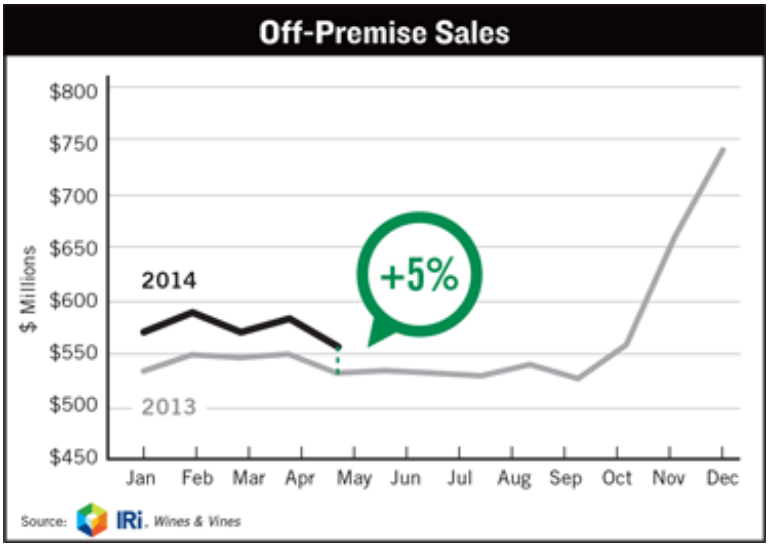
Wine Industry Metrics - Off-Premise Sales - May 2014

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

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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 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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