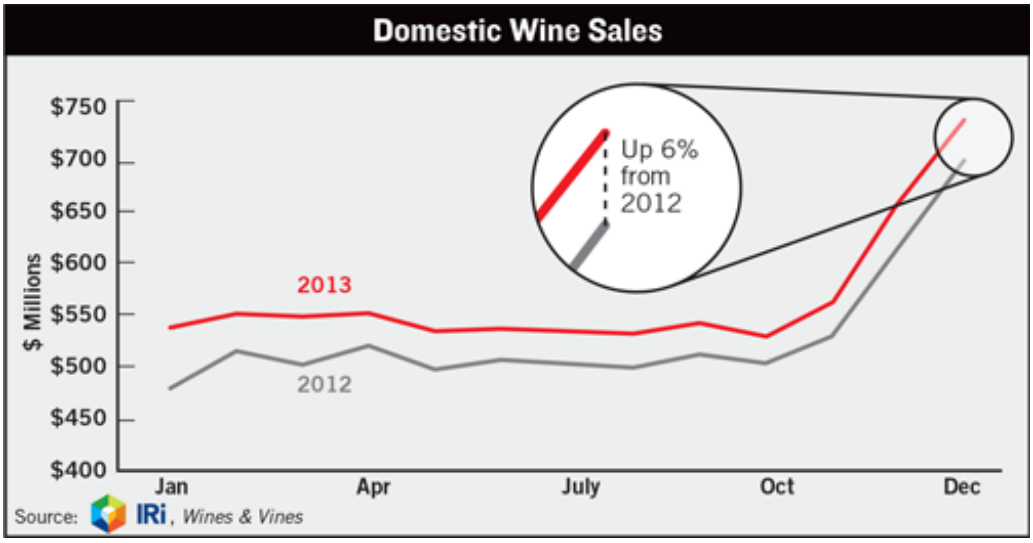
Wine Industry Metrics - Off-Premise Sales - December 2013

Wines Vines Analytics

Off-premise Domestic Wine Sales Reach $7.34 billion

Off-premise sales of domestic wine grew by 7% in 2013, according to IRI, as sales reached an all-time high of $7.34 billion. Volume in domestic table wine grew 3% to 98 million cases, while volume in domestic sparkling wine grew 7% to 3 million cases.

Off-Premise Sales »	Month		12 Months	
December 2013	$742 million		$7,341 million	
December 2012	$702 million	6%	$6,841 million	7%



2013 Sales Were Biggest in December With $742 Million

Sales of domestic wines grew 6% in December compared to December 2012, according to IRI, the Chicago-based market research firm, and analysis by Wines Vines Analytics. December was by far the biggest month of the year, with $742 million in sales. Domestic table wines grew by 7% in December, but a 2% drop in domestic sparkling wine sales drew down the overall rate.

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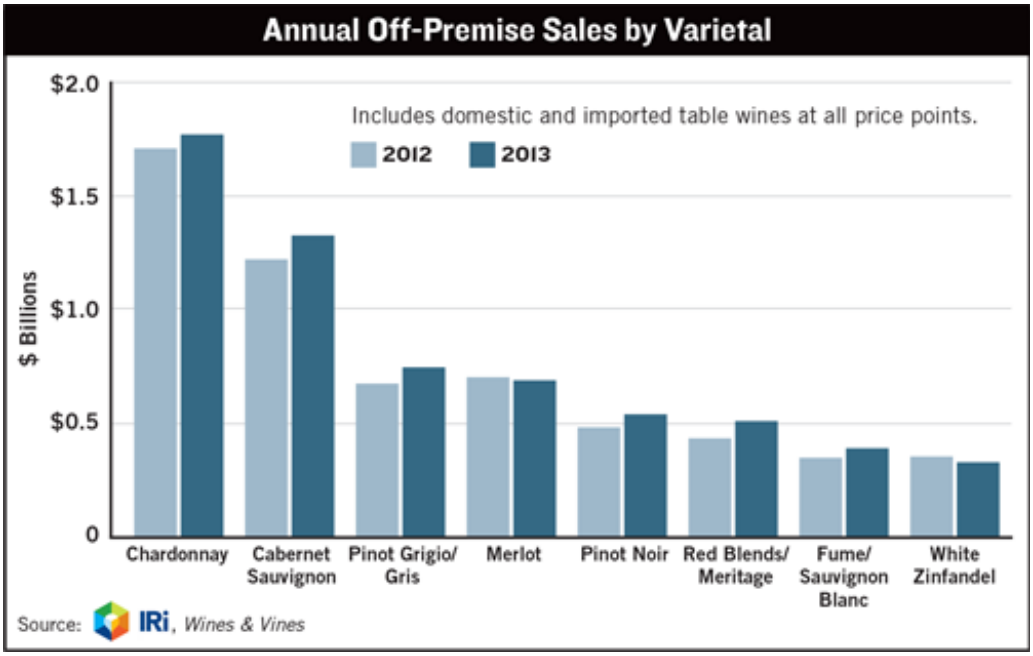

Pinot Grigio/Gris Becomes No. 3 Varietal After Chardonnay and Cabernet
Chardonnay and Cabernet Sauvignon held their places as the No. 1 and No. 2 top-selling varietal wines off-premise in 2013. The No. 3 position shifted, however, as growing sales raised Pinot Grigio/Gris 11% to surpass Merlot sales, which declined 2%. The red blends/Meritage category grew fastest at 18%, followed by Fume/Sauvignon Blanc and Pinot Noir, both with 12% increases.

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