

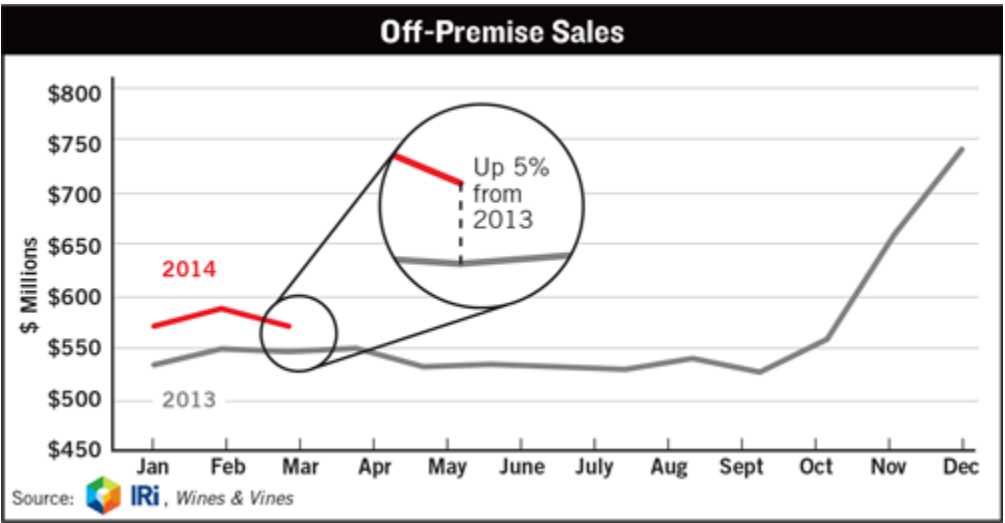
Wine Industry Metrics - Off-Premise Sales - March 2014

Wines Vines Analytics

Domestic Table and Sparkling Wines Continue 7% Growth

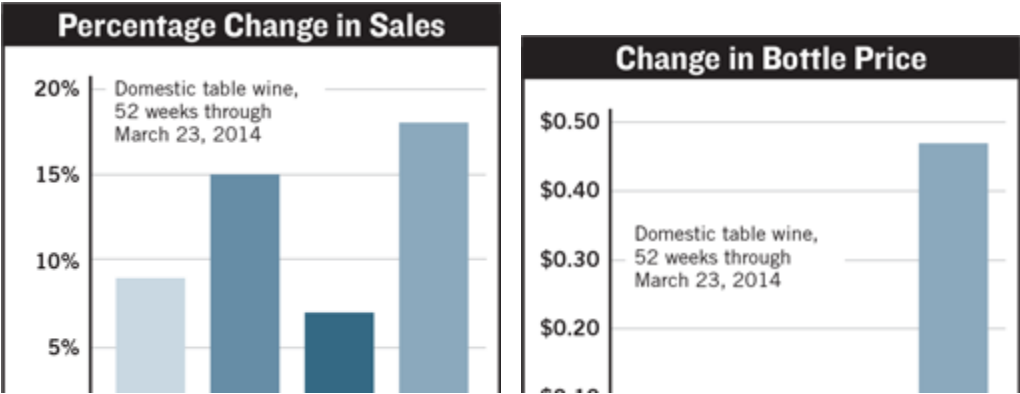
Off-premise sales of domestic table and sparkling wines in March continued their 7% growth in value on a 12-month basis while slowing slightly to 5% during the most recent four-week period. Table wine volume grew 3% in 12 months and 3% in four weeks, according to IRI, the Chicago-based market-research firm. Domestic sparkling wine grew 4% in value and 3% in volume in 12 months.

Off-Premise Sales IRI Channels »		
	Month	12 Months
March 2014	\$582 mil	\$7,588 mil
March 2013	\$546 mil	\$6,988 mil



Premium Wine Sales Increase Along With Prices

Bottle price increases in the premium wine segments did not keep sales from growing during the previous 12 months, according to data from IRI. The highest priced segment took the biggest increase (47 cents) and grew 18% in value. The three next lower priced segments took increases of a few cents each and also grew between 7% and 16% in value.





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.

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