

Wine Industry Metrics - Off-Premise Sales - March 2016

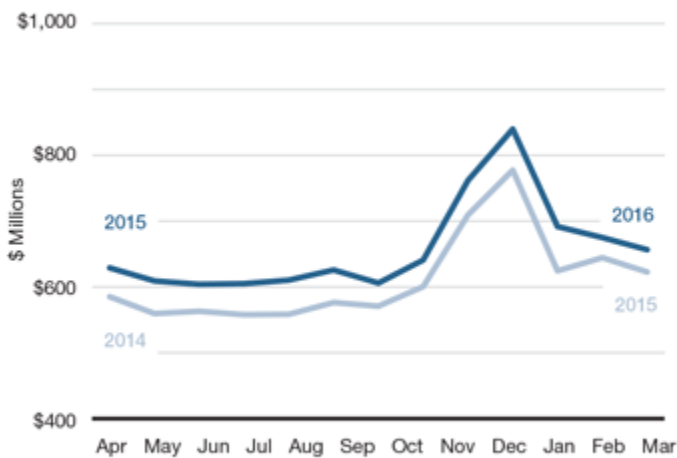
Wines Vines Analytics

Off-Premise Sales Stay at 4% for Second Month

Off-premise sales of domestic wines in IRI channels during March increased by 4% from last March, matching February's rate and reflecting the lowest growth since December 2014. The 52-week total grew by 6% compared to a year earlier. These numbers reflect domestic table and sparkling wine sales as measured by IRI, the Chicago-based market research company.

Off-Premise Sales IRI Channels »	Month		12 Months	
	March 2016	\$639 mil	March 2016	\$8,360 mil
	March 2015	\$628 mil	March 2015	\$8,068 mil

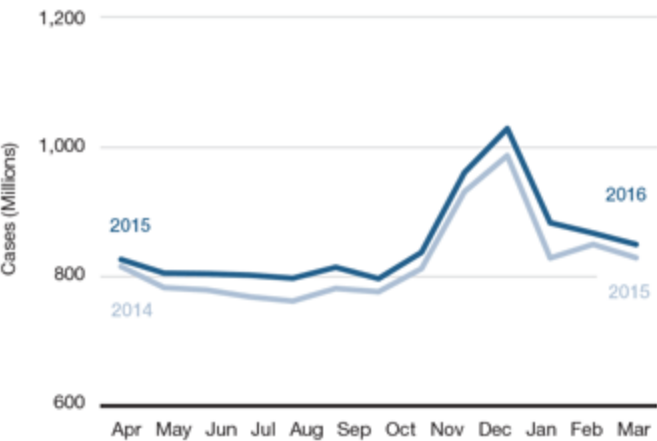
OFF-PREMISE SALES



Source:  IRI, Wines Vines Analytics. Domestic table and sparkling wine sales in multiple-outlet and convenience stores, four weeks ending Mar. 30, 2016

Sales grew by 4% in March in the multiple outlet and convenience stores measured by IRI.

OFF-PREMISE VOLUME



Source: IRI, Wines Vines Analytics. Domestic table and sparkling wine sales in multiple-outlet and convenience stores, four weeks ending Mar. 30, 2016

Volume increased by 1% in March compared to 2% for the 52-week average.

TOP THREE WINE-PRODUCING STATES

	Sales	Change vs. Year Ago	Volume (9-liter cases)	Change vs. Year Ago	Average Bottle Price	Change vs. Year Ago
California	\$7,255,406,596	6%	99,852,342	2%	\$6.06	\$0.20
Washington	\$494,693,247	10%	4,284,240	8%	\$9.62	\$0.15
Oregon	\$99,580,160	9%	561,644	6%	\$14.78	\$0.41

TOP THREE IMPORT SOURCE COUNTRIES

	Sales	Change vs. Year Ago	Volume (9-liter cases)	Change vs. Year Ago	Average Bottle Price	Change vs. Year Ago
Italy	\$571,542,642	8%	5,608,768	5%	\$8.49	\$0.19
Australia	\$467,178,434	-2%	6,540,718	-3%	\$5.95	\$0.03
New Zealand	\$194,231,142	24%	1,400,493	24%	\$11.56	\$0.06

Source: IRI, Wines & Vines. Table wine in IRI multiple outlet and convenience store channel, 52 weeks through March 20, 2016.

Washington and Oregon wine outperformed California wine in sales growth and average bottle price, and also compared favorably to leading import source country Italy.

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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