

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

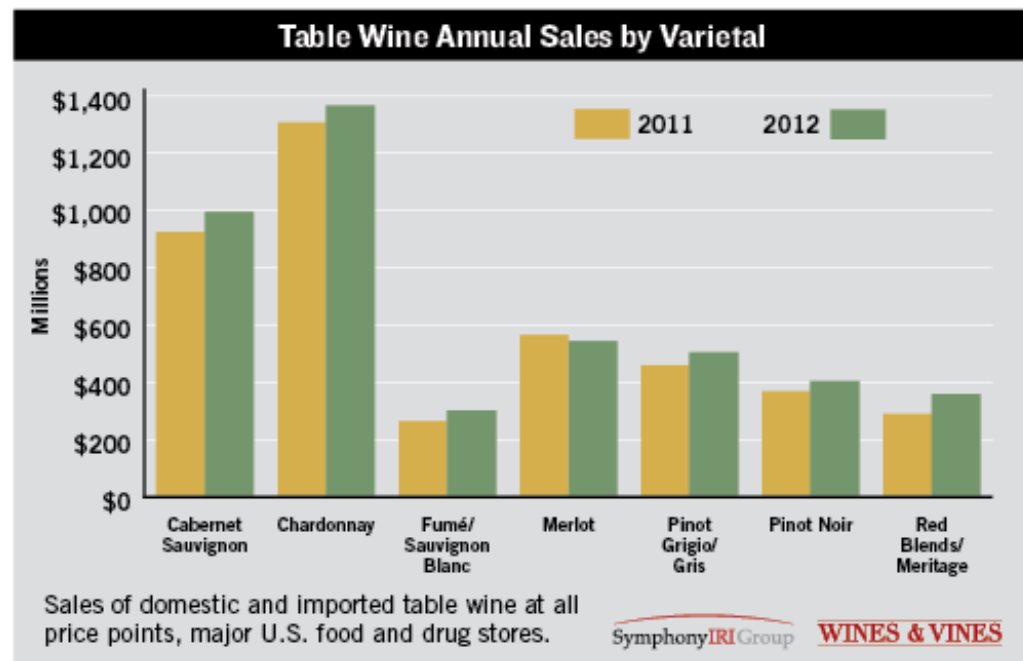
Wines Vines Analytics

## Off-Premise Sales Up 6% in 2012; Up 4% in December

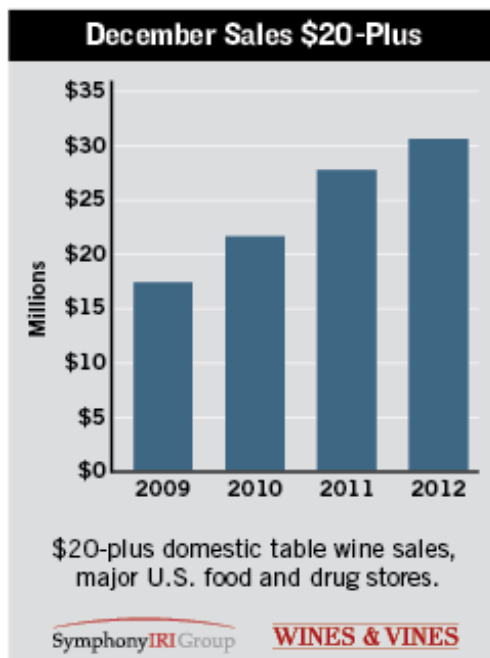
Wine sales continued growing at retail in December, finishing a year of 6% growth for domestic table wines. Sales in December 2012, the biggest month of the year, beat the previous December by 4% in dollars and reached 6.3 million cases.

### Off-Premise Sales IRI Channels »

	Month	12 Months
December 2012	\$478 mil	\$5,033 mil
December 2011	\$462 mil	\$4,761 mil



Cabernet and Chardonnay remained the chocolate and vanilla of wine types for American consumers in 2012, standing hundreds of millions of dollars higher than third-place Merlot, which was the only major varietal to shrink in sales. Red blends/Meritage wines grew at the fastest rate of the seven most popular types.



A five-year view of domestic table wine sales in December shows rapid and accelerating growth. The category has more than doubled since the year of the national banking crisis.

### 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

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