

Wine Industry Metrics - Off-Premise Sales - December 2016

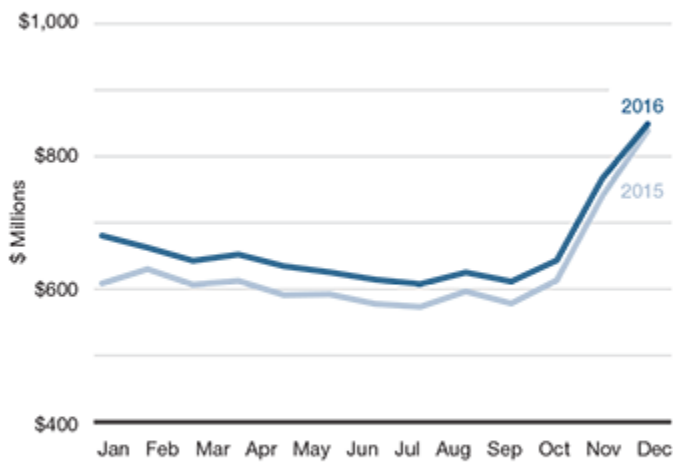
Wines Vines Analytics

2016 Ends With 5% Annual Sales Growth Off Premise

Growth in off-premise sales held steady at 3% in December 2016 versus December 2015, says Chicago, Ill.-based market research firm IRI. Sales for the month totalled \$845 million. Sales through multiple outlet and convenience stores tracked by IRI for the 12 months ending December 25, 2016, topped \$8.7 billion, a 5% increase from 2015.

Off-Premise Sales IRI Channels »	Off-Premise Sales	
	Month	12 Months
	December 2016	\$885 mil
	December 2015	\$820 mil

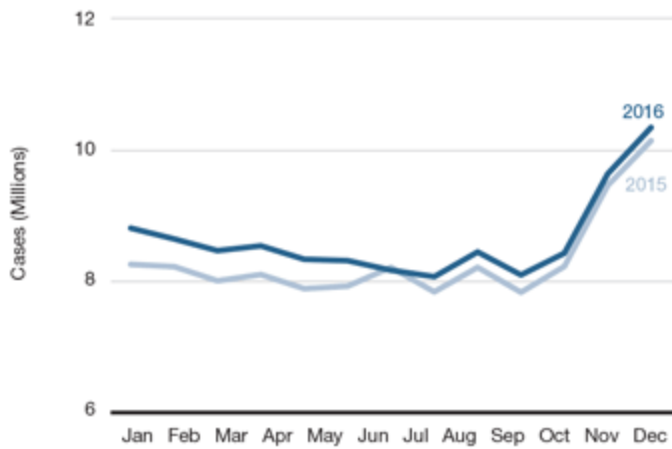
OFF-PREMISE SALES



Source: IRI , Wines Vines Analytics. Domestic table and sparkling wine sales in multiple-outlet and convenience stores, four weeks ending Dec. 25, 2016.

Off-premise sales delivered a strong finish to 2016, rising 3% in December versus the same month a year earlier.

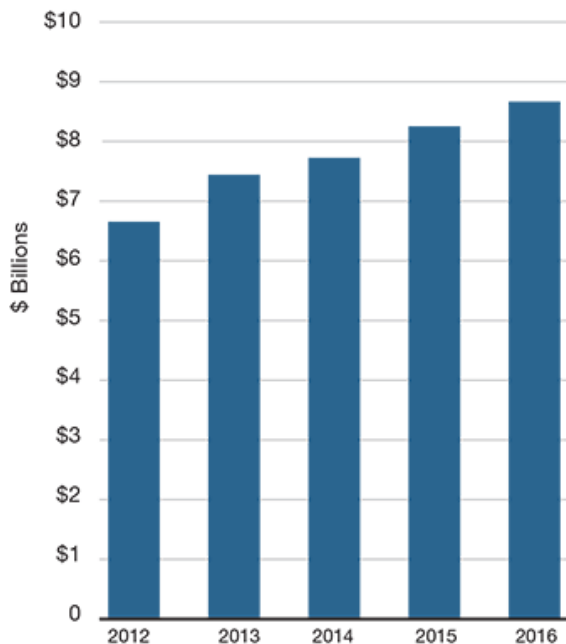
OFF-PREMISE VOLUME




Source:  IRI, Wines Vines Analytics. Domestic table and sparkling wine sales in multiple-outlet and convenience stores, four weeks ending Dec. 25, 2016.

