

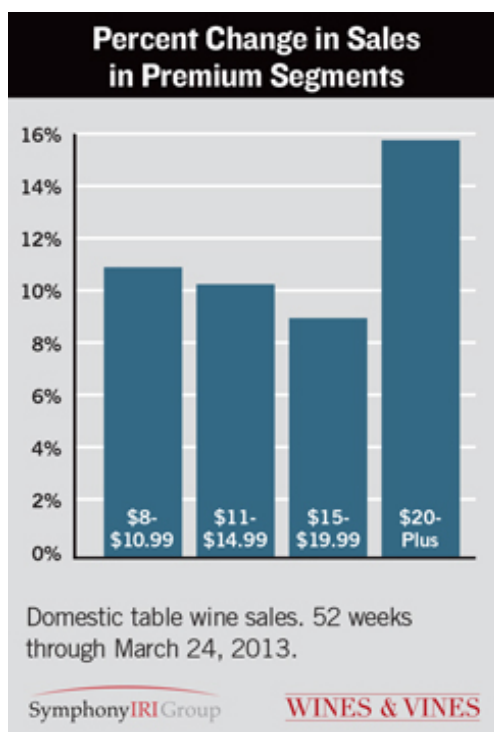
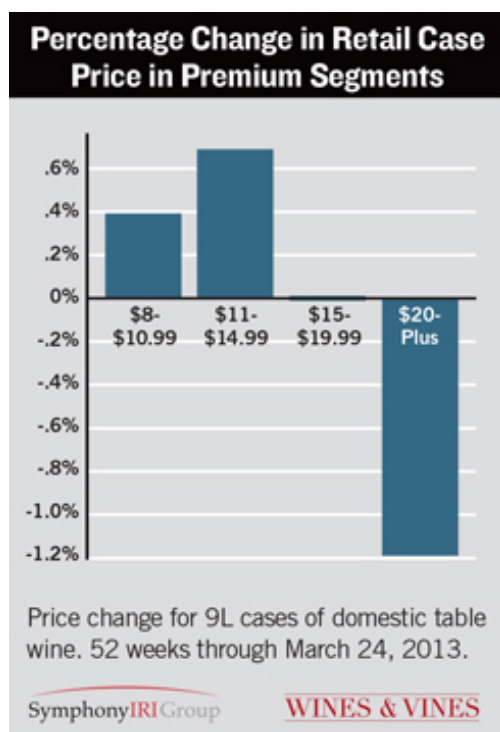
# Wine Industry Metrics - Off-Premise Sales - March 2013

Wines Vines Analytics

## Annual Growth Rate of Retail Sales Rises to 6%

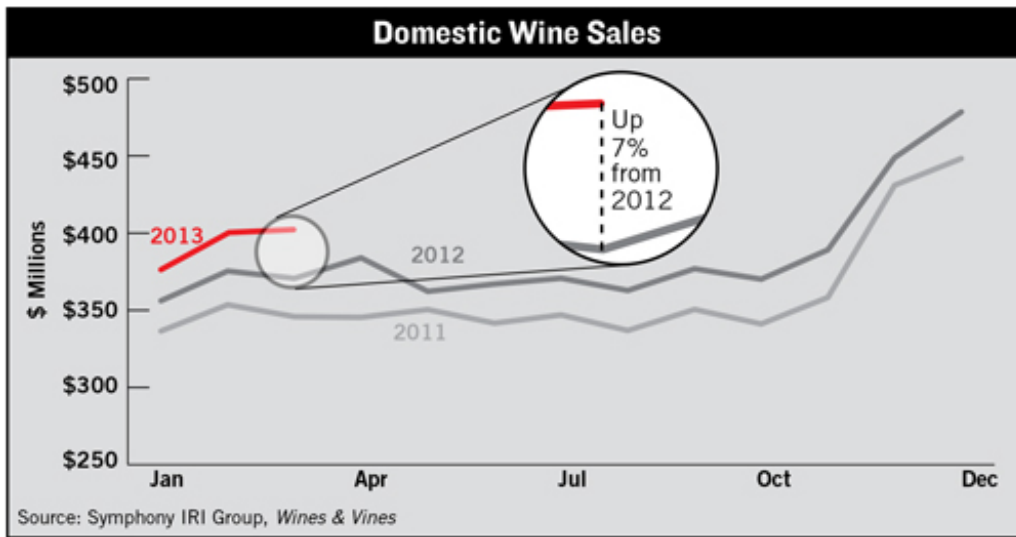
The monthly growth rate of domestic table wine sales in stores climbed to 7% in March, which was enough to boost the annual growth rate to 6%. The four-week total was \$403 million, reflecting \$28 million more revenue than a year previously, according to the Symphony IRI Group. Imported table wines, which are not included in the numbers above, increased just .4% in 52 weeks.

Off-Premise Sales IRI Channels »	Month	12 Months
	March 2013	\$403 mil
March 2012	\$375 mil	\$4,819 mil



## Fast-Growing Sales Accompany Lower Prices

The premium wine category with the biggest price reduction enjoyed the biggest percentage gain in sales during the past 52 weeks, according to March data from major U.S. food and drug stores. Domestic table wines priced at \$20 and higher came down in price by \$3.62 per case, yet rang up sales of \$238 million for a 15% increase. Wines at \$8-\$10.99 were the second fastest growing segment. Their sales increased by 10% despite a higher average price of 42 cents per case.



### 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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