

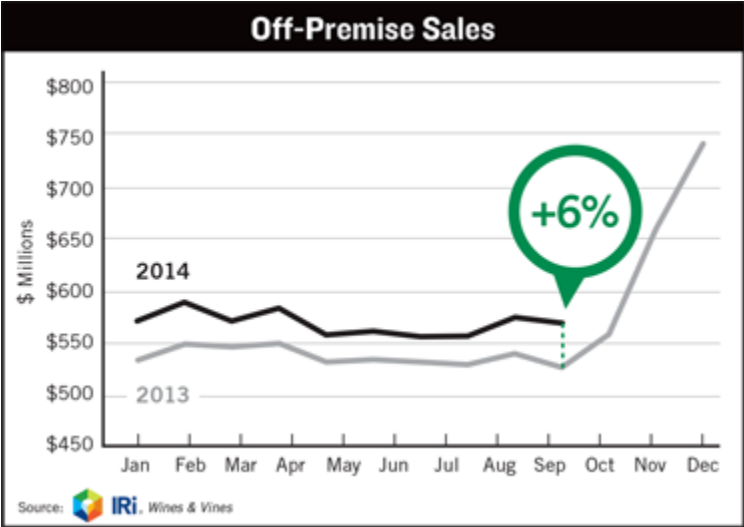
# Wine Industry Metrics - Off-Premise Sales - October 2014

Wines Vines Analytics

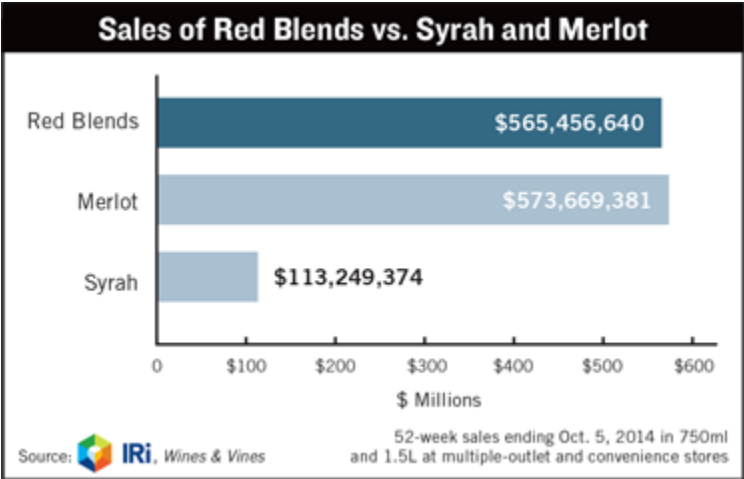
## Monthly Growth Rate for Off-Premise Sales Moves Up

The recent month and 12-month growth rates for off-premise sales both reached 6% in October compared to a year ago. It was the first month since April that the monthly growth rate moved above 5%. The results represent combined domestic table wine and domestic sparkling wine sales, as reported by IRI, the Chicago-based market research firm.

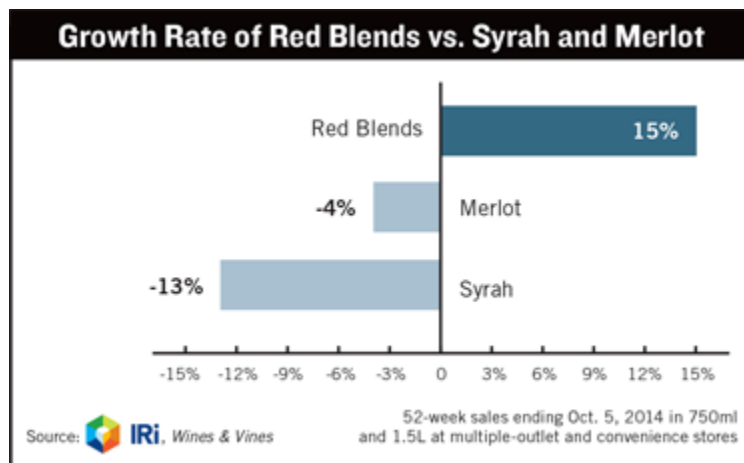
Off-Premise Sales IRI Channels »		
	Month	12 Months
October 2014	\$572 mil	\$7,790 mil
October 2013	\$539 mil	\$7,342 mil



Red blends/Meritage wines continued their rapid sales growth in the past year, while both Merlot and Syrah decreased.



The growth in red blends is connected to the decline in the two varietals, since many popular California-based red blends use Syrah and Merlot as significant components.



### 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.

# WINES&VINES

866.453.9701 | 415.453.9700 | Fax: 415.453.2517 | 65 Mitchell Blvd., Ste. A San Rafael, CA 94903

[info@winesandvines.com](mailto:info@winesandvines.com)

Copyright © 2001-2024 by Wine Communications Group, Inc. All Rights Reserved.  
No material may be reproduced without written permission of the Publisher.