

Wine Industry Metrics - Off-Premise Sales - November 2012

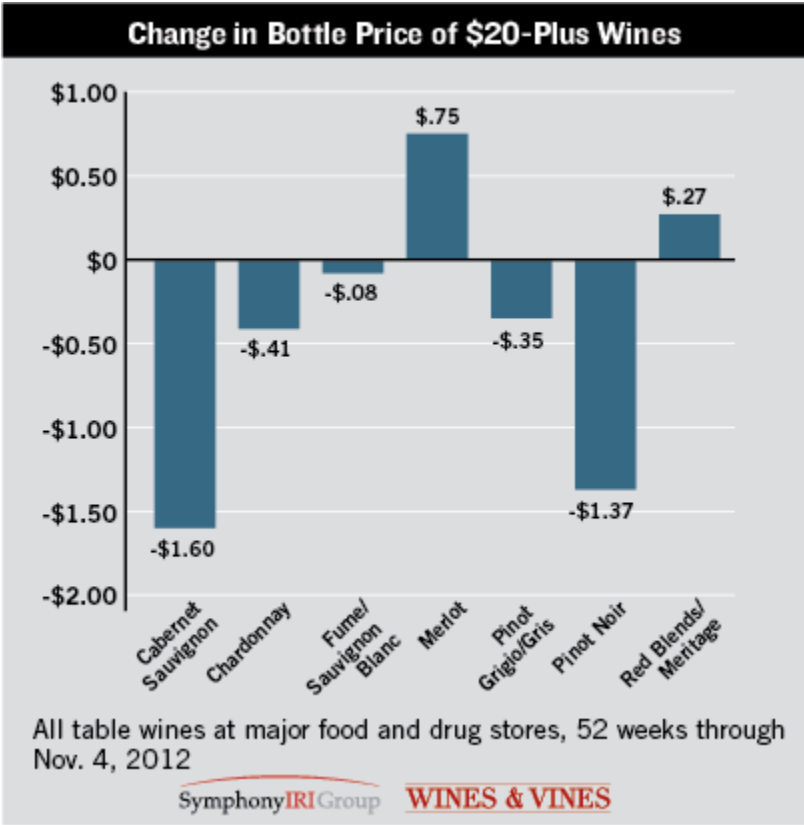
Wines Vines Analytics

Off-Premise Sales Grow by 6% in Value

Retail sales of domestic table wines held a steady growth rate of 6% during the 52 weeks ending in November. Volume grew less slowly, and the average price per bottle rose by 21 cents.

Off-Premise
Sales
IRI Channels »

	Month	12 Months
November 2012	\$389 mil	\$4,996 mil
November 2011	\$372 mil	\$4,701 mil



Though their growth rate dipped in November, sales of wines at \$20-plus per bottle continued their years-long climb. Since January 2010 the category has roughly doubled in value.

High-quality Merlot producers have some good news in terms of bottle price, as the varietal rose faster over that past year than any other major varietal in the \$20-plus range. This runs counter to Merlot’s price performance in DtC shipments. Red blends also grew significantly in price, paralleling their performance in DtC.

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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