

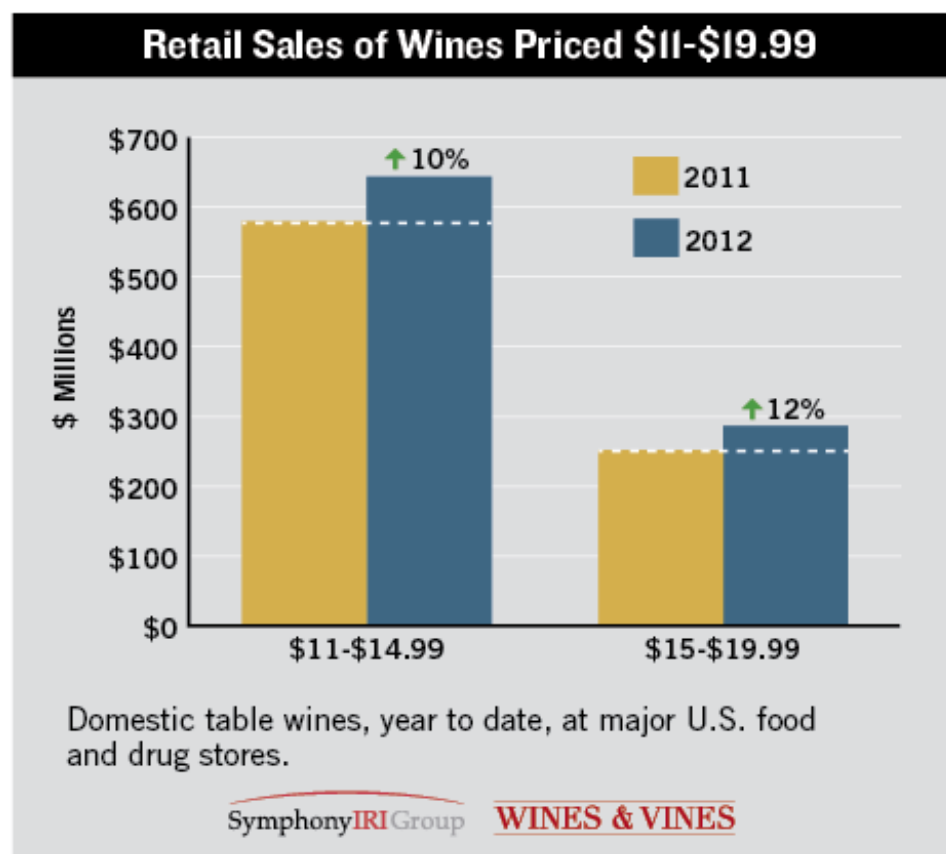
# Wine Industry Metrics - Off-Premise Sales - October 2012

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 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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