

# Wine Industry Metrics - Off-Premise Sales - January 2016

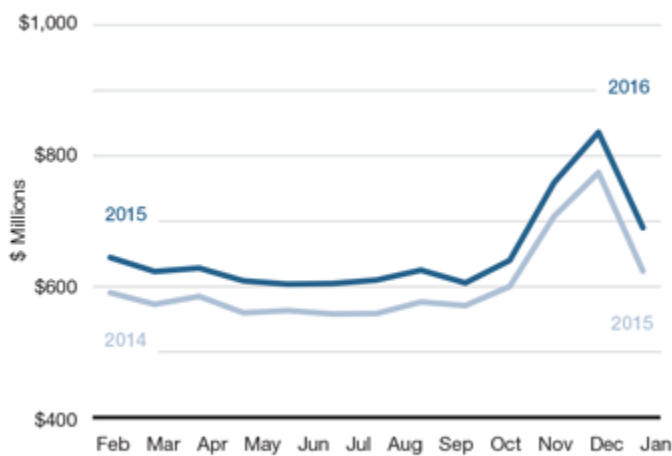
Wines Vines Analytics

## Off-Premise Sales Grow by 10% in January

The January off-premise sales growth of domestic wines as measured by IRI reached 10%, the highest four-week growth rate in 23 months, and boosted the 52-week growth rate to 7%. Domestic sparkling wine sales grew by 18% in January compared to a year ago, while domestic table wine sales increased by 9%. The four-week period spanned Dec. 28 to Jan. 24.

Off-Premise Sales IRI Channels »	Month	12 Months
January 2016	\$673 mil	\$8,311 mil
January 2015	\$628 mil	\$7,983 mil

## OFF-PREMISE SALES



Source: IRI, Wines Vines Analytics. Domestic table and sparkling wine sales in multiple-outlet and convenience stores, four weeks ending Jan. 24, 2016

January off-premise sales of domestic wine were more than \$689 million in the multiple-outlet and convenience stores tracked by IRI, the Chicago-based market research firm.

## OFF-PREMISE VOLUME



Source: IRI, Wines Vines Analytics. Domestic table and sparkling wine sales in multiple-outlet and convenience stores, four weeks ending Jan. 24, 2016

Case volume of domestic wine in January rose by 7% from January 2015. Sparkling wine volume grew by 14%, and accounted for 8% of domestic cases sold.

## OFF-PREMISE TOP 20 TABLE WINE BRANDS

Rank	Brand	Parent/Importer	52-Week Sales (Millions)	Sales Change	Average Price (750ml)
1	Barefoot	E. & J. Gallo	\$656	7%	\$5.59
2	Sutter Home	Trinchero Family Estates	\$357	0%	\$5.32
3	Woodbridge by Robert Mondavi	Constellation Brands	\$329	6%	\$5.52
4	Franzia (box)	The Wine Group	\$329	1%	\$2.22
5	Yellow Tail	Deutsch Family Wine & Spirits	\$285	-3%	\$5.68
6	Kendall Jackson Vintner's Reserve	Jackson Family Wines	\$207	8%	\$12.04
7	Chateau Ste. Michelle	Ste. Michelle Wine Estates	\$174	10%	\$9.90
8	Beringer	Treasury Wine Estates	\$172	1%	\$5.03
9	Ménage à Trois	Trinchero Family Estates	\$165	13%	\$9.60
10	Cupcake Vineyards	The Wine Group	\$161	0%	\$9.05
11	Gallo Family Vineyards	E. & J. Gallo	\$154	0%	\$4.14
12	Apothic	E. & J. Gallo	\$141	19%	\$9.52
13	Black Box Wines	Constellation Brands	\$130	18%	\$5.01
14	Carlo Rossi	E. & J. Gallo	\$127	-2%	\$2.51
15	Bogle Vineyards	Bogle Vineyards	\$124	14%	\$9.49
16	Clos Du Bois	Constellation Brands	\$115	12%	\$9.61
17	14 Hands	Ste. Michelle Wine Estates	\$103	15%	\$9.79
18	Robert Mondavi Private Selection	Constellation Brands	\$101	-5%	\$8.35
19	Livingston Cellars	E. & J. Gallo	\$97	-4%	\$3.24
20	Liberty Creek	E. & J. Gallo	\$97	18%	\$3.48

Source: IRI. All table wine in multiple outlet and convenience stores, 52 weeks through Jan. 24, 2016.

The top 20 table wine brands in off-premise sales shifted somewhat since *Wines & Vines* last displayed them seven months ago. Woodbridge by Robert Mondavi moved from No. 4 to No. 3, replacing Franzia. Chateau

Ste. Michelle passed Beringer to take the No. 7 spot. Liberty Creek moved onto the list at No. 20, and Rex Goliath dropped off.

### 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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