

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

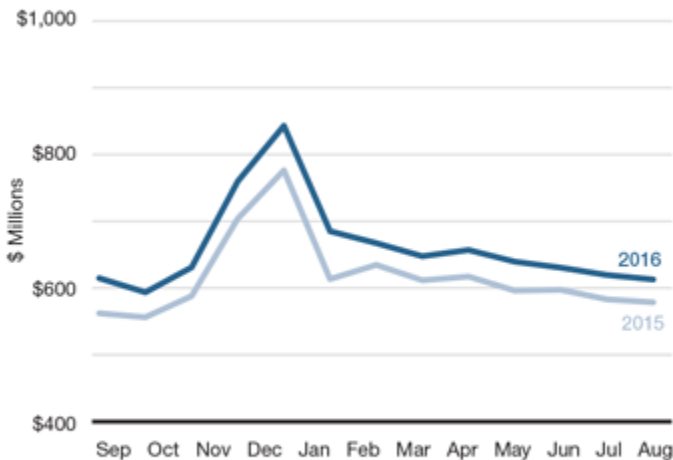
Wines Vines Analytics

## Off-premise Sales Growth Remains Strong; Sparkling Shines

Growth in off-premise sales of domestic wine remained strong in August 2016, IRI reported, up 5% from the same month a year ago in IRI's multi-outlet and convenience store channel. It marked the fifth consecutive month in which sales increased 5% or more, while 12-month sales gained 6%. Sparkling wine continued to drive the momentum, with growth of 8%.

Off-Premise Sales IRI Channels »	Month		12 Months	
	August 2016	\$620 mil	August 2016	\$8,464 mil
	August 2015	\$591 mil	August 2015	\$8,044 mil

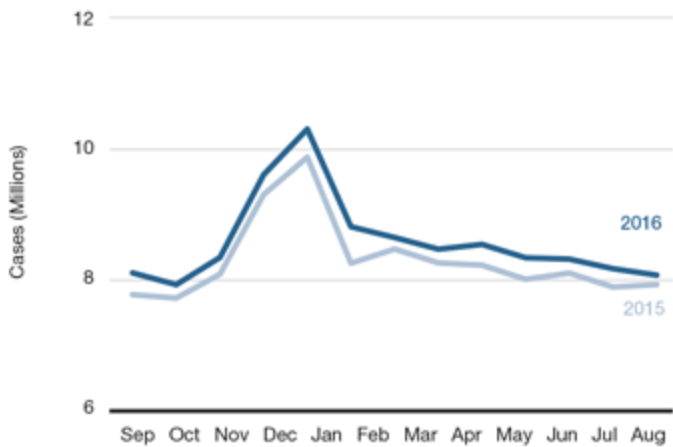
## OFF-PREMISE SALES



Source: IRI, Wines Vines Analytics. Domestic table and sparkling wine sales in multiple-outlet and convenience stores, four weeks ending Aug. 7, 2016.

Off-premise sales in IRI channels followed their historical summer lull, but remained 5% above last year's tallies.

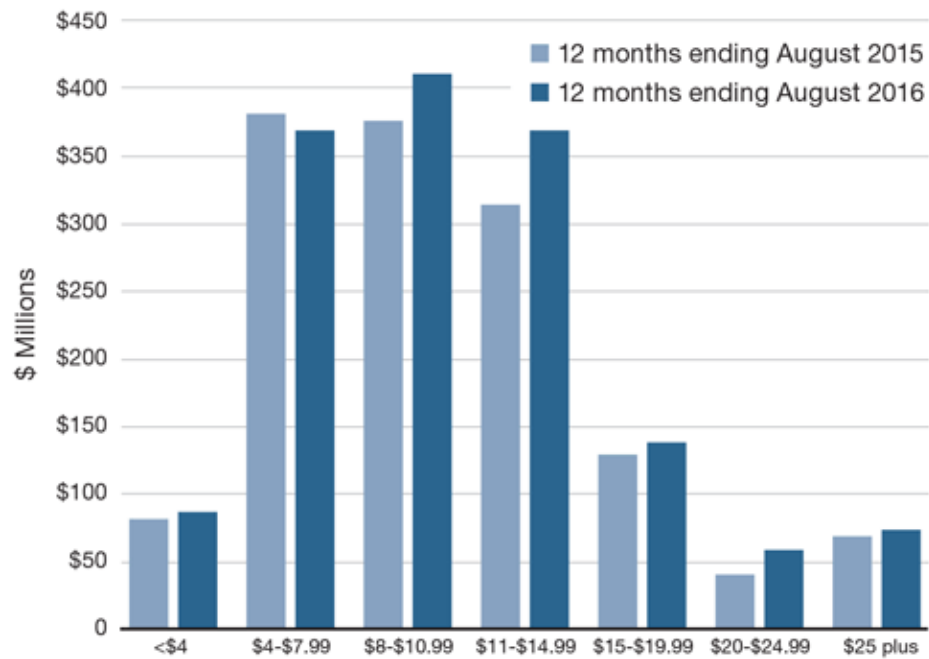
OFF-PREMISE VOLUME



Source: IRI, Wines Vines Analytics. Domestic table and sparkling wine sales in multiple-outlet and convenience stores, four weeks ending Aug. 7, 2016.

Off-premise volume largely reflected historical patterns, increasing 3% above last August to 8.1 million cases.

OFF-PREMISE CABERNET SAUVIGNON SALES BY PRICE



Source: IRI, Wines Vines Analytics. Domestic table and sparkling wine sales in multiple-outlet and convenience stores; 52 weeks from Aug. 9, 2015, to Aug. 7, 2016.

The single biggest share of Cabernet Sauvignon sales for the 12 months ended August 2016, according to IRI, was in the \$8 to \$11.99 segment, which passed the \$4-\$7.99 segment this year.

OFF-PREMISE CABERNET SAUVIGNON BOTTLE PRICE CHANGE

	2015	2016	\$ Change
<\$4	\$3.31	\$3.34	\$0.03
\$4-\$7.99	\$5.62	\$5.60	-\$0.02
\$8-\$10.99	\$9.97	\$9.96	-\$0.01
\$11-\$14.99	\$13.97	\$13.77	-\$0.20
\$15-\$19.99	\$18.91	\$18.87	-\$0.04
\$20-\$24.99	\$23.32	\$22.72	-\$0.60
\$25 plus	\$44.36	\$44.15	-\$0.21

Source: IRI. Wines Vines Analytics. Domestic table and sparkling wine sales in multiple-outlet and convenience stores; 52 weeks from Aug. 9, 2015, to Aug. 7, 2016.

While Cabernet Sauvignon sales and overall average bottle price are growing, prices within some segments have dropped slightly.

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.



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.