

Wine Industry Metrics - Off-Premise Sales - December 2014

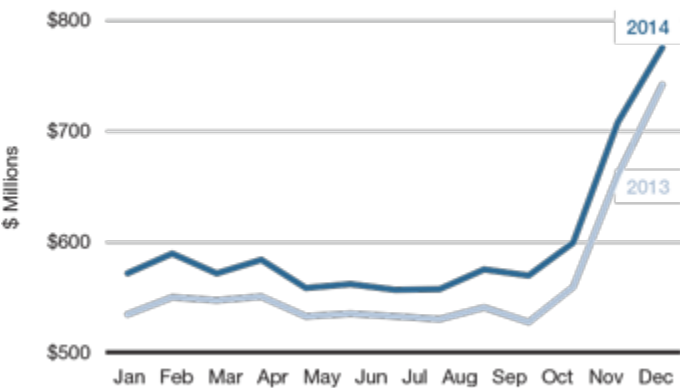
Wines Vines Analytics

Domestic Wine Grows 5% in Calendar 2014

Annual off-premise sales of domestic wine grew to \$7.9 billion in 2014 at stores tracked by IRI, the Chicago-based market research firm. The total was up \$396 million compared to 2013, and the growth rate slowed by a point to 5%. Both table wine and sparkling wine individually saw 5% growth. A relatively slow growth rate of 3% in the month of December helped drag the annual rate down from 6%.

Off-Premise Sales IRI Channels »		
	Month	12 Months
	December 2014	\$7,877 mil
	December 2013	\$7,470 mil

OFF-PREMISE SALES

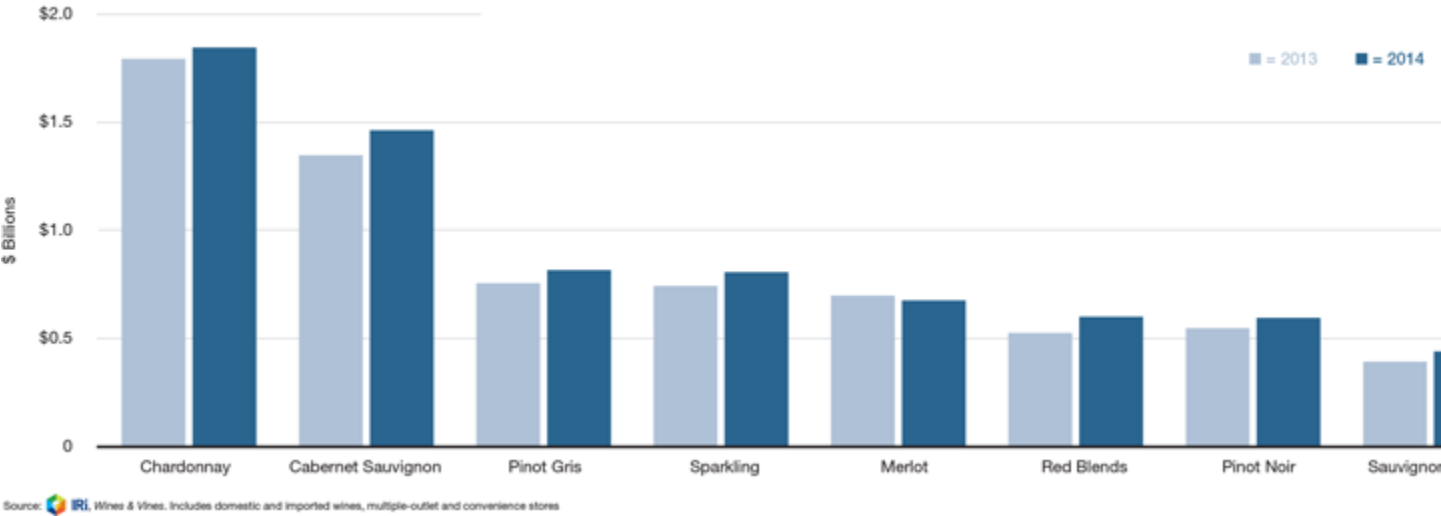


Source: IRI, Wines Vines Analytics

All Major Varietals/Types Grow Except Merlot

Seven of the eight best-selling wine varietals and types brought higher revenues in the off-premise channel in 2014. These figures include both domestic and imported wines. Merlot was the only one of the eight to shrink in sales, coming down by 3% but still totaling \$677 million in stores tracked by IRI. The leader, Chardonnay, stayed on top and grew by 3%, while No. 2 Cabernet grew by 9%, steadily gaining on Chardonnay. We included sparkling wine, to show that it would be No. 4 if categorized as a varietal or type rather than as a different category of wine, which it typically is.

OFF-PREMISE SALES BY VARIETAL



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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