

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

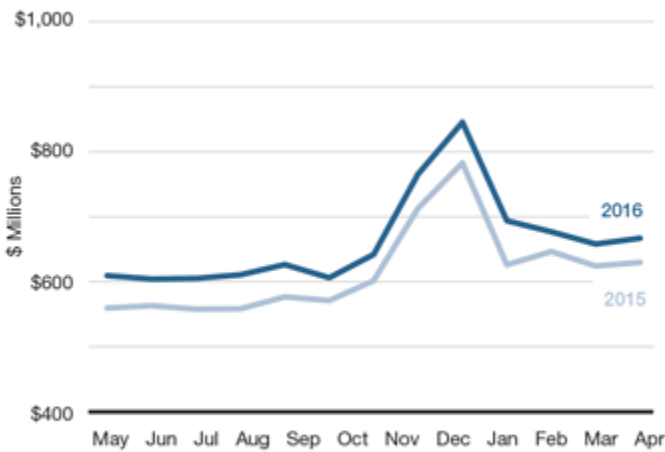
Wines Vines Analytics

## Sales of Domestic Wine Grow 5% in IRI Channels

Off-premise sales in the IRI channels grew 5% in April and 6% for 12 months compared to a year ago. The monthly increase was 1% higher than the past two months. The data include domestic table wine and sparkling wine from the multiple outlet and convenience store report by IRI, the Chicago-based market research firm.

Off-Premise Sales IRI Channels »		
	Month	12 Months
April 2016	\$647 mil	\$8,390 mil
April 2015	\$633 mil	\$8,102 mil

## OFF-PREMISE SALES



Source: IRI, Wines Vines Analytics. Domestic table and sparkling wine sales in multiple-outlet and convenience stores, four weeks ending Apr. 17, 2016

Off-premise sales in April continued their steady advance on 2015 sales. In IRI’s broadest count of retail stores, the total sales of domestic table and sparkling wine was \$663 million.

OFF-PREMISE VOLUME



Source: IRI, Wines Vines Analytics. Domestic table and sparkling wine sales in multiple-outlet and convenience stores, four weeks ending Apr. 17, 2016

Case volume in IRI channels grew to 8.58 million for domestic table and sparkling wine.

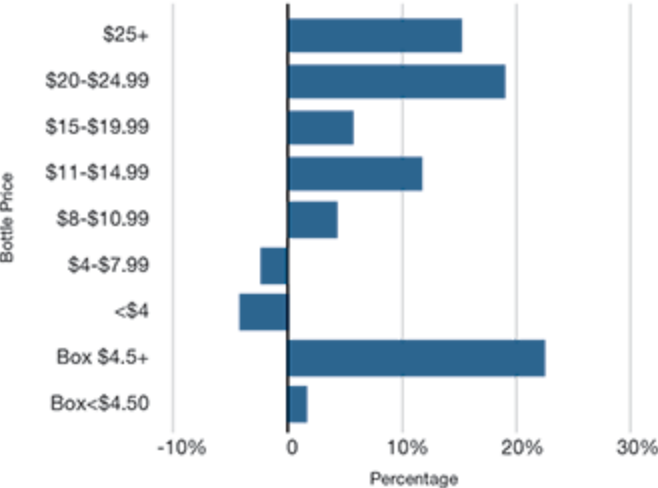
OFF-PREMISE CHARDONNAY SALES BY PRICE SEGMENT



Source: IRI, Wines & Vines Analytics. All table wine, 52 weeks through April 17, 2016, multiple outlet and convenience stores.

Chardonnay sales continued to be highest in the \$4-\$7.99 segment (see chart above), but this segment shrank by 2% (chart below) in the most recent 12 months. All segments in glass from \$8 up saw sales growth but box wines at \$4.50 and higher per 750ml were clearly the fastest-growing component of Chardonnay sales.

OFF-PREMISE CHARDONNAY GROWTH RATE  
BY PRICE SEGMENT



Source: IRI, Wines & Vines Analytics. All table wine, 52 weeks through April 17, 2016, multiple outlet and convenience stores.

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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