

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

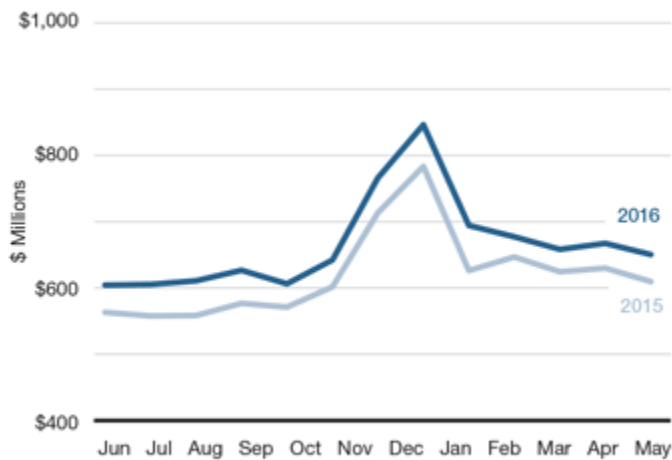
Wines Vines Analytics

## Domestic Wine Sales Continue Growing in Off-Premise Channel

Domestic wine sales for May in the off-premise channel rose 5% higher than last May, according to market research firm IRI, and the 52-week growth rate was 6%. The data include table wine and sparkling wine, and the difference in their growth rates was dramatic. Sparkling wine grew 10% in May and 9% during the past 52 weeks, while table wine grew at the same rates as the averages since it dominates wine sales.

Off-Premise Sales IRI Channels »	Month		12 Months	
	May 2016	\$630 mil	\$8,390 mil	
	May 2015	\$614 mil	\$8,142 mil	

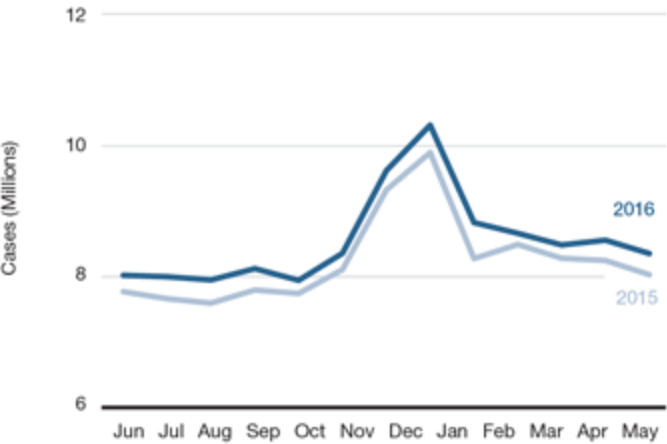
## OFF-PREMISE SALES



Source:  IRI, Wines Vines Analytics. Domestic table and sparkling wine sales in multiple-outlet and convenience stores, four weeks ending May 31, 2016

The off-premise sales trend since February has closely tracked 2015 sales but at 4-5% higher each month, according to figures from IRI, the Chicago-based market research firm.

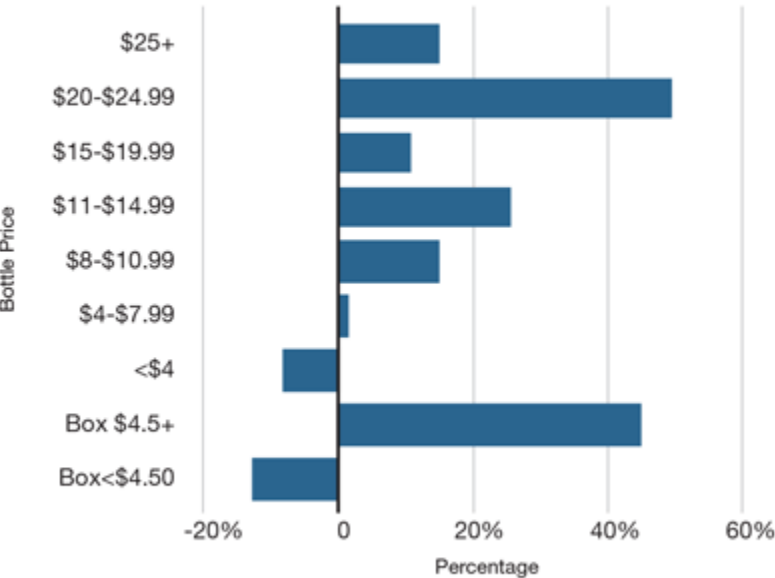
OFF-PREMISE VOLUME



Source: IRI, Wines Vines Analytics. Domestic table and sparkling wine sales in multiple-outlet and convenience stores, four weeks ending May 31, 2016

The volume of domestic wine sold in IRI-tracked stores reached 8.4 million cases in May.

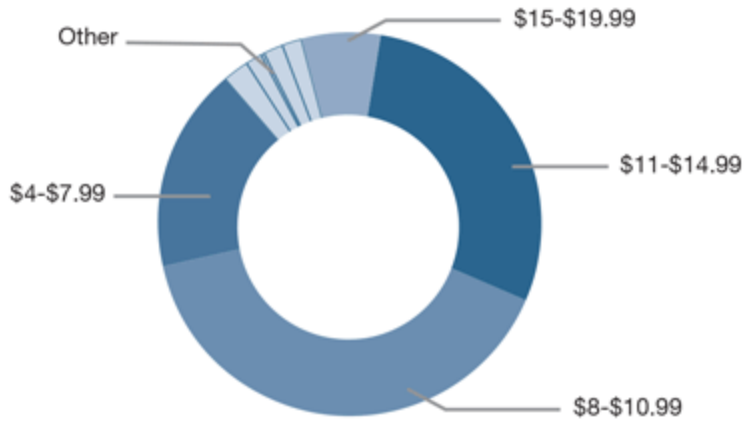
OFF-PREMISE SAUVIGNON BLANC GROWTH RATE BY PRICE SEGMENT



Source: IRI, Wines & Vines Analytics. All table wine, 52 weeks through May 15, 2016, multiple outlet and convenience stores.

Sauvignon Blanc as a category from all countries grew by 14% in value in U.S. retail stores since May 2015. It's clear on the graph that bottled wines from \$20 to \$24.99 and premium box wines at \$4.50 and higher per 750ml were the hottest categories.

## OFF-PREMISE SAUVIGNON BLANC MARKET SHARE BY PRICE SEGMENT



Source: IRI, Wines & Vines Analytics. All table wine, 52 weeks through May 15, 2016, multiple outlet and convenience stores.

Three price segments accounted for 86% of Sauvignon/Fume Blanc sales. The four thinnest slices represent the very highest and very lowest price segments.

### 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.

# WINES&VINES

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

[info@winesandvines.com](mailto:info@winesandvines.com)

Copyright © 2001-2024 by Wine Communications Group, Inc. All Rights Reserved.  
No material may be reproduced without written permission of the Publisher.