

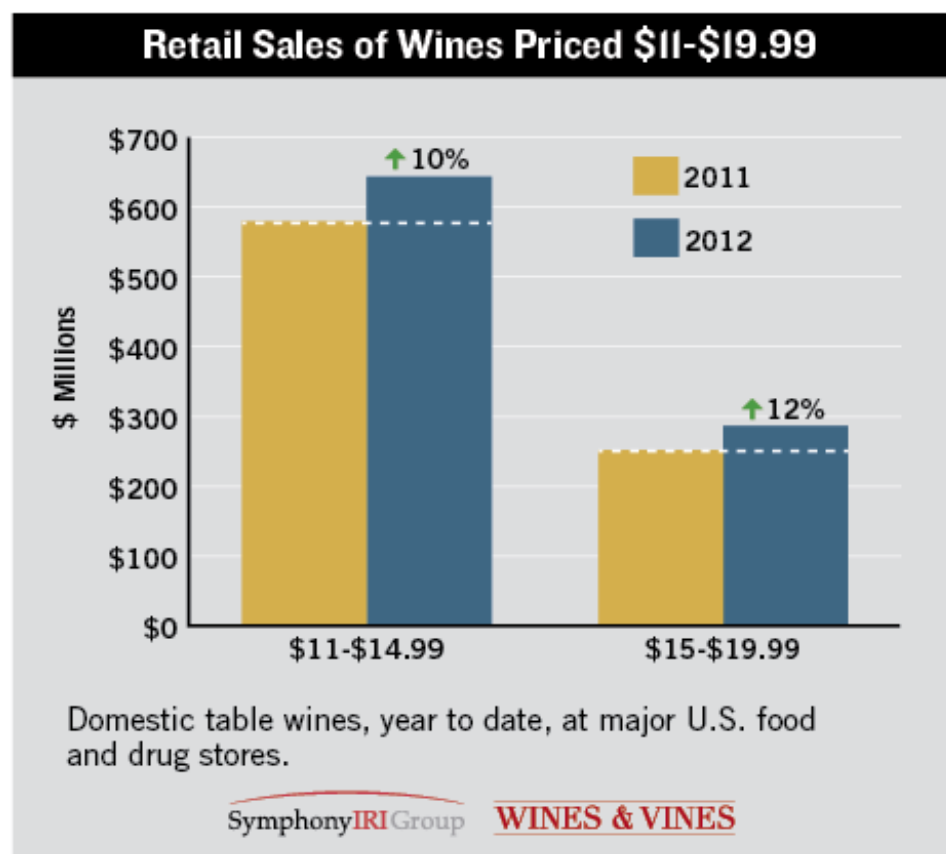
Wine Industry Metrics - Off-Premise Sales - October 2012

Wines Vines Analytics

Growth Rate Slows Off-Premise in October

Off-premise domestic table wine sales grew in October, but the rate of growth decelerated slightly to 6% from the 7% average over the past 52 weeks. Imports lost 1% vs. a year ago.

Off-Premise Sales IRI Channels »	Month	12 Months
	October 2012	\$370 mil
October 2011	\$348 mil	\$4,668 mil



Wines Priced in Teens Grow Rapidly

Retail sales of domestic table wines priced in the teens increased rapidly this year, beating their category as a whole by several percentage points. These two segments accounted for 20% of the \$3.7 billion spent at major U.S. food and drug stores.

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

Copyright © 2001-2017 by Wine Communications Group, Inc. All Rights Reserved.
No material may be reproduced without written permission of the Publisher.