

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

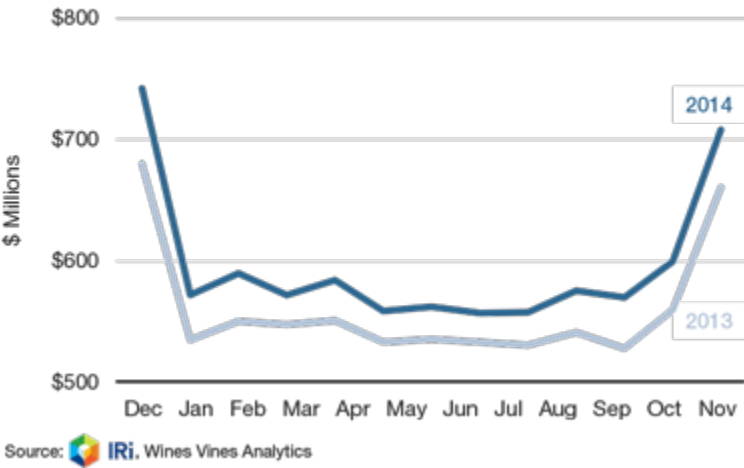
Wines Vines Analytics

## Annual Growth Rate for Off-Premise Sales Stays at 6%

Off-premise sales for the 52 weeks through November rose 6% higher than the same period a year ago, while November sales alone were 5% above last November's. It was the seventh month in a row that the annual growth rate stayed at 6%, according to IRI, the Chicago-based market research firm. The results represent combined domestic table wine and domestic sparkling wine sales.

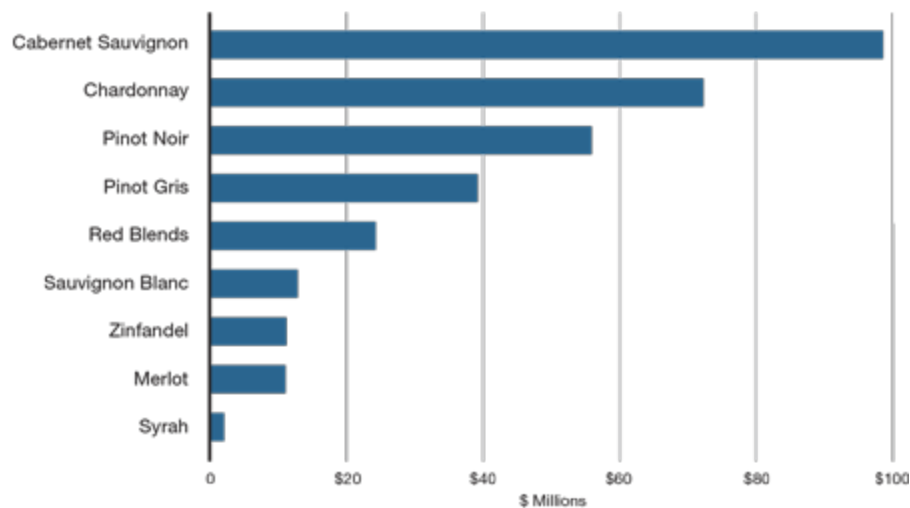
Off-Premise Sales IRI Channels »	Month	12 Months
November 2014	\$709 mil	\$7,859 mil
November 2013	\$673 mil	\$7,428 mil

## OFF-PREMISE SALES



The new graph orientation shows the most recent 12 month sales through November compared to a year earlier.

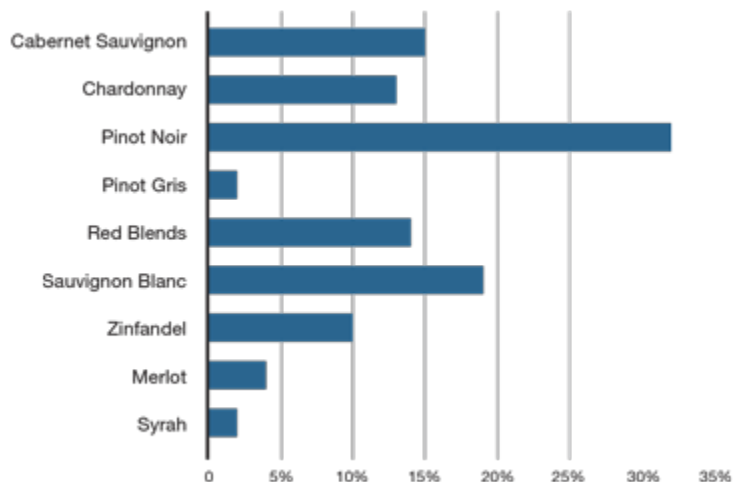
## OFF-PREMISE SALES FOR \$20-PLUS



Source: IRI Wines Vines Analytics. 52-week table wine results ending Nov. 30, 2014, at multiple-outlet and convenience stores

Cabernet Sauvignon exceeded Chardonnay at the high end of IRI's scale for off-premise sales, while Chardonnay still led when all price segments were totaled.

## OFF-PREMISE GROWTH FOR \$20-PLUS



Source: IRI Wines Vines Analytics. 52-week table wine results ending Nov. 30, 2014, at multiple-outlet and convenience stores

Pinot Noir and Sauvignon Blanc were the fastest growing varietals in the \$20-plus price segment. The numbers include domestic and imported table wines.

### 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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