

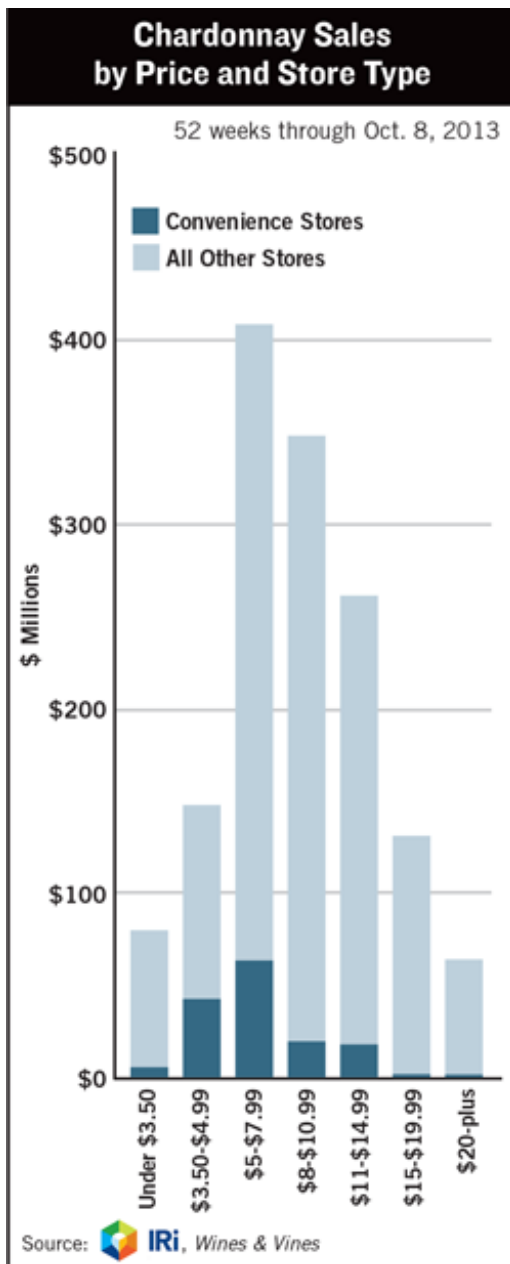
Wine Industry Metrics - Off-Premise Sales - October 2013

Wines Vines Analytics

October Sales Up From 2012; Both Table and Sparkling Wines Grow

Off-premise sales of domestic wines in October dipped from their September level but surpassed October 2012 by 6%, according to IRI, the Chicago, Ill.-based market-research firm. Sales during the 52 weeks ending in October rose 7% compared to a year earlier. Domestic table wine and sparkling wine grew at virtually the same rate, although table wine was 22 times larger in value.

Off-Premise Sales IRI Channels »	Month	12
		Months
October 2013	\$539 mil	\$7,342 mil
October 2012	\$499 mil	\$6,768 mil



Bottles Below \$8 Account for 73% of Convenience Store Chardonnay Sales

The most popular varietal or wine type sold in convenience stores during the past year was the same as in other stores: Chardonnay, with a 26% share of sales. IRI numbers show that convenience store shoppers reached for lower priced Chardonnay more often than shoppers in other stores. Bottle prices below \$8 accounted for 73% of convenience store Chardonnay sales, while in other stores the figure was 44%.

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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