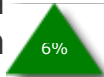
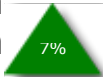


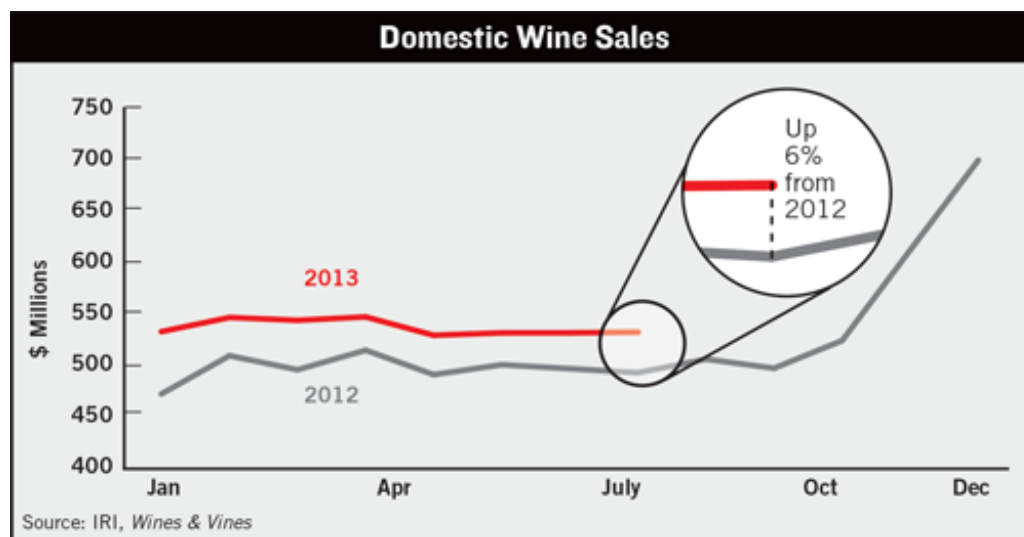
## Wine Industry Metrics - Off-Premise Sales - July 2013

Wines Vines Analytics

### Combined Sales of Domestic Table and Sparkling Wine Rise by 6%

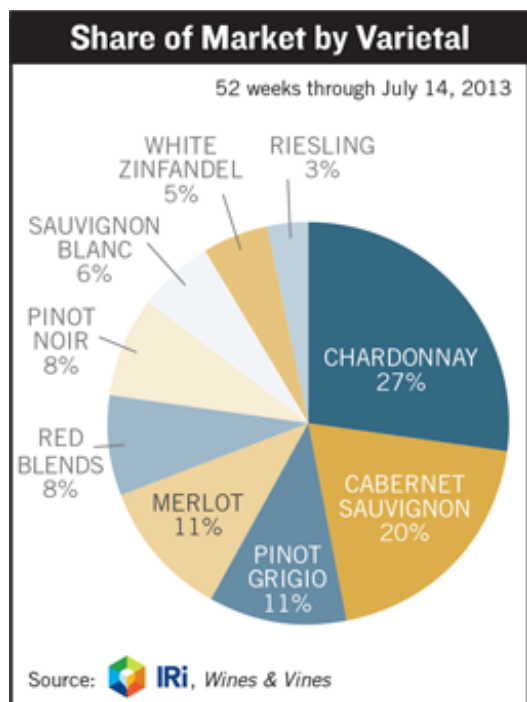
Off-premise sales of domestic wine rose 6% in July compared to July 2012, while 12-month sales totaled 7% higher than a year ago. The data from market research firm IRI include domestic table wine and domestic sparkling wine.

| Off-Premise Sales » | Month   | 12 Months  |
|---------------------|---|--|
| July 2013           | \$533 million  | \$7,128 million  |
| July 2012           | \$501 million   | \$6,657 million  |



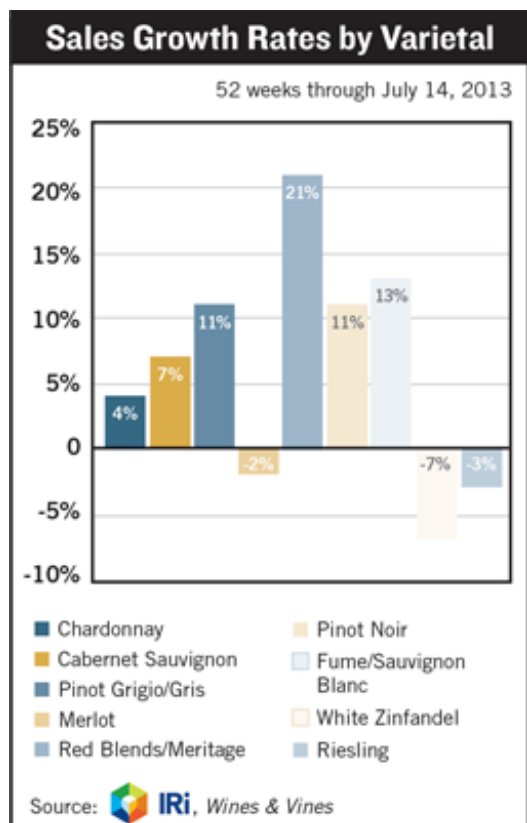
### Pinot Grigio/Gris Now No. 3 in Market Share, Pushing Merlot to No. 4

Chardonnay and Cabernet Sauvignon remained No. 1 and No. 2 in market share by value in U.S. stores tracked by IRI, but Pinot Grigio/Gris nudged Merlot out of the No. 3 spot by 0.3%. Both varietals rounded to 11% shares among the nine top-selling wine types. Pinot Grigio/Gris sales were \$711 million in the most recent 52 weeks compared to \$697 million for Merlot, according to IRI.



### Red Blends/Meritage Grow the Fastest; White Zinfandel Sinks

Blended red wines had the fastest growth rate of the major varietals, gaining 21% in sales (up \$92 million) since last July, followed by Fume/Sauvignon Blanc with the second fastest growth rate of 13%. Merlot and Riesling slipped by 2% and 3% respectively while white Zinfandel brought in 7% less (down \$24 million) than the previous 12 months.



### Off-Premise Sales Data Expands to More Outlets

*Editor's note: Wines & Vines' content for off-premise wine sales now includes a wider base of data from IRI, the Chicago, Ill.-based market research firm, covering about 45% of all U.S. off-premise sales for table wine and sparkling wine. The data incorporates IRI's more inclusive multi-outlet and convenience store tracking, which includes food and drug stores,*

*dollar stores, warehouse clubs, Target and Wal-Mart. Wines & Vines continues to focus its analysis on sales of domestic wine.*

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# WINES & VINES

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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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