

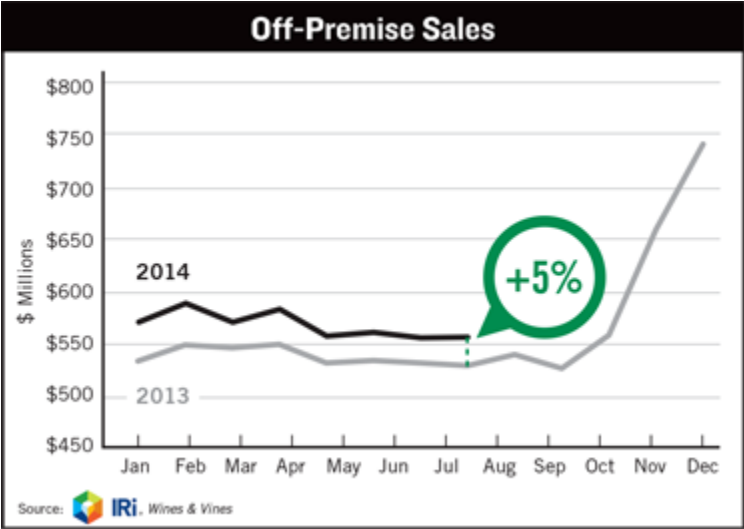
Wine Industry Metrics - Off-Premise Sales - August 2014

Wines Vines Analytics

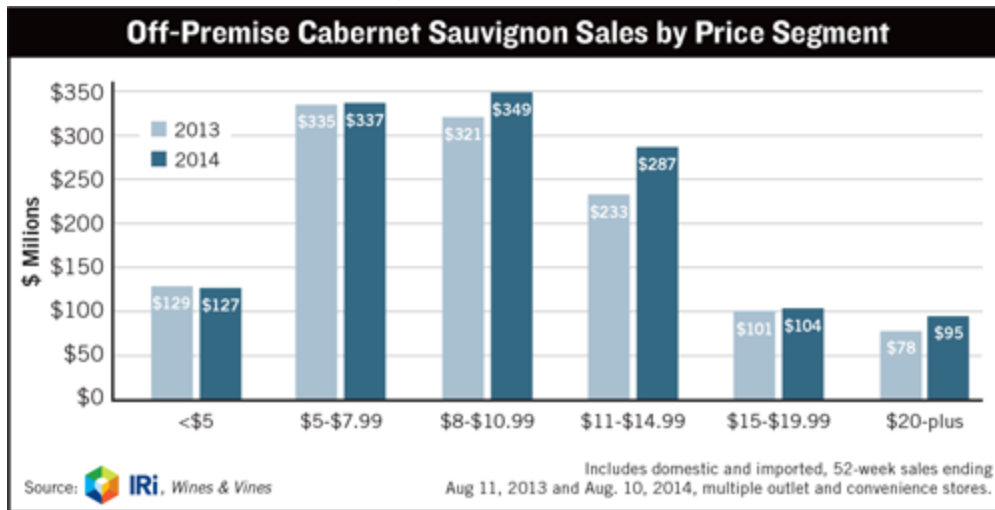
August Off-Premise Sales Up 5% From August 2013

For the most recent four-week reporting period, combined sales of domestic table wine and sparkling wine increased by 5%, according to Wines & Vines' analysis of IRI data. That was the fourth consecutive month of 5% growth, while the overall rate during the most recent 52-week period was 6%. IRI is a Chicago-based market research company.

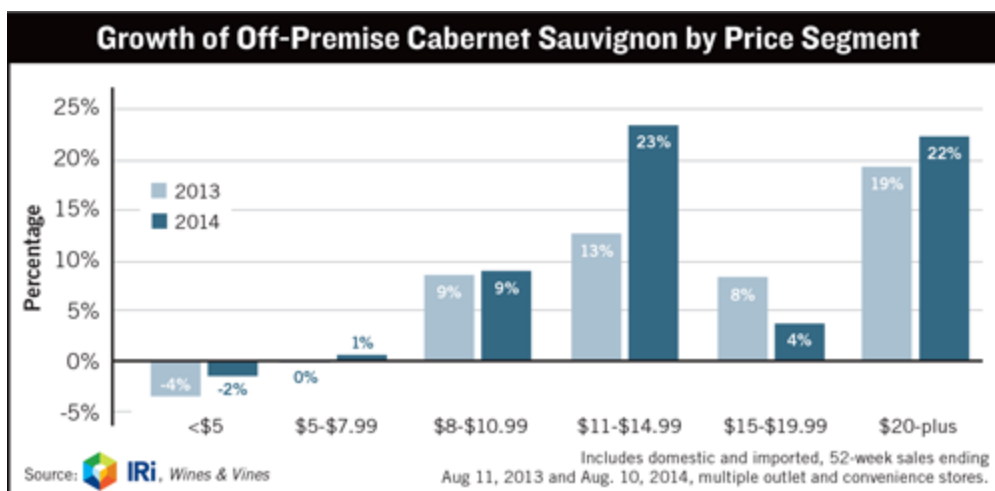
Off-Premise Sales IRI Channels »	Month		12 Months	
	August 2014	\$568 mil	\$7,729 mil	
	August 2013	\$531 mil	\$7,167 mil	



Sales of domestic table wine and sparkling together grew by 5% compared to August 2013, according to IRI. Sparkling wine alone grew 7% in the four weeks ending Aug. 10, reflecting a positive change from its 52-week growth of 5%.



Cabernet Sauvignon sales during the most recent 52 weeks rose over the previous year in all price segments from \$5 up, according to IRI. Cabernet sales rose 10% overall, including domestic and imported brands, for a gain of \$121 million.



The most striking growth of 23% came in the \$11-\$14.99 segment, which totaled \$54 million higher in the multiple-outlet and convenience stores monitored by IRI. Sales of Cabernet in the \$20-plus segment increased nearly as fast, but from a much smaller base.

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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