

Wine Industry Metrics - Off-Premise Sales - April 2015

Wines Vines Analytics

Domestic Wine Sales Rise 5% in Off-Premise Channel

April off-premise sales of domestic table wine and sparkling wine combined grew by 5% from April 2014, according to IRI, and also maintained for the fifth month a 5% 12-month rate of growth. A 14% increase from last April in domestic sparkling wine was an especially bright spot.

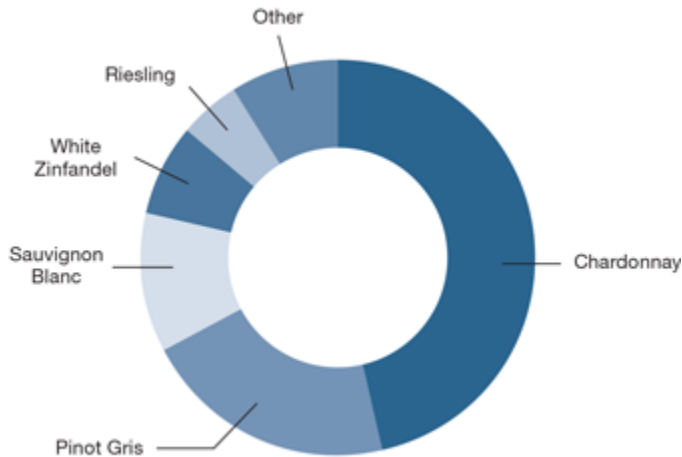
Off-Premise Sales IRI Channels »		
	Month	12 Months
April 2015	\$633 mil	\$8,102 mil
April 2014	\$595 mil	\$7,623 mil

OFF-PREMISE SALES



Source: IRI, Wines Vines Analytics. Domestic table and sparkling wine sales in multiple-outlet and convenience stores, four weeks ending April 19, 2015.

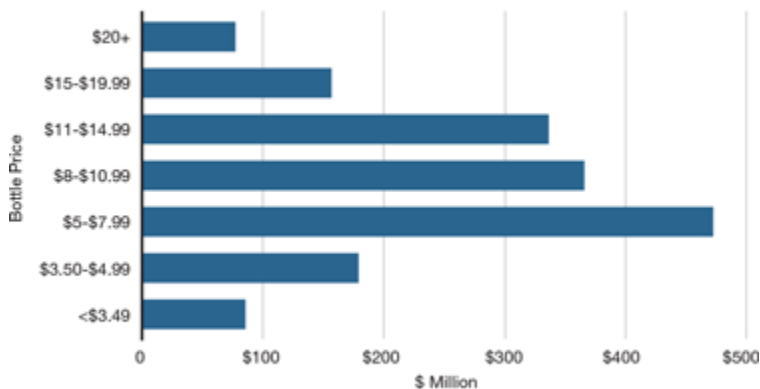
WHITE WINE MARKET SHARE



Source: IRI, Wines & Vines. White table wines by value, 52 weeks through April 19, 2015, multiple-outlet and convenience stores.

Comparing the top five white wine varietals and types in the off-premise channel, Chardonnay held 46% market share by value during the most recent 12 months. Pinot Grigio/Gris and Sauvignon Blanc both gained share since a year ago.

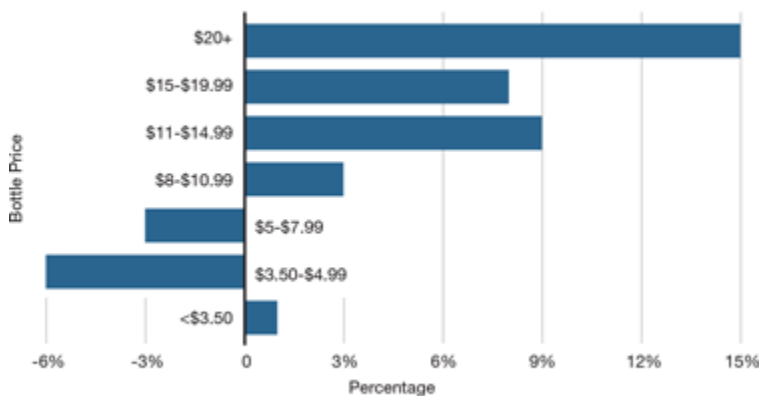
OFF-PREMISE CHARDONNAY SALES BY PRICE SEGMENT



Source: IRI, Wines & Vines. Domestic table wine in glass packaging, 52 weeks through April 19, 2015, multiple-outlet and convenience stores.

Sales are highest for Chardonnay priced at \$5-\$7.99 per bottle, then the next two higher-priced segments are in second and third place.

OFF-PREMISE CHARDONNAY GROWTH RATE BY PRICE SEGMENT



Source: IRI, Wines & Vines. Domestic table wine in glass packaging, 52 weeks through April 19, 2015, multiple-outlet and convenience stores.

The sales change data for Chardonnay capture the market as a whole: very slow volume growth but a move up the price ladder by the average consumer.

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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