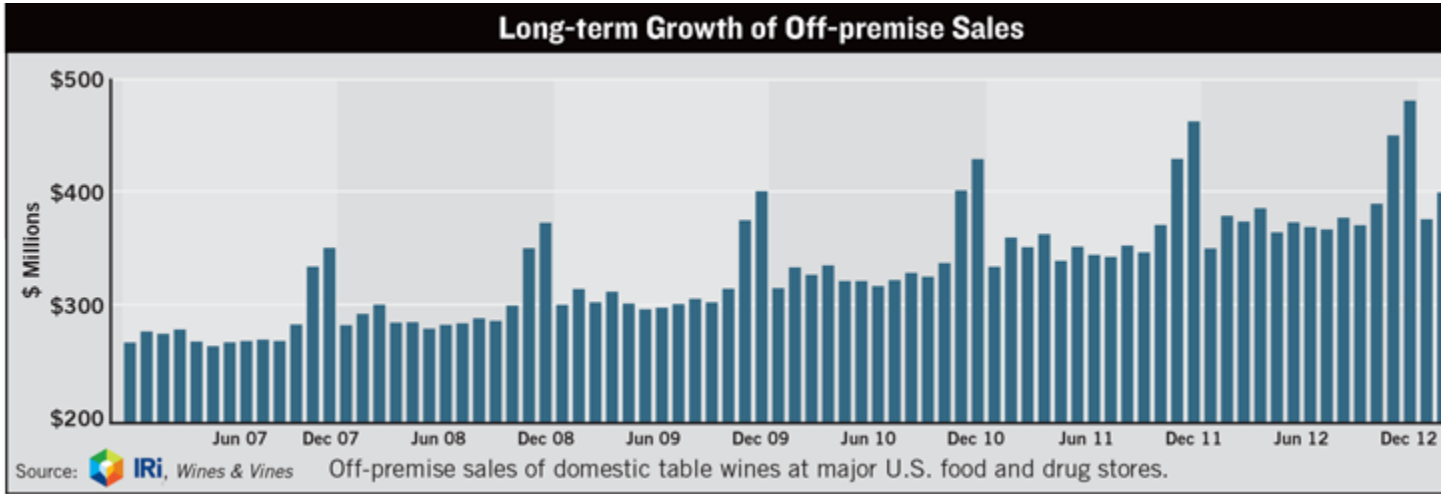
# Wine Industry Metrics - Off-Premise Sales - April 2013

Wines Vines Analytics

## Wine Consumers Trade Up at Retail; Volume Is Nearly Flat

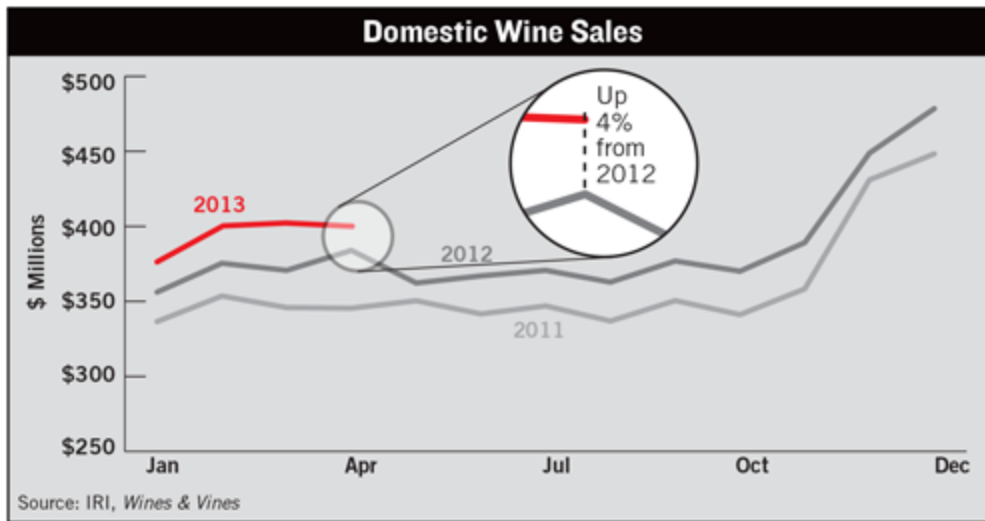
Retail sales of domestic table wine grew 6% in the 52 weeks ending in April, generating \$287 million more than the same period a year earlier. The expansion reflects only a 1% increase in volume, meaning that consumers are not buying many more bottles, but are adding more expensive bottles to their shopping carts.

Off-Premise Sales IRI Channels »		
	Month	12 Months
April 2013	\$400 mil	\$5,128 mil
April 2012	\$386 mil	\$4,842 mil



## Off-Premise Sales Continue Long-Term Climb

From February 2007 through April 2013 off-premise wine sales growth has been steady, interrupted only by holiday highs and January lows. The numbers for domestic table wine reflect a continuing, long-term expansion of the off-premise wine market as measured by market research firm IRI.



### 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.

# WINES & VINES

866.453.9701 | 415.453.9700 | Fax: 415.453.2517 | 65 Mitchell Blvd., Ste. A San Rafael, CA 94903  
[info@winesandvines.com](mailto:info@winesandvines.com)

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