Wine Industry Metrics - Off-Premise Sales - May 2013

Wines Vines Analytics

Domestic Wine Sales Maintained Steady 6% Growth

Domestic wine sales were up 6% in May compared to a year ago and maintained a steady 6% growth rate for the 52-week period at major U.S. food and drug stores. Sales volume in May grew by just 1%, while average prices rose 5%.

Off-Premise Sales »	Month	12 Months
May 2013	$386 million	$5,149 million
May 2012	$365 million	$4,866 million

May Sales Reach $386 Million, Up 6% From Year Ago

Domestic wine sales were up for the four weeks ending May 19, 2013, according to IRI. This beat the May 2012 level and also easily beat 2011 performance.

Gallo's Barefoot Bolsters No. 1 Position in Top 20 Brands

Winery giants E. & J. Gallo and Constellation Wines dominated the top 20 brands selling off-premise through May, according to market research firm IRI with analysis by *Wines & Vines.* Each of the companies claims five brands in the top 20. Gallo clearly led the pack in 52-week sales, with $678 million collectively among five labels, and its Barefoot brand was No. 1 with $323 million.

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Top 20 Table Wine Brands Off Premise

RANK	BRAND	PARENT/IMPORTER	52 WEEK SALES, MILLIONS	SALES CHANGE	AVERAGE PRICE/ 750 ML	PRICE CHANGE
1	Barefoot	E. & J. Gallo Winery	$323	12%	$5.66	0%
2	Sutter Home	Trinchero Family Estates	$208	0%	$5.02	3%
3	Franzia Box	Wine Group	$198	3%	$2.03	8%
4	Woodbridge Winery	Constellation Brands	$197	8%	$5.71	-1%
5	Yellow Tail	W. J. Deutsch & Sons	$188	0%	$5.75	-1%
6	Kendall Jackson Vintners Reserve	Jackson Family Wines	$142	3%	$11.95	-1%
7	Chateau Ste. Michelle	Ste. Michelle Estates	$108	8%	$9.68	2%
8	Gallo Family Vineyards	E. & J. Gallo Winery	$107	2%	$4.07	1%
9	Cupcake Vineyards	Wine Group	$105	17%	$9.27	1%
10	Carlo Rossi	E. & J. Gallo Winery	$102	-7%	$2.52	6%
11	Beringer	Treasury Wine Estates	$97	3%	$5.22	-2%
12	Clos Du Bois	Constellation Brands	$91	2%	$9.96	-1%
13	Robert Mondavi Private Selection	Constellation Brands	$85	-1%	$8.45	-2%
14	Livingston Cellars	E. & J. Gallo Winery	$81	-2%	$3.18	5%
15	Menage À Trois	Trinchero Family Estates	$76	10%	$9.28	1%
16	Bogle Vineyards	Bogle Vineyards	$71	21%	$9.45	-2%
17	Rex Goliath	Constellation Brands	$69	17%	$5.27	-3%
18	Peter Vella Box	E. & J. Gallo Winery	$65	8%	$1.99	5%
19	Black Box Wines Box	Constellation Brands	$59	30%	$5.13	1%
20	La Crema	Jackson Family Wines	$58	-5%	$17.04	4%

Source: IRi, *Wines & Vines*

WINES & VINES

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