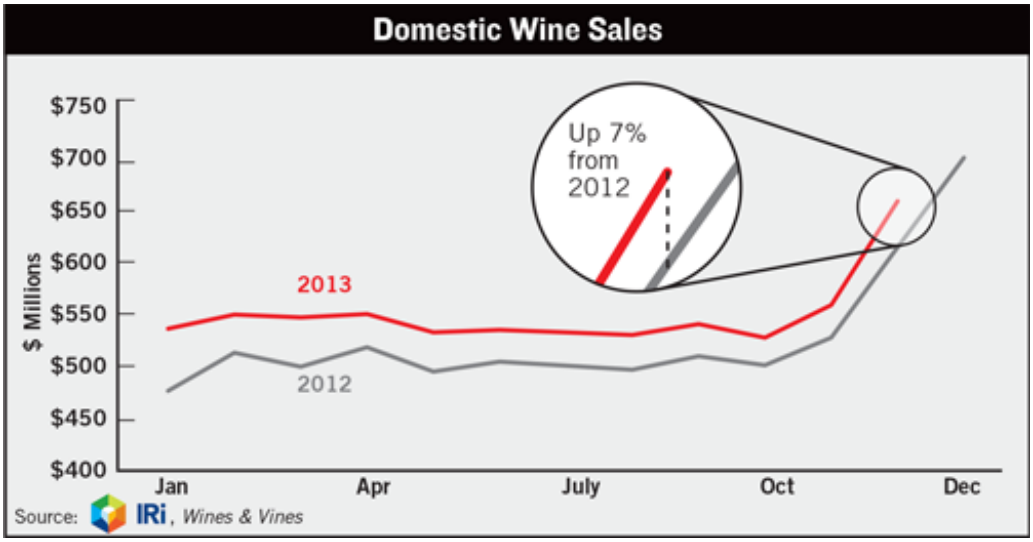
Wine Industry Metrics - Off-Premise Sales - November 2013

Wines Vines Analytics

Domestic Wine Sales Grow by 7% in November

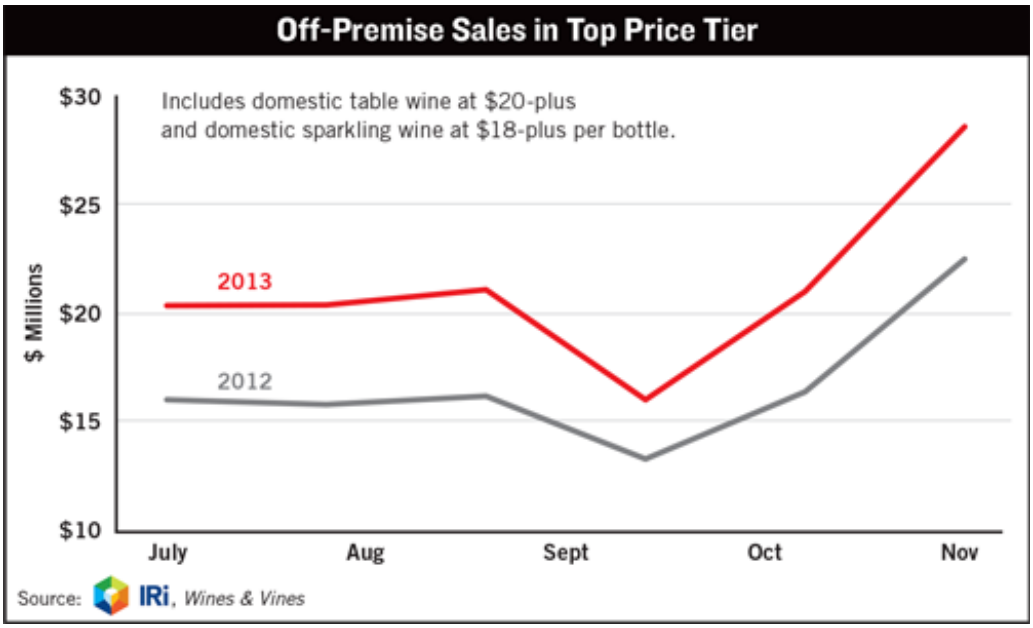
The pace of off-premise sales growth in November rose 7% in value for domestic table and sparkling wines compared to November 2012, according to IRI, the Chicago-based market research firm. Sales were up by $46 million in the food, drug, liquor and convenience stores monitored by IRI. For the 52 weeks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

Off-Premise Sales »	Month	12 Months
November 2013	$673 million	$7,428 million
November 2012	$615 million	$6,823 million
	9%	9%



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.



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