

# Wine Industry Metrics - Off-Premise Sales - January 2017

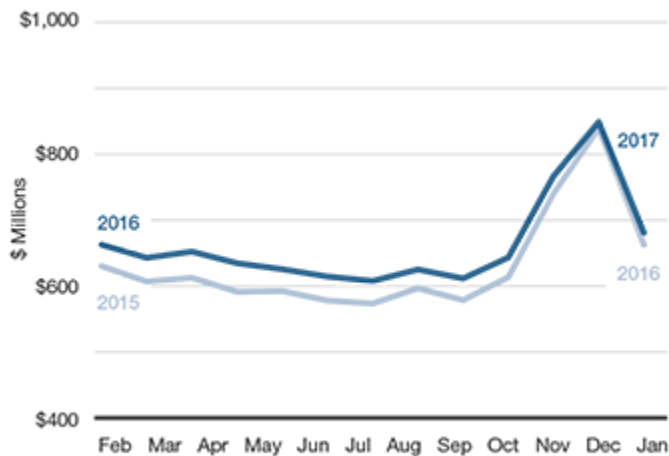
Wines Vines Analytics

## Off-Premise Wine Sales Rise 2% in January

Off-premise sales rose 2% in January 2017 versus January 2016, reported Chicago market research firm IRI. Sales for the month totaled \$690 million. Twelve-month sales through IRI's multiple outlet and convenience store channel topped \$8.3 billion, up 4%. Barefoot topped table wine sales for the period followed by Sutter Home, Franzia and Woodbridge. Apothic and Black Box Wines gained while Livingston Cellars, Carlo Rossi and Beringer lost ground.

Off-Premise Sales IRI Channels »	Month		12 Months	
	January 2017	\$635 mil		\$8,629 mil
	January 2016	\$673 mil		\$8,311 mil

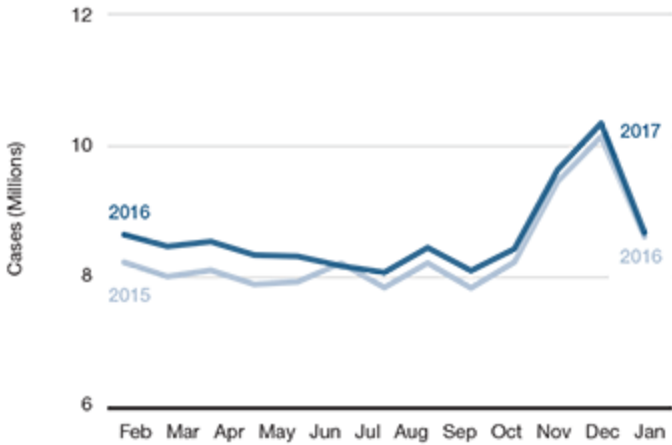
## OFF-PREMISE SALES



Source: IRI , Wines Vines Analytics. Domestic table and sparkling wine sales in multiple-outlet and convenience stores, four weeks ending Jan. 22, 2017.

Off-premise sales rose 2% in January 2017 versus January 2016, approaching \$690 million.

OFF-PREMISE VOLUME



Source: IRI , Wines Vines Analytics. Domestic table and sparkling wine sales in multiple-outlet and convenience stores, four weeks ending Jan. 22, 2017.

Off-premise volume through IRI channels exceeded 8.7 million cases in January 2017, up 1% from January 2016.

OFF-PREMISE TOP 20 TABLE WINE BRANDS

Rank	Brand	Parent/Importer	52-Week Sales (Millions)	Sales Change	Average Price (750ml)
1	Barefoot	E&J Gallo Winery	\$670	4%	\$5.58
2	Sutter Home	Trinchero Family Estates	\$368	3%	\$5.45
3	Franzia (box)	The Wine Group	\$340	2%	\$2.29
4	Woodbridge by Robert Mondavi	Constellation Brands	\$338	4%	\$5.52
5	Yellow Tail	Deutsch Family Wine & Spirits	\$269	-3%	\$5.59
6	Kendall Jackson Vintner's Reserve	Jackson Family Wines	\$197	-2%	\$12.10
7	Apothic	E&J Gallo Winery	\$181	29%	\$9.55
8	Chateau Ste. Michelle	Ste. Michelle Wine Estates	\$178	5%	\$9.92
9	Ménage à Trois	Trinchero Family Estates	\$177	9%	\$9.79
10	Black Box Wines	Constellation Brands	\$165	30%	\$5.02
11	Beringer	Treasury Wine Estates	\$161	-4%	\$4.97
12	Cupcake Vineyards	The Wine Group	\$156	-2%	\$8.97
13	Gallo Family Vineyards	E&J Gallo Winery	\$146	-4%	\$4.12
14	Bogle Vineyards	Bogle Vineyards	\$125	4%	\$9.50
15	Clos du Bois	Constellation Brands	\$122	9%	\$9.42
16	Carlo Rossi	E&J Gallo Winery	\$119	-4%	\$2.54
17	Bota (box)	Delicato Family Vineyards	\$117	31%	\$4.78
18	Liberty Creek	E&J Gallo Winery	\$111	14%	\$3.49
19	14 Hands	Ste. Michelle Wine Estates	\$101	1%	\$9.81
20	Robert Mondavi Private Selection	Constellation Brands	\$101	1%	\$8.53

Source: IRI. All table wine in multiple outlet and convenience stores, 52 weeks through Jan. 22, 2017.

Barefoot remained the most popular table wine brand in IRI channels, while sales growth of approximately 30% fueled the rise of Apothic and Black Box Wines. Bota Box joined the list in 17th place with growth of 31%.

### 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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