

Wine Industry Metrics - Off-Premise Sales - February 2017

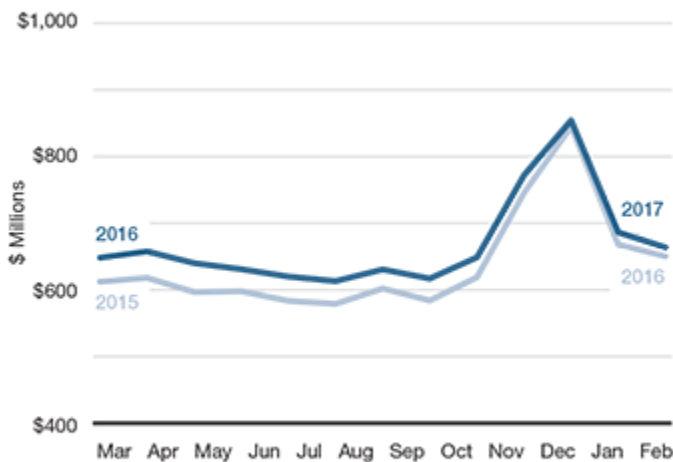
Wines Vines Analytics

Off-Premise Sales Rise 2% as Consumers Trade Up

Off-premise sales increased 2% in February 2017 versus the same month a year earlier, according to Chicago, Ill.-based market research firm IRI. Overall sales totalled \$669 million. IRI reported that 12-month sales through multiple outlet and convenience stores for the period ending February 19, 2017 totaled \$8.7 billion, up 4% from a year ago. Consumers continued to trade up, with \$20-\$24.99 bottles increasing 22% over the last year. Bottles priced \$7.99 and less saw sales drop 3%.

Off-Premise Sales IRI Channels »	Month	
	12 Months	
February 2017	\$673 mil	\$8,648 mil
February 2016	\$657 mil	\$8,334 mil

OFF-PREMISE SALES



Source:  IRI, Wines Vines Analytics. Domestic table and sparkling wine sales in multiple-outlet and convenience stores, four weeks ending Feb. 19, 2017.

Off-premise sales rose 2% in February 2017 versus February 2016, approaching \$669 million.

OFF-PREMISE VOLUME



Source: IRI, Wines Vines Analytics. Domestic table and sparkling wine sales in multiple-outlet and convenience stores, four weeks ending Feb. 19, 2017.

Off-premise volumes through IRI channels exceeded 8.5 million cases in February 2017, up slightly but not significantly from February 2016.

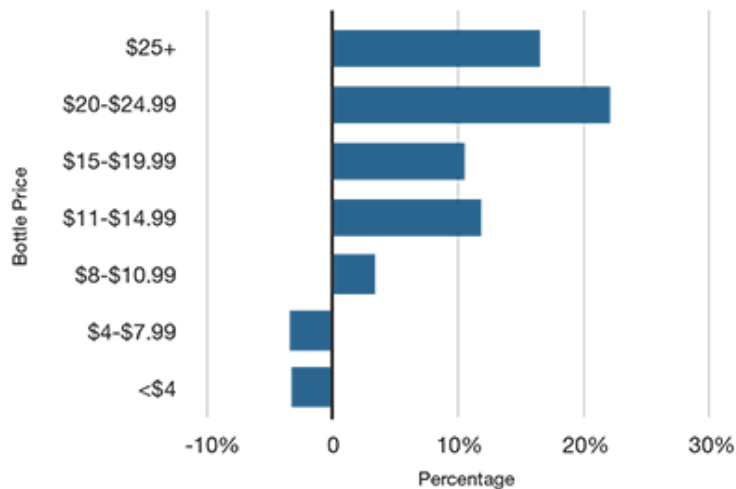
OFF-PREMISE SALES



Source: IRI, Wines Vines Analytics. Table wine sales in glass packaging in multiple-outlet and convenience stores; 52 weeks ending Feb. 19, 2017.

Bottles priced \$14.99 and less claimed the largest share of off-premise wine sales.

OFF-PREMISE SALES GROWTH



Source:  IRI, Wines Vines Analytics. Table wine sales in glass packaging in multiple-outlet and convenience stores; 52 weeks ending Feb. 19, 2017.

Wines priced \$20 and up saw the biggest growth in sales in the past 12 months, while bottles less than \$8 saw sales decline.

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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