Off-premise volume through IRI channels exceeded 10 million cases in December 2016, 2% above volume in December 2015.

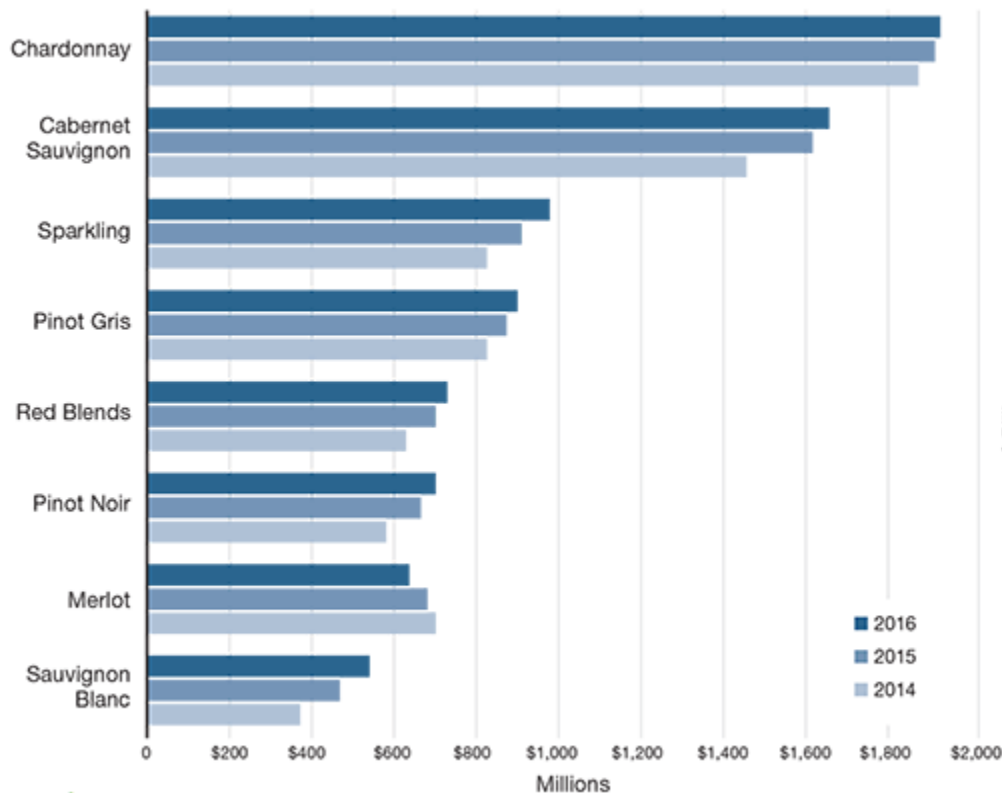
ANNUAL OFF-PREMISE SALES



Source:  IRI, Wines & Vines Analytics. Domestic table and sparkling wine sales in multiple-outlet and convenience stores; 52 weeks through December each year.

Off-premise sales in IRI channels approached \$8.7 billion in 2016, up 3% from 2015.

OFF-PREMISE SALES BY VARIETAL



Source: IRI, Wines & Vines Analytics. Domestic and imported wine sales through multiple-outlet and convenience stores; 52 weeks through Dec. 26, 2014; Dec. 27, 2015, and Dec. 25, 2016.

Chardonnay and Cabernet Sauvignon remain the top buys. Sauvignon Blanc, sparkling wines and Pinot Noir staged the biggest gains, while Merlot alone saw sales weaken.

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

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