

Wine Industry Metrics - Off-Premise Sales - August 2013

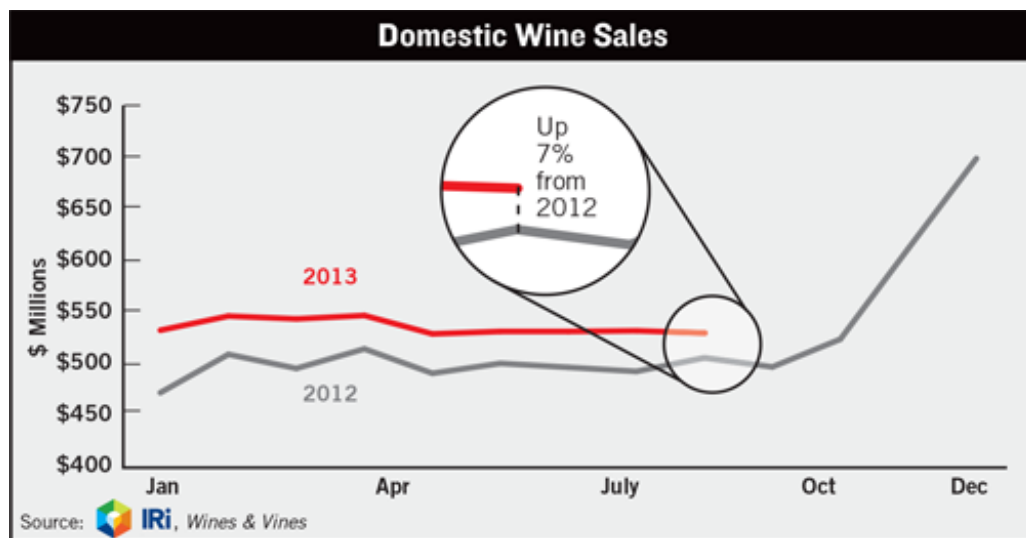
Wines Vines Analytics

Domestic Wines Up 7% in Sales and 3% in Volume

Table wine and sparkling wines produced in the United States grew 7% in sales in August compared to August 2012. The same 7% growth was recorded for 52-week sales compared to a year earlier, according to IRI, the Chicago based market research firm. The latest results continue a steady pace of growth that shows few monthly changes except for the traditional highs in November and December. Domestic wines have inched up to 80% market share, due to imports' slower 2% growth rate.

Off-Premise Sales IRI Channels »

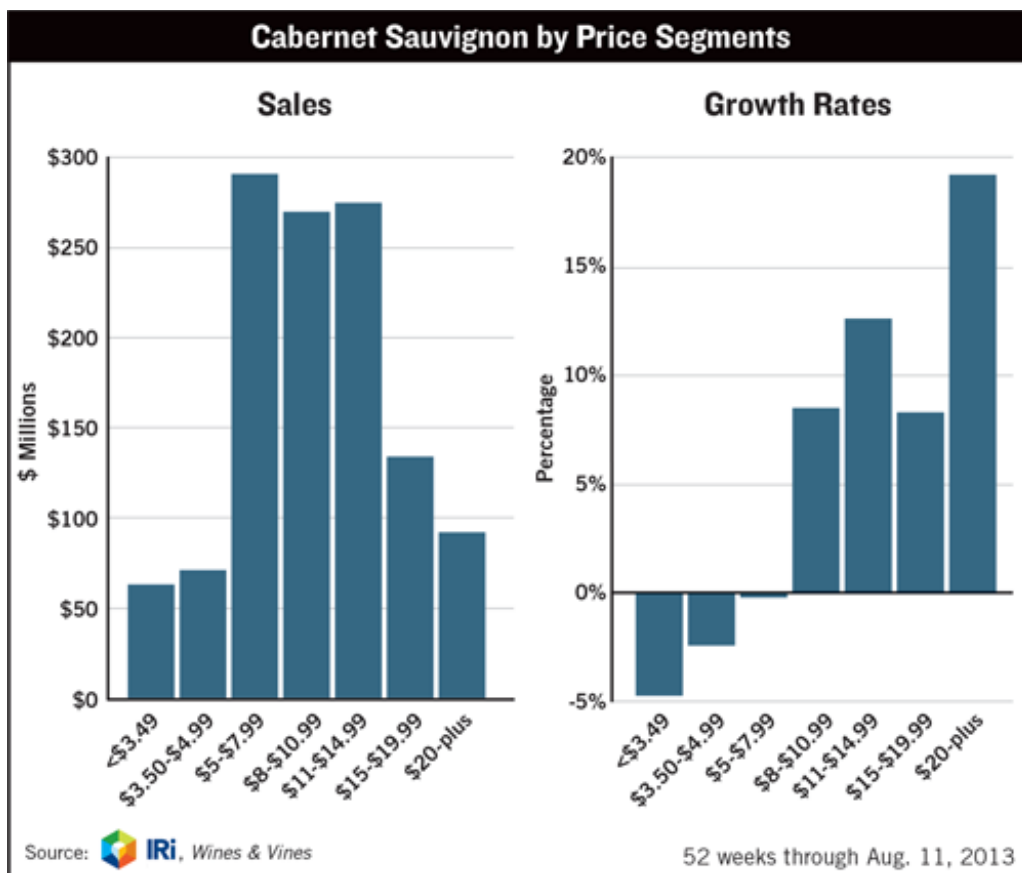
	Month	12 Months
August 2013	\$531 mil	\$7,167 mil
August 2012	\$497 mil	\$6,696 mil



Cabernet Sauvignon Is No. 2 Seller, but Growing Faster Than Chardonnay

Cabernet Sauvignon is the second largest selling varietal, behind Chardonnay in sales, but faster growing in sales, in volume and in bottle price.

Cabernet Sauvignon reached \$1.28 billion in sales during the 52 weeks ending Aug. 11 at stores tracked by IRI. Its sales growth rate of 7% beat Chardonnay's 4%, and matched the overall domestic wine sales growth rate. Cabernet increased in volume by 4% and price per bottle by \$.23, while Chardonnay rose just 4% in sales, 1% in volume and \$.16 in bottle price.



The \$5-\$7.99 segment is Cabernet's best seller, although it performs nearly as well in the next two more-expensive segments. The average sales price overall is \$7.36, but in 750ml bottles the average rises to \$9.47. Domestic Cabernet grew fastest in the \$20-plus segment, where sales increased 19% in the past year and volume increased 32%. The average bottle price dropped 10% or \$2.93.

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.

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