

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

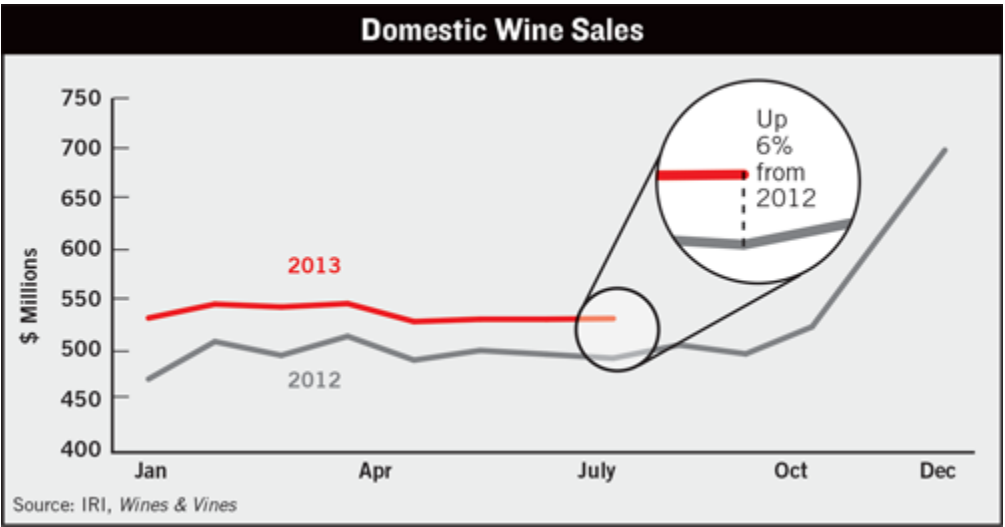
Wines Vines Analytics

## Combined Sales of Domestic Table and Sparkling Wine Rise by 6%

Off-premise sales of domestic wine rose 6% in July compared to July 2012, while 12-month sales totaled 7% higher than a year ago. The data from market research firm IRI include domestic table wine and domestic sparkling wine.

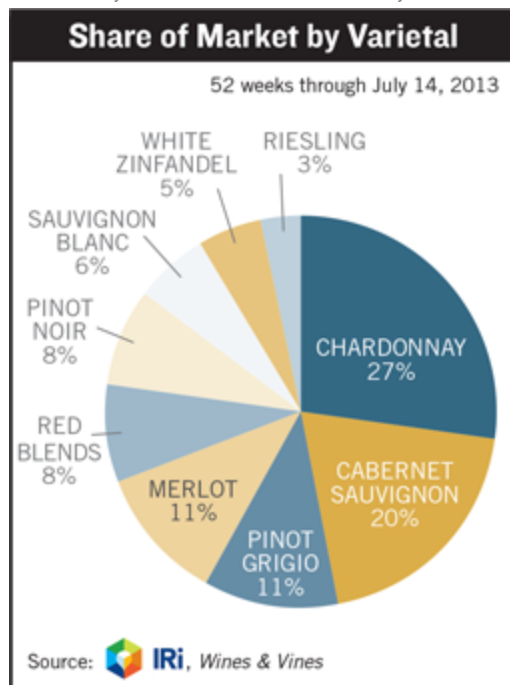
### Off-Premise Sales

IRI Channels »	Month	12 Months
July 2013	\$533 mil	\$7,128 mil
July 2012	\$501 mil	\$6,657 mil



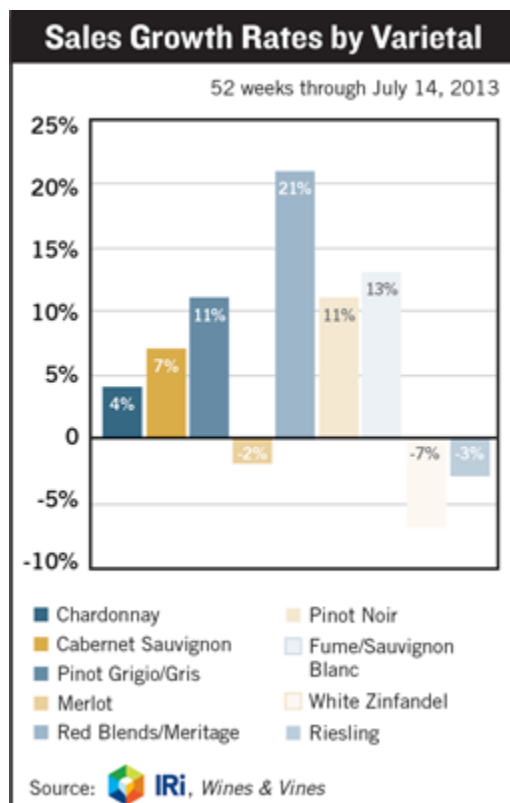
## Pinot Grigio/Gris Now No. 3 in Market Share, Pushing Merlot to No. 4

Chardonnay and Cabernet Sauvignon remained No. 1 and No. 2 in market share by value in U.S. stores tracked by IRI, but Pinot Grigio/Gris nudged Merlot out of the No. 3 spot by 0.3%. Both varietals rounded to 11% shares among the nine top-selling wine types. Pinot Grigio/Gris sales were \$711 million in the most recent 52 weeks compared to \$697 million for Merlot, according to IRI.



### Red Blends/Meritage Grow the Fastest; White Zinfandel Sinks

Blended red wines had the fastest growth rate of the major varieties, gaining 21% in sales (up \$92 million) since last July, followed by Fume/Sauvignon Blanc with the second fastest growth rate of 13%. Merlot and Riesling slipped by 2% and 3% respectively while white Zinfandel brought in 7% less (down \$24 million) than the previous 12 months.



## 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 Wal-Mart. Wines & Vines continues to focus its analysis on sales of domestic wine .*

### 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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