

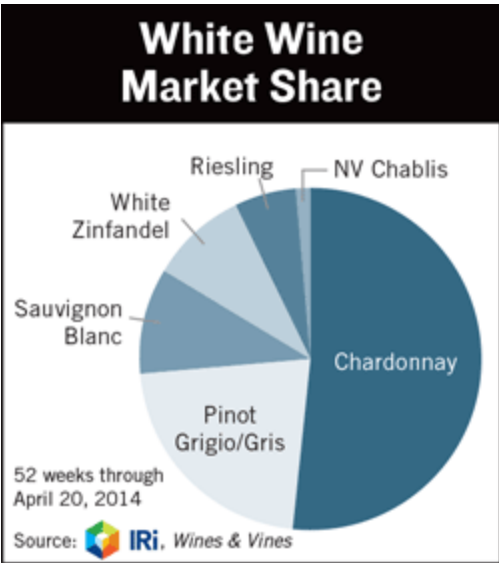
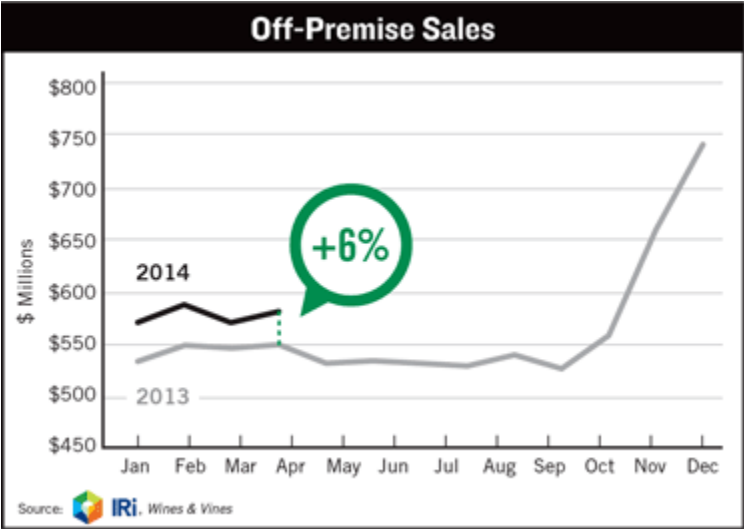
# Wine Industry Metrics - Off-Premise Sales - April 2014

Wines Vines Analytics

## 6% Monthly Growth and 7% 12-Month Growth for Domestic Wines

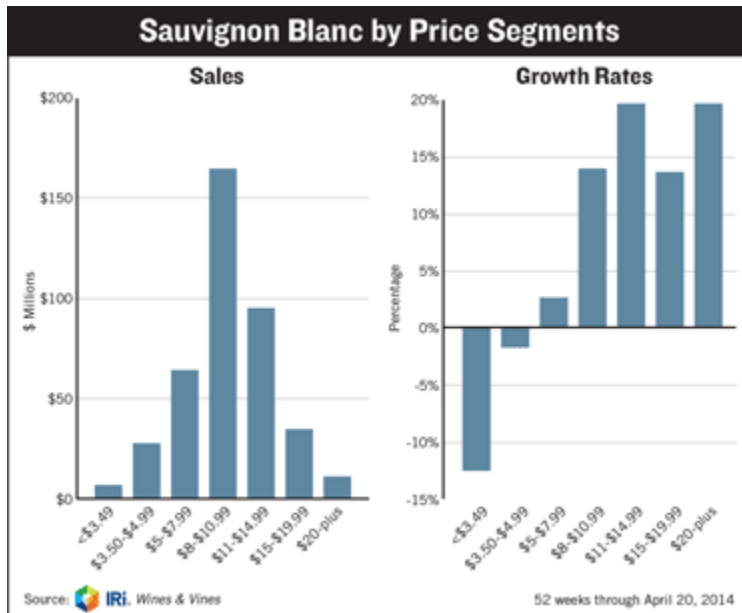
Domestic wine, including table wine and sparkling wine, grew 6% in off-premise locations in April compared to April 2013, while the 12-month rate of growth stayed at 7% compared to the previous 12 months. Sauvignon Blanc was the fastest growing major white wine category, according to IRI, the Chicago-based market research firm.

| Off-Premise Sales |           |             |
|-------------------|-----------|-------------|
| IRI Channels »    | Month     | 12 Months   |
| April 2014        | \$595 mil | \$7,623 mil |
| April 2013        | \$550 mil | \$7,022 mil |



## Chardonnay Dominates Market Share of White Wines

Chardonnay is by far the queen of white wine types, claiming more than 50% market share by value, and sales of almost \$1.8 billion during the past 12 months. Pinot Grigio/Gris and Sauvignon Blanc are growing fast, while Riesling, white Zinfandel and non-vintage California chablis are shrinking.



## Sauvignon Blanc Grows Fastest of Major White Wines

Sauvignon Blanc is the fastest growing major white varietal off-premise, with an increase of 13% in value during the past 12 months for wines from all regions. The category experienced double digit growth rates for every price segment from \$8 per bottle and higher. New Zealand wines are No. 2 in popularity by value.

## 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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