

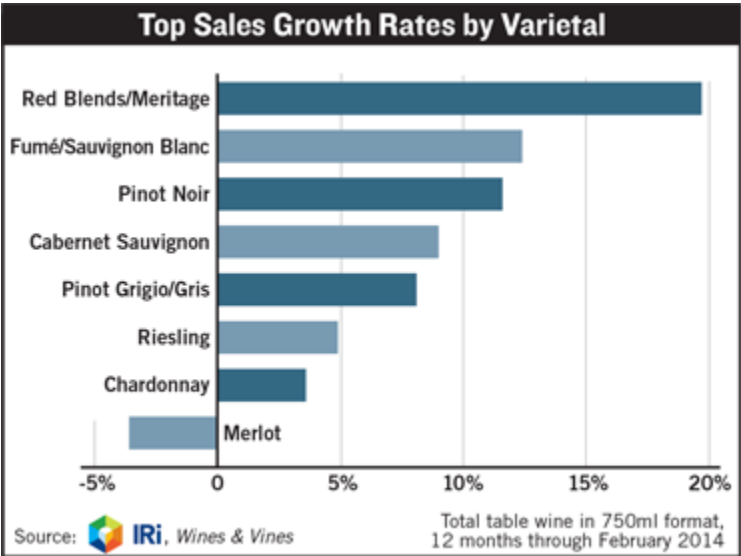
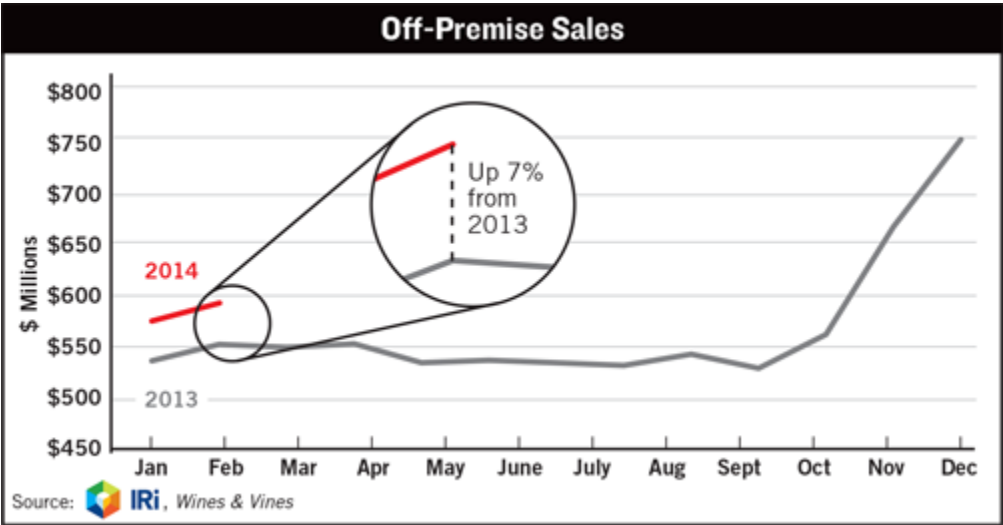
# Wine Industry Metrics - Off-Premise Sales - February 2014

Wines Vines Analytics

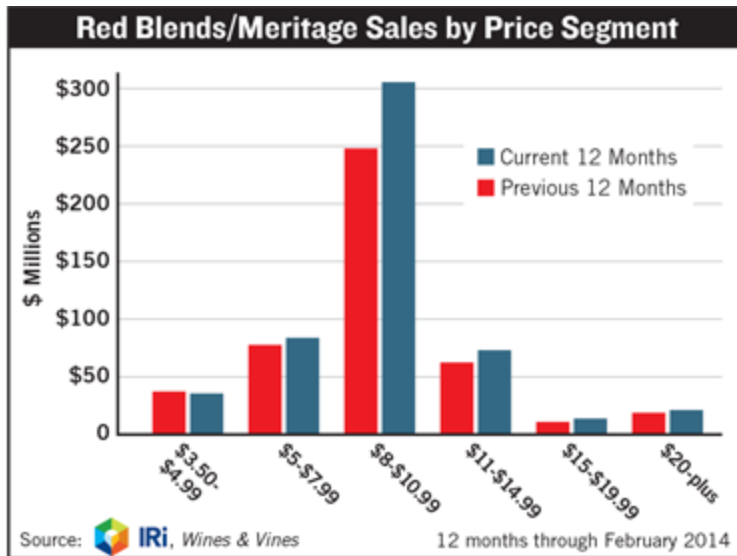
## Off-Premise Sales Growth Continues Steady 7% Climb

Store sales of domestic table and sparkling wine reached \$590 million in February at the food, drug, liquor and convenience stores monitored by IRI, the Chicago-based market research firm. This was a 7% value increase from February 2013, and also matched the 12-month growth rate of 7%. Imports grew less than 2%.

Off-Premise Sales IRI Channels »	Month		12 Months	
	February 2014	\$601 mil	\$7,560 mil	
	February 2013	\$549 mil	\$6,939 mil	



Red blends/Meritage wines grew the fastest of any major varietal or type during the 12 months ending in February. Fume/Sauvignon Blanc was No. 2 in growth rate and Pinot Noir was No. 3. Cabernet Sauvignon also grew well considering its much larger base. Syrah is not shown because its total sales were smaller than these eight types. Its sales dropped by 12%.



Sales of red blends and Meritage wines priced from \$8 to \$10.99 including such domestic brands as Apothic and Menage a Trois far outstripped sales at other price points during the 12 months ending in February, according to IRI.

### 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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