

Wine Industry Metrics - Off-Premise Sales - October 2015

Wines Vines Analytics

Domestic Wines Increase 6% in Off-premise Sales in October

Off-premise sales of domestic wines moved up 6% during the most recent four weeks compared to a year ago, and also increased 6% for the most recent 52 weeks, according to IRI, the Chicago-based market research firm. Volume growth was slower at 2%. Domestic sparkling wines alone had a great four-week period, increasing 13% in value from the same period last year. All data are from IRI's multi-outlet and convenience store report through Oct. 4, 2015.

Off-Premise Sales IRI Channels »		
	Month	12 Months
October 2015	\$595 mil	\$8,116 mil
October 2014	\$572 mil	\$7,790 mil

OFF-PREMISE SALES



Source: IRI, Wines Vines Analytics. Domestic table and sparkling wine sales in multiple-outlet and convenience stores, four weeks ending Oct. 4, 2015.

OFF-PREMISE VOLUME



Source: IRI, Wines Vines Analytics. Domestic table and sparkling wine sales in multiple-outlet and convenience stores, four weeks ending Oct. 4, 2015.

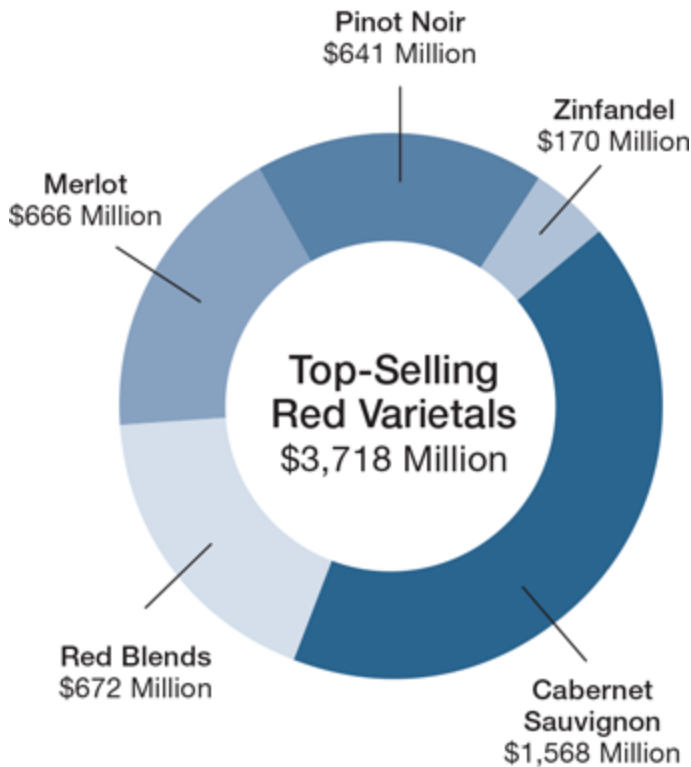
OFF-PREMISE SALES OF RED BLENDS VS. MERLOT




Source: IRI, Wines Vines Analytics. Sales in multiple outlet and convenience stores, 52 weeks ending in October.

The slow decline in Merlot sales crossed paths with the fast rise in red blend sales in October. A relatively high average bottle price of \$8.54 for red blends explains why the volume of Merlot is still higher than red blends.

OFF-PREMISE RELATIVE MARKET SHARE



Source:  IRI. Wines Vines Analytics. Sales in multiple outlet and convenience stores, 52 weeks ending Oct. 4, 2015.

Red blend wines passed Merlot in off-premise sales for the first time, making them second only to Cabernet Sauvignon among red wines.

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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