

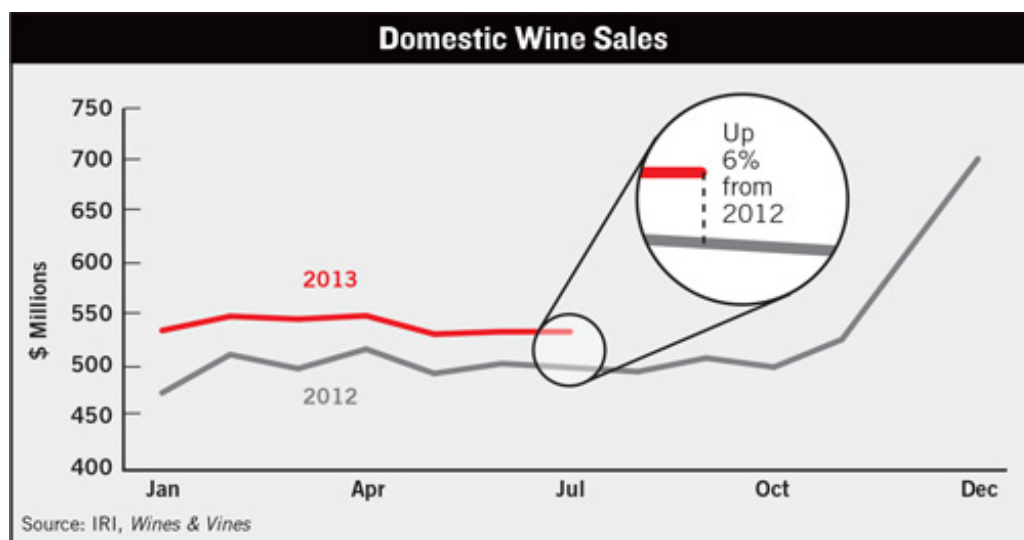
Wine Industry Metrics - Off-Premise Sales - June 2013

Wines Vines Analytics

Sales in U.S. Stores Grow 7% Since June 2012

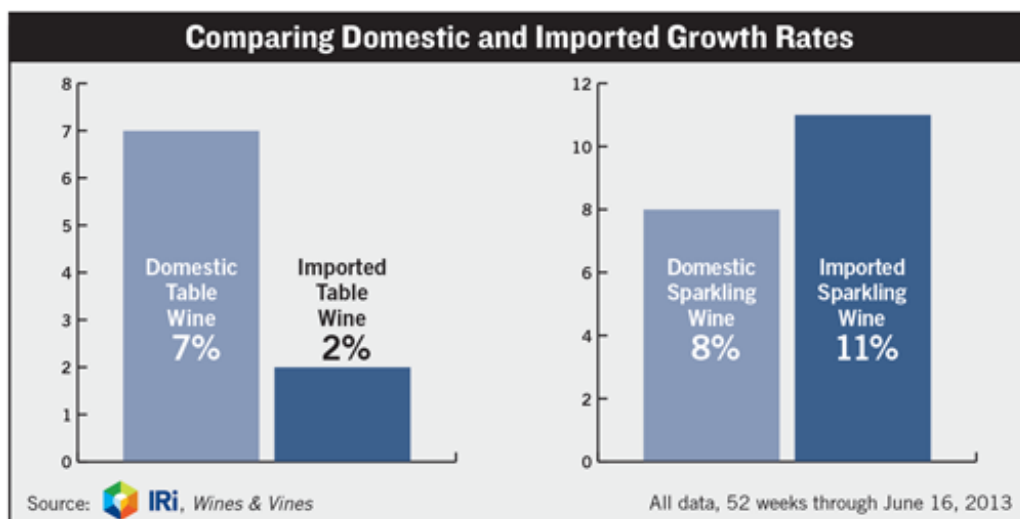
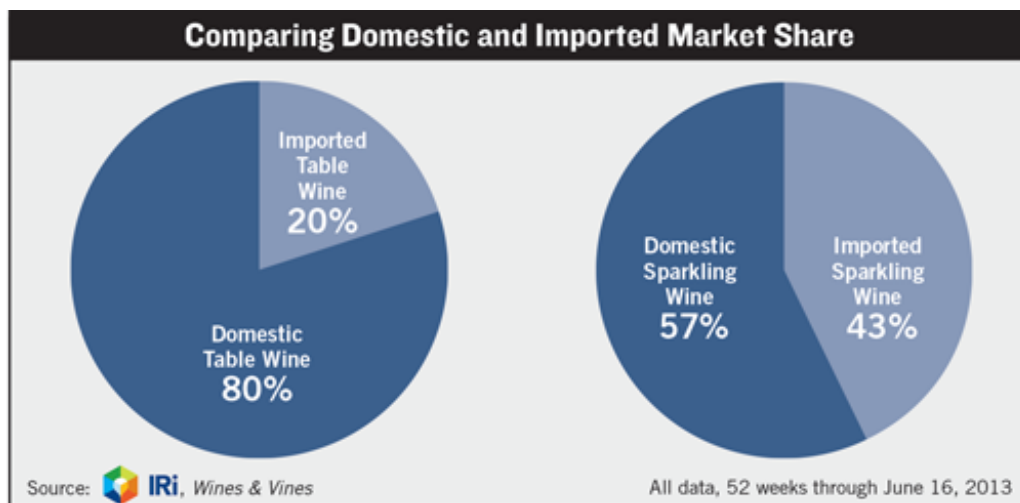
Domestic wine sales in U.S. stores grew by 7% during the 52 weeks ending in June, according to IRI, the Chicago, Ill.-based market research firm. Consumers bought more U.S. wines in eight of nine price/package categories. The hottest segments were \$20-plus bottles (up 18%) and premium box wines (up 24%).

Off-Premise Sales IRI Channels »	Month	12 Months
June 2013	\$535 mil	\$7,094 mil
June 2012	\$505 mil	\$6,617 mil



Domestic Still Wines Beat Imports, but Imported Bubbly Grows Faster

Growth in domestic table wine sales continued to far outpace the growth of imports through June. Domestic wines grew by 7% in value during the past 52 weeks, and totaled \$6.7 billion, while imports rose by 2% and totaled \$1.7 billion. Sparkling wines showed a counter trend: Domestic bubbly grew by 8% and held 57% of the market at an average of \$8.33 per bottle, while sparkling imports increased by 11% and captured a 43% share.



Off-Premise Sales Data Expands to More Outlets

Editor's note: Wines & Vines' content for off-premise wine sales now includes a wider base of data from IRI, the Chicago, Ill.-based market research firm, covering about 45% of all U.S. off-premise sales for table wine and sparkling wine. The data incorporates IRI's more inclusive multi-outlet and convenience store tracking, which includes food and drug stores, dollar stores, warehouse clubs, Target and Walmart. Wines & Vines continues to focus its analysis on sales of domestic wine.

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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