

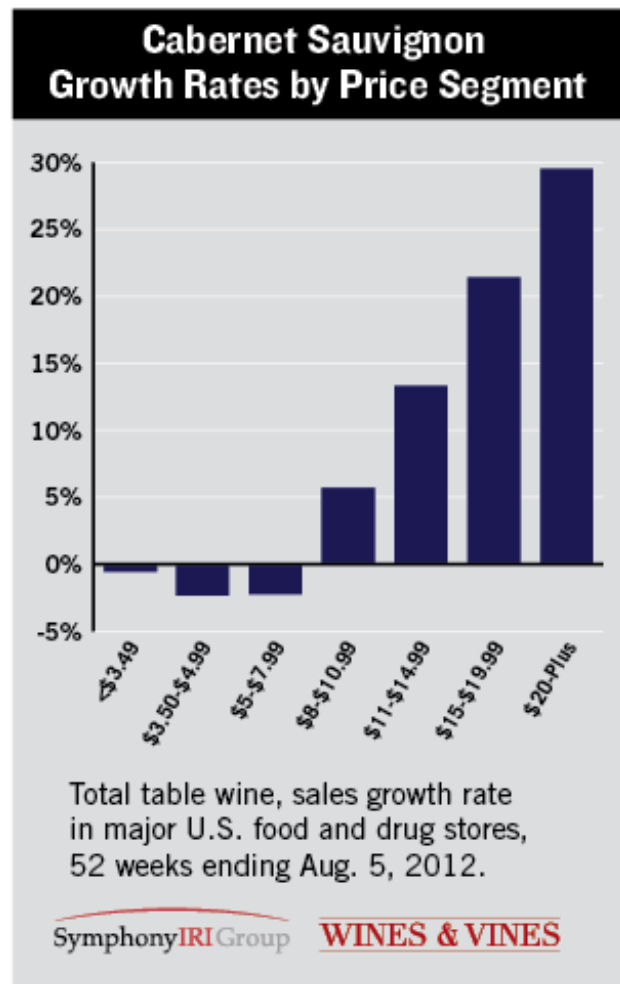
Wine Industry Metrics - Off-Premise Sales - August 2012

Wines Vines Analytics

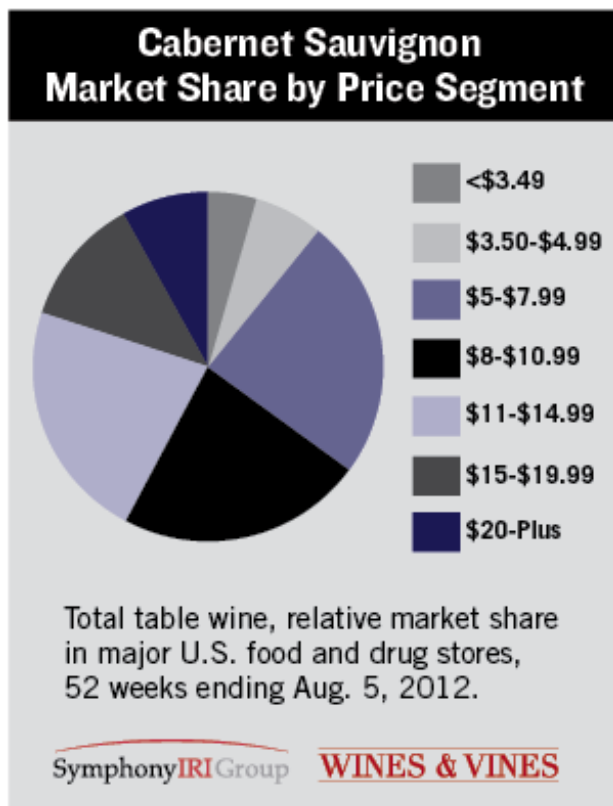
Sales of domestic table wines at major U.S. food and drug stores in the four weeks ending August 5, 2012, grew 8% over a year ago. Sales surpassed the already strong 52-week growth rate by 1%.

Off-Premise Sales IRI Channels »	12 Months	
	Month	Months
August 2012	\$363 mil	\$4,885 mil
August 2011	\$338 mil	\$4,557 mil

Cabernet Sauvignon sales helped bolster the overall growth of table wine, especially in the higher price segments.



Consumers spent most of their Cabernet Sauvignon money on middle-priced wines at retail stores, in contrast to direct-to-consumer sales where the highest priced segments brought in the most dollars.



About IRI Channels

Sourced from 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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