

Wine Industry Metrics - Off-Premise Sales - January 2015

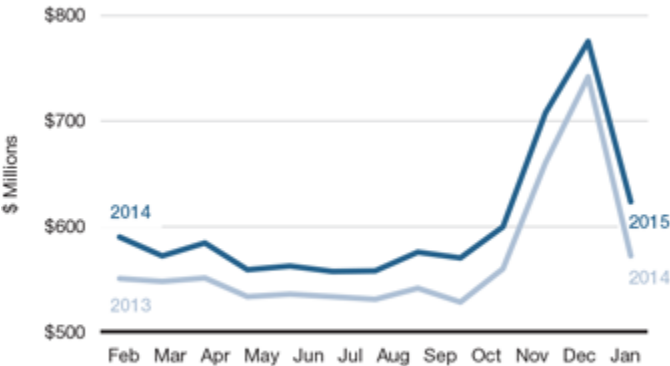
Wines Vines Analytics

Domestic Wine Sales Up 7% in January as Sparkling Soars

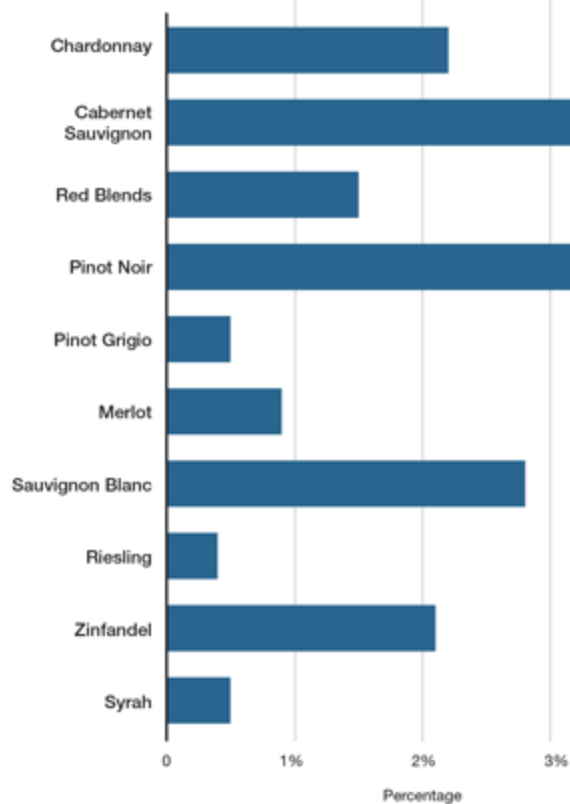
Off-premise sales of domestic wine in January coasted back down after the typical holiday spike, but rested at 7% higher than last January. Domestic sparkling wine sales grew by 17% during IRI's four-week period from Dec. 29 to Jan. 25. This included one more pre-New Year shopping day than a year ago.

Off-Premise Sales IRI Channels »		
	Month	12 Months
January 2015	\$628 mil	\$7,983 mil
January 2014	\$583 mil	\$7,514 mil

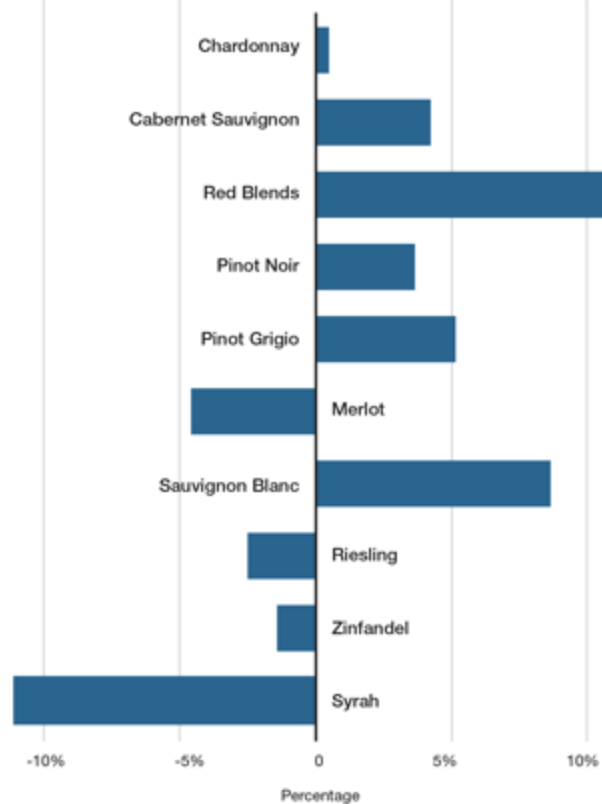
OFF-PREMISE SALES



Source: IRI, Wines Vines Analytics. Domestic table wine sales in multiple-outlet and convenience stores, four weeks ending Jan. 25, 2015.

OFF-PREMISE PRICE CHANGE BY VARIETAL

Source: IRI, Wines & Vines. Total table wine in 750ml. format, 52 weeks through Jan. 25, 2015, multiple-outlet and convenience stores.

OFF-PREMISE VOLUME CHANGE BY VARIETAL

Source: IRI, Wines & Vines. Total table wine in 750ml. format, 52 weeks through Jan. 25, 2015, multiple-outlet and convenience stores.

All the major varietals or wine types grew in bottle price over the past year. Shown in order of sales revenue with Chardonnay at the top, it's clear that Pinot Noir and Cabernet Sauvignon led the way with more than 3% growth each.

Red Blends and Sauvignon Blanc grew the most in volume compared to a year ago, while also rising in price. The varietals or types are shown in order of sales revenue with Chardonnay at the top.

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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