

Wine Industry Metrics - Off-Premise Sales - May 2014

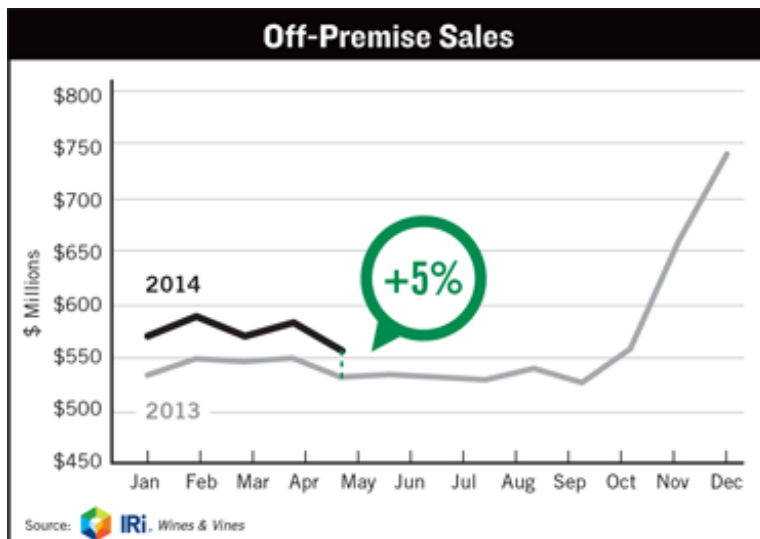
Wines Vines Analytics

Off-Premise Sales Increase 5% in May and 6% for 12 Months

The rate of growth in off-premise sales of domestic wine was 6% for 12 months ending in May, according to IRI, the Chicago-based market research firm. When rounded, this growth rate was one point lower than in April, but the decrease reflected only a 0.2% drop in the growth rate.

Off-Premise Sales IRI Channels »

	Month	12 Months
May 2014	\$569 mil	\$7,651 mil
May 2013	\$532 mil	\$7,061 mil



Included in the 5% May growth in domestic wine sales was a more dramatic rise in sparkling wine sales. Sparkling wine grew 10% in May alone compared to May 2013 and rose to \$19 million during 12 months.

Another source confirmed the trend. Gary Heck, chairman of California's [Korbel Champagne Cellars](#), said he understood that domestic sparkling wine shipments from all wineries were up 13% this year through March, and that Korbel's had grown by 8%. One reason for the growth may be an increased consumption of sparkling wine by Millennial consumers, particularly as a mixer in cocktails, Heck said. He is optimistic about the sparkling category as a whole. "I think that it's going to be a pretty good year for everybody, domestic and imports."

Lone Import Leads Top 20 Off-Premise Luxury Brands

Wines & Vines ranked the top 20 off-premise brands priced at \$20-plus per bottle, using IRI data. The only import brand in the top 20 is also No. 1 in sales. Santa Margherita, the Italian brand imported by Terlato Wines International and famous for its Pinot Grigio, tallied \$36.5 million during 12 months as it grew 4% in sales and

reached 147,025 cases. At No. 2 and \$16 million behind Santa Margherita was Decoy, a brand of Napa Valley-based Duckhorn Wine Co. Decoy moved up from No. 4 the last time we ranked them two years ago. Its sales grew 50% in the year and volume grew to 85,893 cases. Sonoma-Cutrer from Brown-Forman dropped from No. 2 to No. 3 this time. Brands with retail prices of \$20 and above at the beginning of the time period were included; the average price of four brands dropped below \$20, however, during 12 months.

Top 20 Off-Premise Brands at \$20-plus					
		Sales Millions	Sales Change	Cases	Avg. Price
1	Santa Margherita, Italy	\$36.5	4%	147,025	\$20.69
2	Decoy	\$20.5	50%	85,892	\$19.93
3	Sonoma Cutrer	\$16.1	3%	58,480	\$22.96
4	Rombauer Vineyards	\$12.9	48%	31,175	\$34.47
5	William Hill	\$10.3	117%	50,440	\$17.00
6	The Prisoner	\$8.0	53%	21,952	\$30.32
7	Stags' Leap Winery	\$7.6	3%	20,824	\$30.30
8	Justin	\$6.7	45%	25,063	\$22.20
9	Conundrum	\$6.3	17%	26,243	\$19.87
10	Caymus Vineyards	\$6.0	34%	6,545	\$76.57
11	F.F. Coppola Director's Cut	\$5.8	21%	29,951	\$16.06
12	Clos Du Val	\$4.4	8%	14,988	\$24.71
13	Frank Family Vineyards	\$4.4	35%	10,466	\$35.05
14	Grgich Hills Estate	\$4.3	-3%	9,217	\$38.86
15	Duckhorn Vineyards	\$4.0	33%	8,782	\$38.35
16	Stag's Leap Wine Cellars	\$4.0	25%	7,145	\$46.71
17	Groth Vineyard	\$3.9	-3%	11,501	\$28.23
18	Silverado	\$3.9	17%	10,444	\$30.90
19	Jordan	\$3.8	11%	7,382	\$42.60
20	Seghesio Family	\$3.7	13%	14,248	\$21.63

Source:  IRI, Wines & Vines

12 months ending June 1, 2014. All brands Californian unless noted.

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.

WINES & VINES

866.453.9701 | 415.453.9700 | Fax: 415.453.2517 | 65 Mitchell Blvd., Ste. A San Rafael, CA 94903

info@winesandvines.com

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