

Wine Industry Metrics - Off-Premise Sales - August 2015

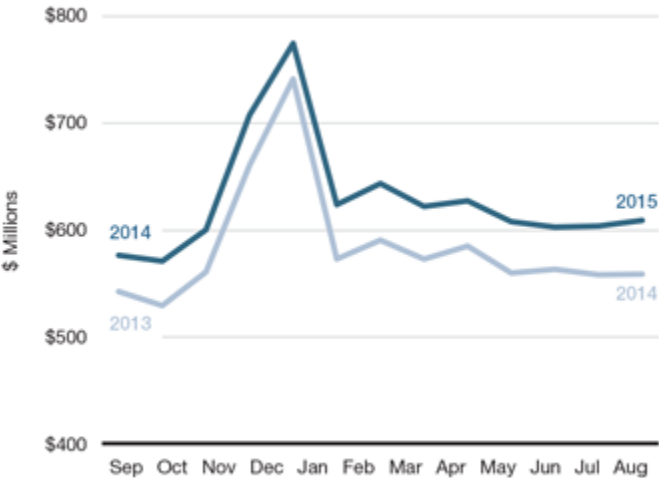
Wines Vines Analytics

Domestic Wine Sales Up 7% in August in Off-Premise Channel

Off-premise sales of domestic wines rose 7% in August compared to August 2014, and rose 6% for the most recent 52-week period, according to IRI, the Chicago-based market research firm. The figures include both table wine and sparkling wine in IRI's multi-outlet and convenience store report through Aug. 9. The August monthly number for sparkling wine alone was 12% higher than last August.

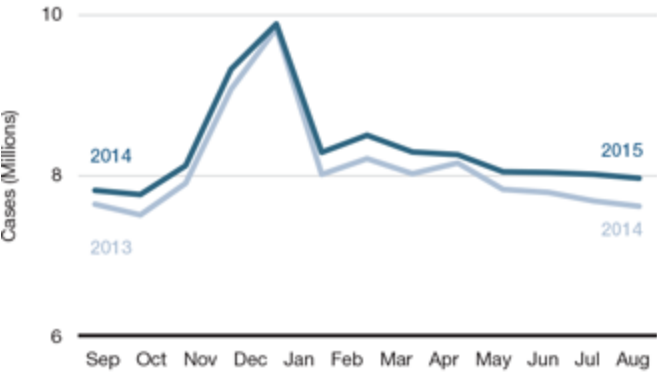
Off-Premise Sales IRI Channels »	Month	12 Months
August 2015	\$591 mil	\$8,044 mil
August 2014	\$568 mil	\$7,729 mil

OFF-PREMISE SALES



Source: IRI, Wines Vines Analytics. Domestic table and sparkling wine sales in multiple-outlet and convenience stores, four weeks ending Aug. 9, 2015.

OFF-PREMISE VOLUME



Source: IRI, Wines Vines Analytics. Domestic table and sparkling wine sales in multiple-outlet and convenience stores, four weeks ending Aug. 9, 2015.

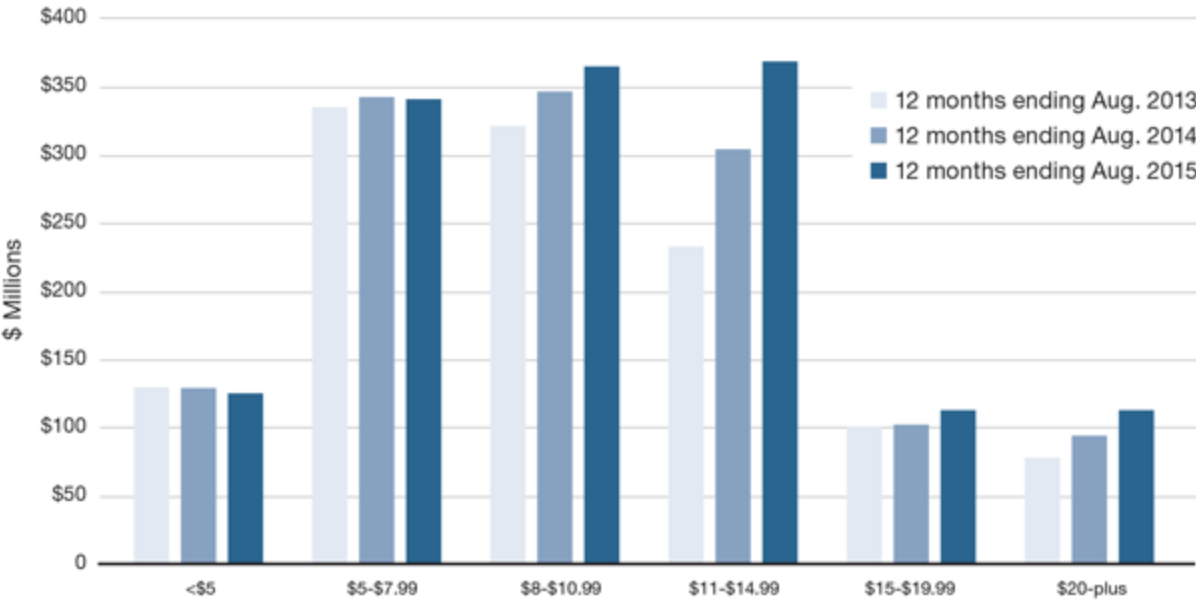
OFF-PREMISE CABERNET SAUVIGNON GROWTH RATE BY PRICE

	2013	2014	2015
<\$5	-4%	-2%	-3%
\$5-\$7.99	0%	1%	-1%
\$8-\$10.99	9%	9%	5%
\$11-\$14.99	13%	23%	21%
\$15-\$19.99	8%	4%	11%
\$20-plus	19%	22%	20%

Source: IRI, Wines Vines Analytics. All table wine in multiple outlet and convenience stores, 52 weeks through Aug. 11, 2013, Aug. 10, 2014, and Aug. 9, 2015.

Growth rates for Cabernet Sauvignon have varied slightly over the past three years, but price segments at \$8 and higher have consistently seen improved sales.

OFF-PREMISE CABERNET SAUVIGNON SALES BY PRICE



Source: IRI. Wines Vines Analytics. All table wine in multiple outlet and convenience stores, 52 weeks through Aug. 11, 2013, Aug. 10, 2014, and Aug. 9, 2015.

The new leading price segment for Cabernet Sauvignon is \$11-\$14.99, which surpassed the next lower segment in sales during the most recent 52 weeks, according to IRI data.

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.



866.453.9701 | 415.453.9700 | Fax: 415.453.2517 | 65 Mitchell Blvd., Ste. A San Rafael, CA 94903
info@winesandvines.com

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