

# Wine Industry Metrics - Off-Premise Sales - March 2015

Wines Vines Analytics

## Monthly Growth in Off-Premise Sales Beats 12-month Rate

The monthly growth rate of 7% for off-premise sales of domestic wine beat the 12-month rate of 5% for the third month in a row. Both rates remained the same as in March 2014, and the combined sales for table wine and sparkling wine surpassed \$622 million in the multiple outlet and convenience stores measured by IRI as of March 22.

Off-Premise Sales IRI Channels »	Month	12 Months
	March 2015	\$628 mil
	March 2014	\$582 mil
		\$8,068 mil
		\$7,588 mil

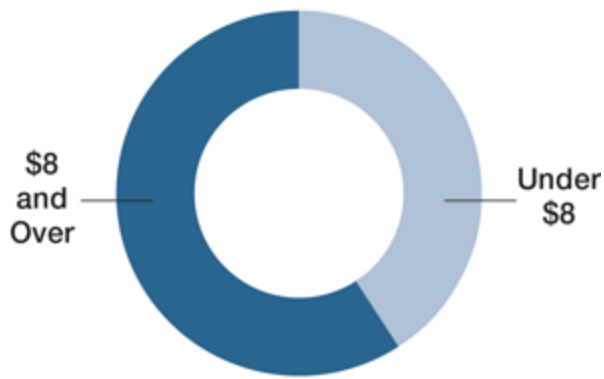
## OFF-PREMISE SALES



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

Domestic wine sales in March surpassed March 2014 by more than \$39 million in U.S. stores measured by IRI.

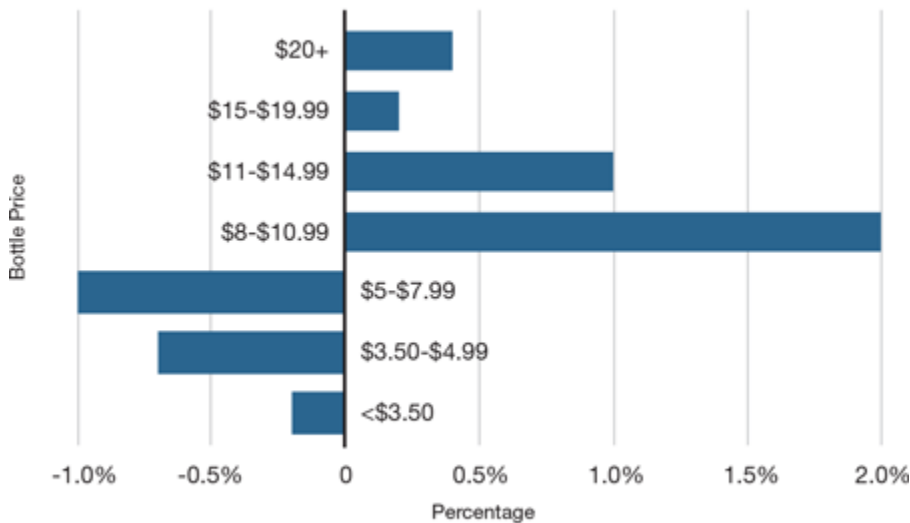
## OFF-PREMISE DOLLAR SHARE



Source: IRI, Wines & Vines. Domestic table wine in glass and box packaging. 52 weeks through March 22, 2015, multiple-outlet and convenience stores.

IRI data show that domestic table wine priced at \$8 and above per 750ml held 59% market share by dollars, and wine in glass and box formats at less than \$8 held 41%. The bar chart below emphasizes that more expensive wines are also gaining market share.

## OFF-PREMISE CHANGE IN DOLLAR SHARE



Source: IRI, Wines & Vines. Domestic table wine in glass packaging. 52 weeks through March 22, 2015, multiple-outlet and convenience stores.

A sharp demarcation at \$8 divides off-premise price segments in terms of their change in dollar share. This covers all domestic table wine in glass packaging.

### 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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