

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

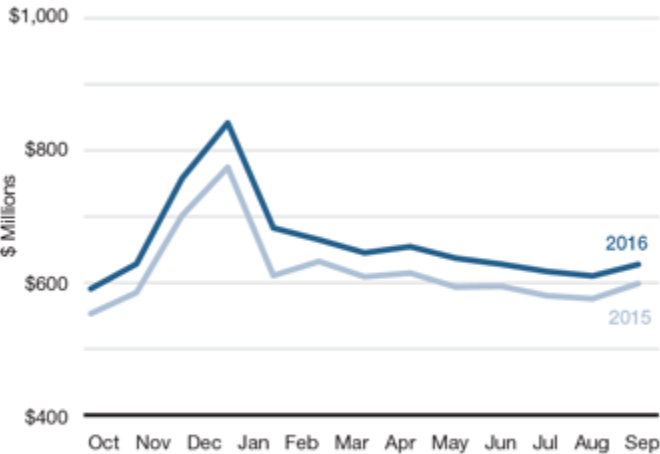
Wines Vines Analytics

## Off-Premise Sales of Domestic Wines Grow 4% in September

Off-premise sales of domestic wine continued to grow in September 2016, IRI reported, increasing 4% from September 2015. In addition, 12-month sales figures were up 6% from a year ago. Domestic sparkling wine logged 9% growth in September 2016 over September 2015. While imported wine sales increased 7% versus a year ago, domestic wines retained market share of 80% in IRI's multiple outlet and convenience store report.

Off-Premise Sales IRI Channels »		
	Month	12 Months
September 2016	\$633 mil	\$8,498 mil
September 2015	\$612 mil	\$8,083 mil

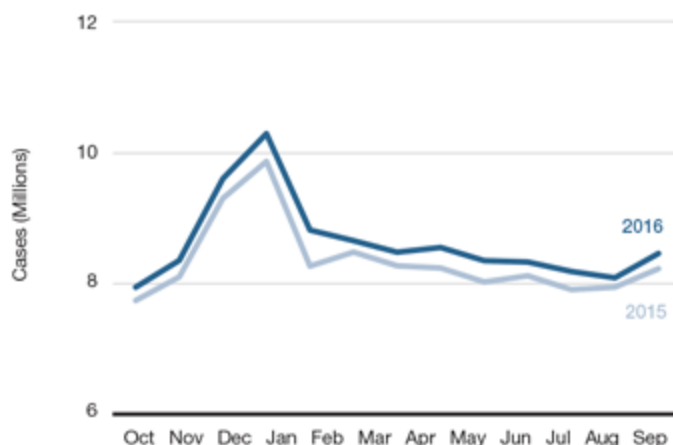
## OFF-PREMISE SALES



Source: IRI, Wines Vines Analytics. Domestic table and sparkling wine sales in multiple-outlet and convenience stores, four weeks ending Sept. 4, 2016.

Off-premise sales in IRI channels increased slightly in September, rising 4% 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 Sept. 4, 2016.

Off-premise volumes in IRI channels strengthened going into fall, increasing 3% above September 2015.

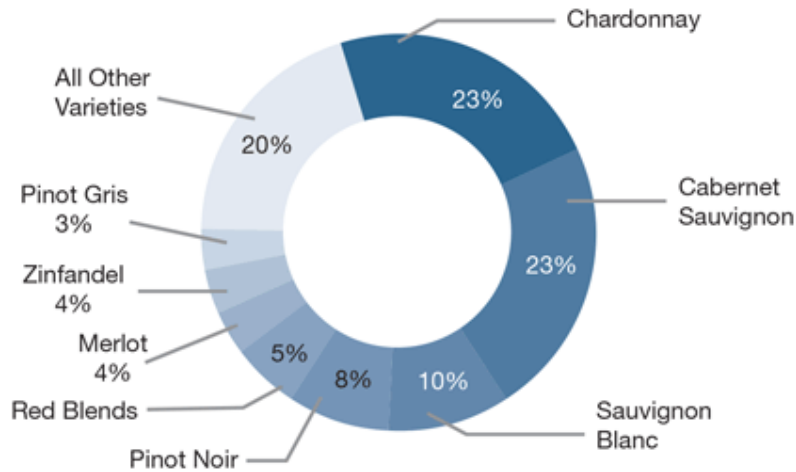
## OFF-PREMISE VARIETAL SALES \$11-\$14.99


	52-Week Sales	Sales Change	Volume (9-liter cases)	Volume Change
Chardonnay	\$374,217,114	8%	2,663,217	9%
Cabernet Sauvignon	\$370,976,239	18%	2,245,737	20%
Sauvignon Blanc	\$160,851,502	23%	1,118,182	22%
Pinot Noir	\$135,705,003	21%	810,123	23%
Red Blends	\$88,968,022	18%	597,294	18%
Merlot	\$60,441,475	4%	380,027	5%
Zinfandel	\$58,303,766	1%	370,324	0%
Pinot Gris	\$51,588,213	25%	362,386	26%

Source: IRI, Wines & Vines Analytics. Domestic table and sparkling wine sales in multiple-outlet and convenience stores; 52 weeks ending Sept. 4, 2016.

Chardonnay and Cabernet Sauvignon led off-premise sales in the \$11-\$14.99 price segment, which is the most valuable price segment, according to IRI.

## OFF-PREMISE VARIETAL SHARE \$11-\$14.99



Source:  IRI, Wines & Vines Analytics. Domestic table and sparkling wine sales in multiple-outlet and convenience stores; 52 weeks ending Sept. 4, 2016.

Sauvignon Blanc held a stronger position in the \$11-\$14.99 segment, where it was No. 3 in sales, than in lower priced 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

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