

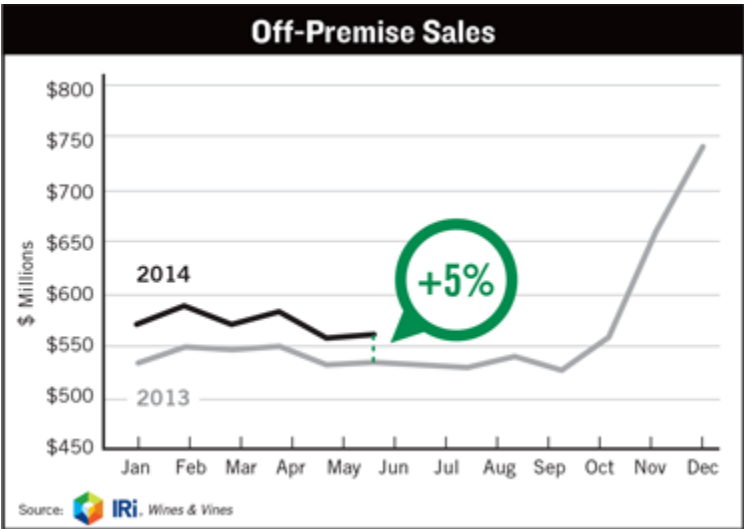
Wine Industry Metrics - Off-Premise Sales - June 2014

Wines Vines Analytics

Domestic Wines Sales up 5% in June, Up 6% for 12 Months

Combined domestic table wine and sparkling wine sales for the month of June grew 5% from June 2013, reported IRI, the Chicago-based market research firm. Twelve-month sales grew 6%. Sparkling wine makes up only 5% of the sales total, and it grew by 7%. The fastest growing price segment for bottled wine was \$20-plus, up 21% in June and 19% for 12 months.

| Off-Premise Sales IRI Channels » | | |
|----------------------------------|-----------|-------------|
| | Month | 12 Months |
| June 2014 | \$571 mil | \$7,676 mil |
| June 2013 | \$535 mil | \$7,094 mil |



Caymus Leads Off-Premise Brands at \$40-plus

Last month we ranked the top-selling wine brands at \$20 or more per bottle. That ranking was very popular, and some readers asked if we could also rank brands in a higher price range. So this month we focused on domestic wine brands at \$40 and higher. The table shown here, based on IRI off-premise data, ranks the top 20 brands in this price range using 12-month sales ending June 1. Seventeen of the brands are Napa Valley-based, including the No. 1 brand in this price range: [Caymus Vineyards](#) . Caymus sold \$6 million worth of mostly Cabernet Sauvignon in the hundreds of U.S. food, drug, liquor, club and convenience stores monitored by IRI. In second place and \$2 million behind was [Stag's Leap Wine Cellars](#) of Napa Valley. In third place was [Jordan Vineyard & Winery](#) from Sonoma County with \$3.8 million in sales and the largest case volume among the 20 brands: 7,382.

| Top 20 Off-Premise Brands at \$40-plus | | | | | |
|----------------------------------------|-----------------------------|--------------------|-----------------|-------|-----------------|
| | | Sales Thousands | Price Change | Cases | Bottle Price |
| 1 | Caymus Vineyards | \$6,014 | \$0.31 | 6,545 | \$76.57 |
| 2 | Stag's Leap Wine Cellars | \$4,004 | -\$0.28 | 7,145 | \$46.71 |
| 3 | Jordan Vineyard & Winery | \$3,774 | \$0.81 | 7,382 | \$42.60 |
| 4 | Silver Oak | \$3,324 | \$0.02 | 3,905 | \$70.94 |
| 5 | Heitz Wine Cellars | \$1,898 | \$2.61 | 3,848 | \$41.11 |
| 6 | Flowers Vineyard & Winery | \$1,443 | -\$0.12 | 2,911 | \$41.31 |
| 7 | Chimney Rock | \$1,017 | \$2.70 | 1,426 | \$58.99 |
| 8 | Beaulieu Vineyard Reserve | \$886 | \$3.43 | 1,440 | \$51.25 |
| 9 | Opus One | \$828 | \$4.15 | 339 | \$203.42 |
| 10 | Chateau Montelena | \$794 | \$2.60 | 1,400 | \$47.27 |
| 11 | Faust | \$628 | \$1.49 | 1,199 | \$47.38 |
| 12 | Dariouh Winery | \$589 | \$4.76 | 946 | \$51.90 |
| 13 | Goldeneye Winery | \$531 | \$2.44 | 839 | \$52.72 |
| 14 | Joseph Phelps Vineyards | \$511 | \$5.16 | 770 | \$55.28 |
| 15 | Joseph Phelps Insignia | \$500 | \$14.48 | 241 | \$172.43 |
| 16 | Franciscan Estate Signature | \$467 | \$4.59 | 971 | \$40.06 |
| 17 | Robert Mondavi Winery Rsv. | \$440 | \$9.73 | 466 | \$78.60 |
| 18 | Shafer Vineyards | \$405 | \$8.48 | 481 | \$70.25 |
| 19 | Paraduxx Winery | \$391 | -\$2.14 | 789 | \$41.36 |
| 20 | Nickel & Nickel | \$310 | \$2.60 | 377 | \$68.47 |

Source:  IRI, Wines & Vines

12 months ending June 1, 2014. All brands Californian unless noted.

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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