

Wine Industry Metrics - Off-Premise Sales - September 2013

Wines Vines Analytics

Domestic Wine Sales Maintain 7% Annual Growth Rate

Off-premise sales of domestic wine rose by 6% in September compared to September 2012, while the annual growth rate stayed at 7%, according to scan data analyzed by IRI, the Chicago, Ill.-based market research firm. Four-week sales reached \$541 million, and 52-week sales reached \$6.8 billion at the food, drug, convenience and wine/liquor stores monitored by IRI.

Off-Premise Sales IRI Channels »	Month	12 Months
September 2013	\$550 mil	\$7,311 mil
September 2012	\$510 mil	\$6,736 mil

Two red and two white wine types grew at 11% or more: Pinot Noir and red blend/Meritage for reds, and Fumé /Sauvignon Blanc and Pinot Grigio/Pinot Gris for whites. Their growth helped offset the declining sales of Merlot, Syrah, white Zinfandel and Riesling.

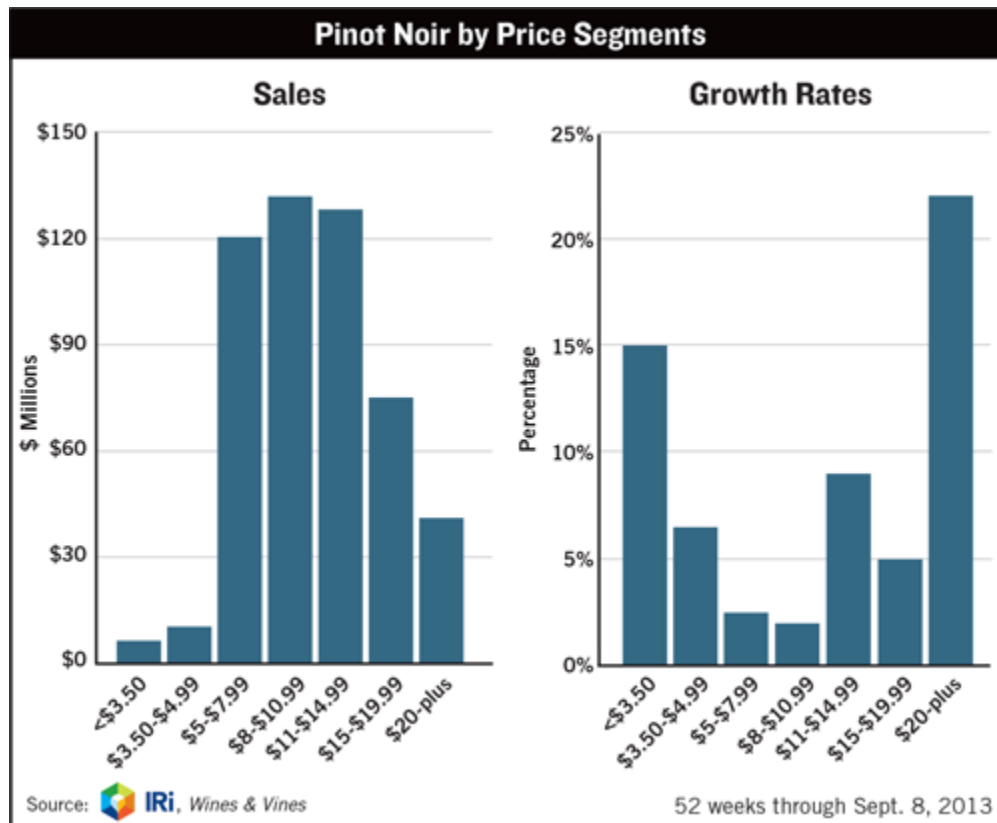


Pinot Noir Up 11% Overall, Up 44% in \$20-Plus Segment

Combined domestic and imported Pinot Noir sales hit \$520 million for 52 weeks, which beat the previous year by 11% in dollars and 10% in volume. Pinot Noir sales were highest in the three mid-price segments from \$5 to \$14.99 per bottle, but the fastest rate of growth came at the high end.

Pinot Noir in the \$11-\$14.99 segment experienced the second-highest total sales of \$128 million in 52 weeks

and the second-highest growth rate of 18%. The average price per bottle dropped 24 cents. Pinot Noir sales increased by 44% in IRI's most expensive price segment, \$20-plus. An average price reduction of 70 cents per bottle (3%) to the current \$22.94 average price was associated with that sales growth.



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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