

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

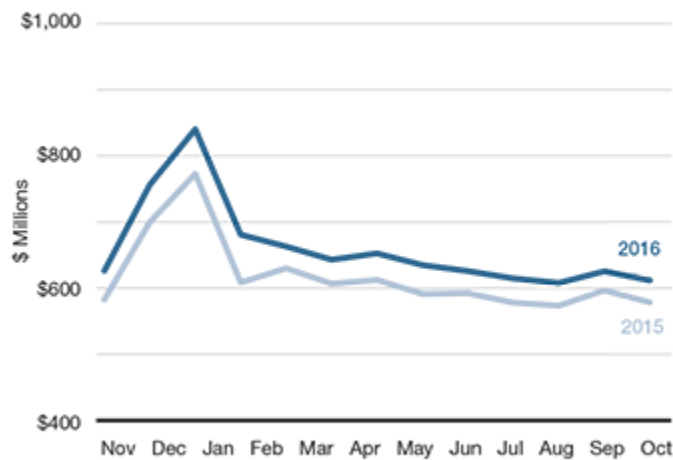
Wines Vines Analytics

## Off-Premise Sales in IRI Channels Grow 5% in October

Off-premise sales growth for domestic wines continued in October 2016, according to Chicago, Ill.-based market research firm IRI, increasing 5% from October 2015 to \$626 million. IRI's 52-week sales figures for multi-outlet and convenience stores topped \$8.6 billion through October 2, 2016, up 6% from a year ago.

Off-Premise Sales IRI Channels »	Month	12 Months
	October 2016	\$8,536 mil
	October 2015	\$8,116 mil

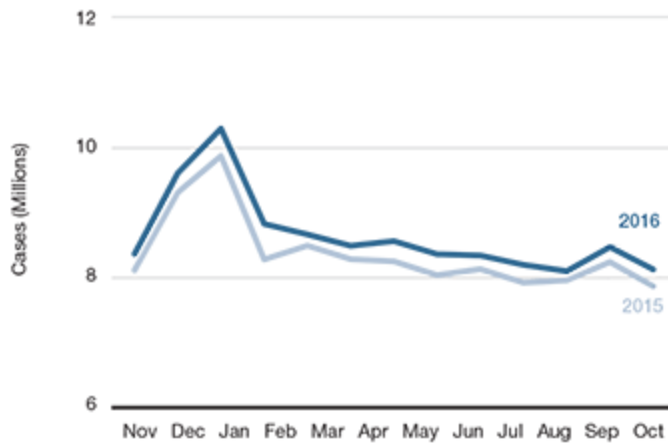
## OFF-PREMISE SALES



Source: IRI, Wines Vines Analytics. Domestic table and sparkling wine sales in multiple-outlet and convenience stores, four weeks ending Oct. 2, 2016.

Off-premise sales of domestic wine in IRI channels trended down in October but remained 5% above sales a year ago.

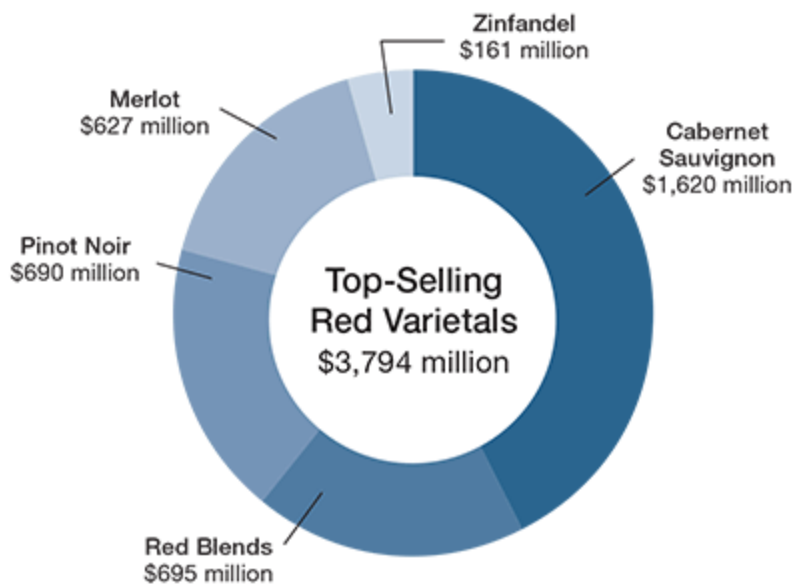
## OFF-PREMISE VOLUME



Source: IRI, Wines Vines Analytics. Domestic table and sparkling wine sales in multiple-outlet and convenience stores, four weeks ending Oct. 2, 2016.

Off-premise volume through IRI channels in October 2016 was 3% above October 2015 volume.

## OFF-PREMISE RELATIVE MARKET SHARE



Source: IRI, Wines & Vines Analytics. Table wine sales in multiple-outlet and convenience stores; 52 weeks ending Oct. 2, 2016.

Cabernet Sauvignon led off-premise red wine sales, followed by red blends and Pinot Noir, which overtook Merlot since October 2015.

### 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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