

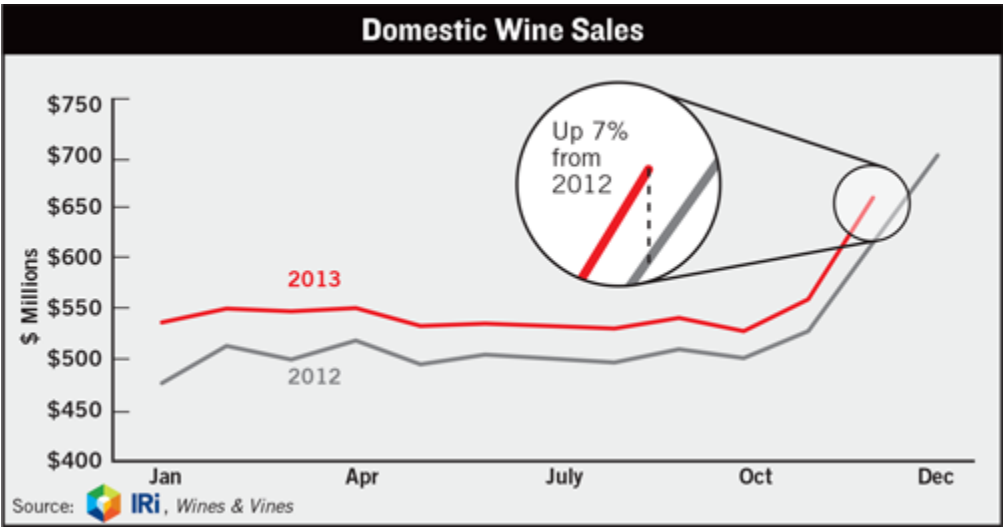
# Wine Industry Metrics - Off-Premise Sales - November 2013

Wines Vines Analytics

## Domestic Wine Sales Grow by 7% in November

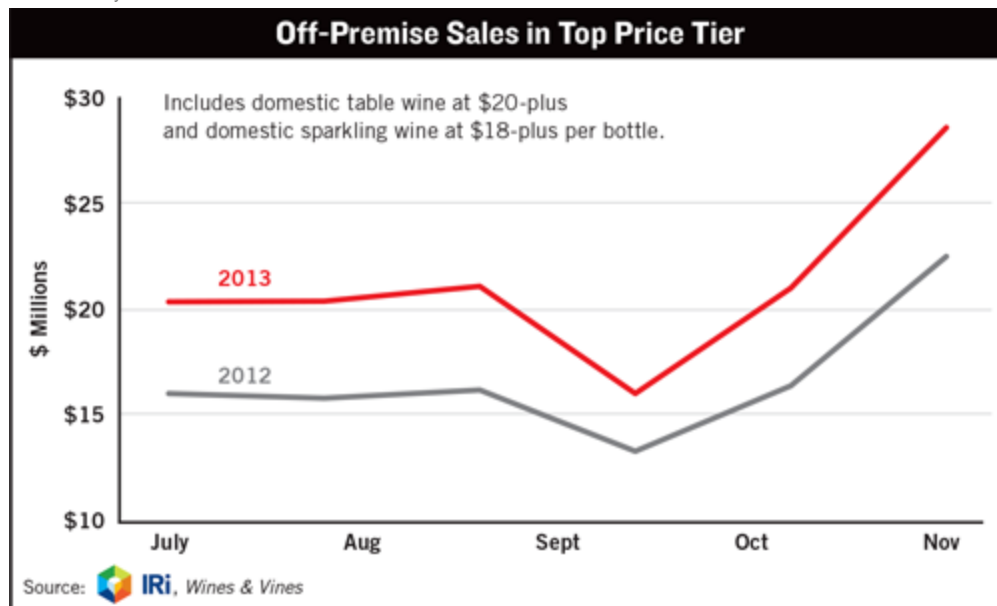
The pace of off-premise sales growth in November rose 7% in value for domestic table and sparkling wines compared to November 2012, according to IRI, the Chicago-based market research firm. Sales were up by \$46 million in the food, drug, liquor and convenience stores monitored by IRI. For the 52 weeks ending Dec. 1 domestic wine sales also grew by 7%, compared to the previous period.

Off-Premise Sales IRI Channels »		
	Month	12 Months
November 2013	\$673 mil	\$7,428 mil
November 2012	\$615 mil	\$6,823 mil



## High-Priced Wines Grow by 15% or More Since July

High-end domestic wines in off-premise outlets grew by 20% in value in November compared to a year ago, reported IRI. For five out of the last six reporting periods, the combined categories of table wines at \$20-plus and sparkling wines at \$18-plus grew by at least 20%. The slower month of October saw 15% growth.



### 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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