Wine Industry Metrics - Off-Premise Sales - February 2015
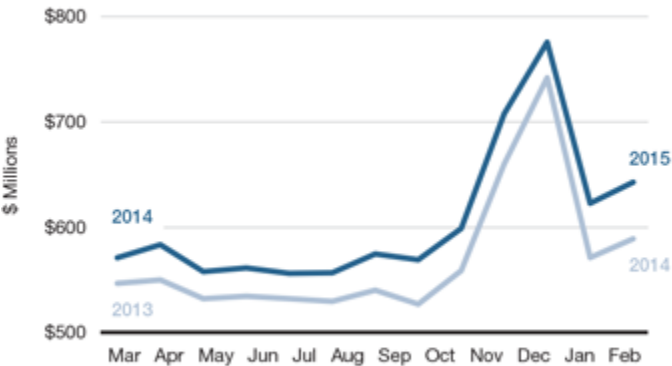
Wines Vines Analytics

Domestic Wine Sales Rise 7% in February

Monthly off-premise sales of domestic wine in February rose 7% from February 2014, making two months in a row when the monthly growth rate was higher than the 52-week rate. The data reflect IRI results for combined table wine and sparkling wine produced by US wineries.

| Off-Premise Sales IRI Channels »	Month	12 Months
February 2015	$649 mil	$8,027 mil
February 2014	$601 mil	$7,560 mil

OFF-PREMISE SALES

Source: IRi, Wines Vines Analytics. Domestic table wine sales in multiple-outlet and convenience stores, four weeks ending Feb. 22, 2015.

February sales of domestic wine measured by IRI, the Chicago-based market research firm, bounced up by 7% compared to February 2014.
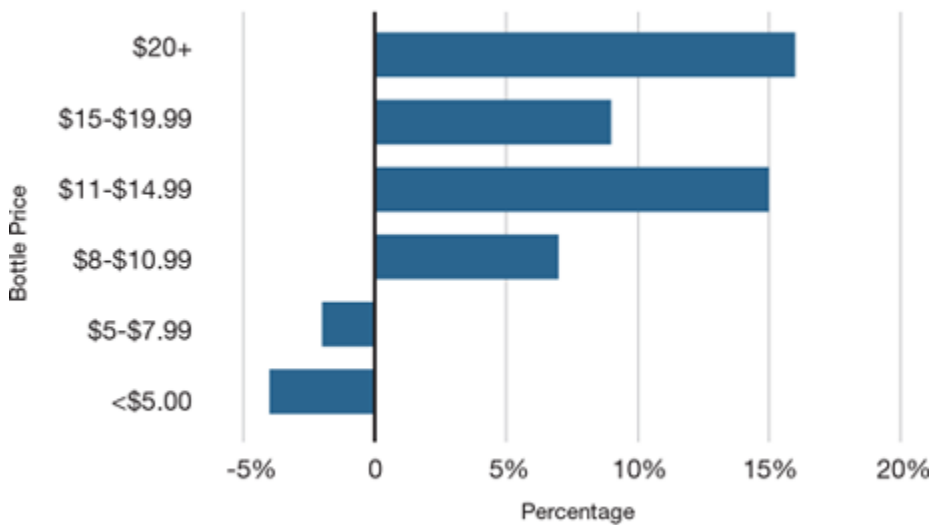
OFF-PREMISE SALES BY PRICE SEGMENT
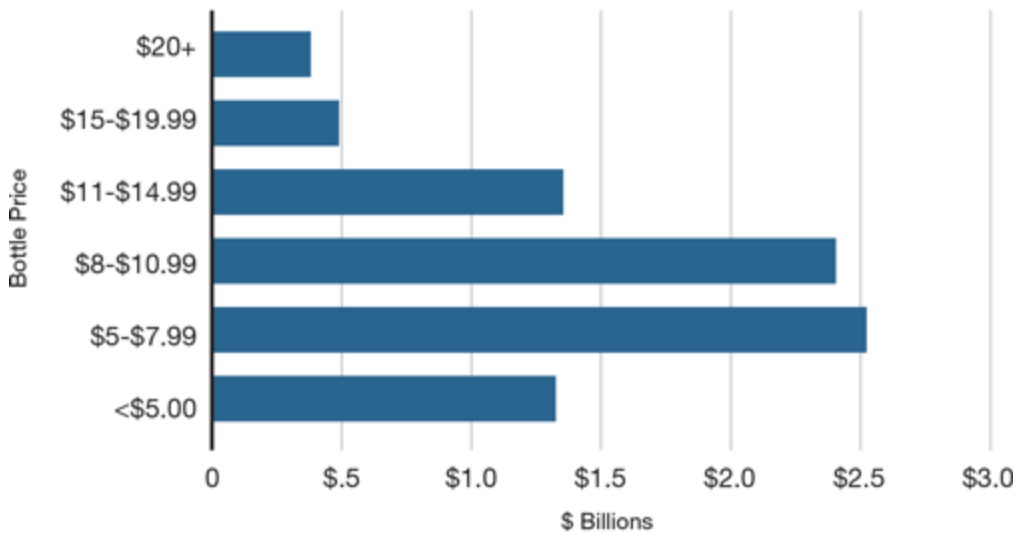
Source: IRi, *Wines & Vines*. Total table wine in in glass packaging, 52 weeks through Feb. 22, 2015, multiple-outlet and convenience stores.

The two bottle-price segments with the highest total sales in stores measured by IRI were near the middle of the price band.

OFF-PREMISE GROWTH BY PRICE SEGMENT

Source: IRi, *Wines & Vines*. Total table wine in in glass packaging, 52 weeks through Feb. 22, 2015, multiple-outlet and convenience stores.

The graph illustrates the sharp divide between growth rates of higher priced and lower priced wines in off-premise sales.

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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