

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

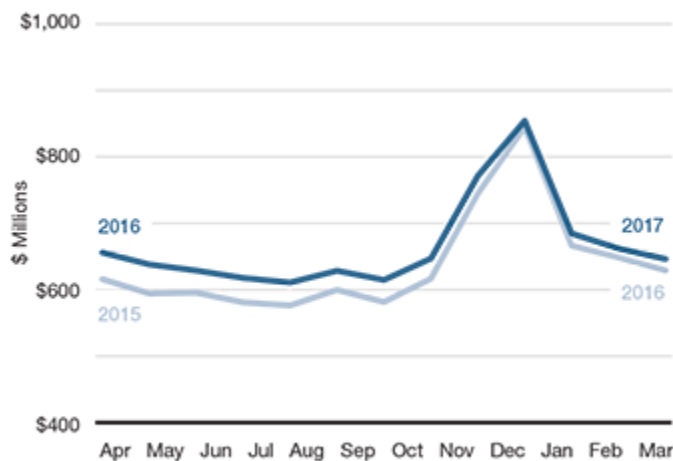
Wines Vines Analytics


## Oregon Table Wines Gain 10% With Off-Premise Growth

Off-premise sales totaled \$654 million in March 2017, up 2% from March 2016, Chicago, Ill.-based market research firm IRI reported. Twelve-month sales through multiple outlet and convenience stores for the period ending March 19, 2017 totalled \$8.7 billion, up 4% from a year ago. Table wine sales increased 4%, while sparkling wines grew 6%. Oregon table wine sales posted the strongest growth rate among the three West Coast states at 10%, gaining \$10 million to approach \$108 million.

Off-Premise Sales IRI Channels »	Month	
	12 Months	
March 2017	\$654 mil	\$8,651 mil
March 2016	\$639 mil	\$8,360 mil

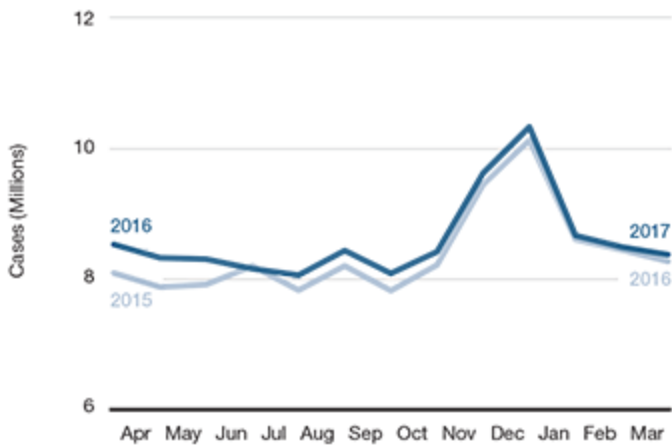
## OFF-PREMISE SALES



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

Off-premise sales rose 2% in March 2017 versus March 2016, exceeding \$654 million.

## OFF-PREMISE VOLUME



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

Off-premise volumes through IRI channels topped 8.4 million cases in March 2017, a 1% gain from March 2016.

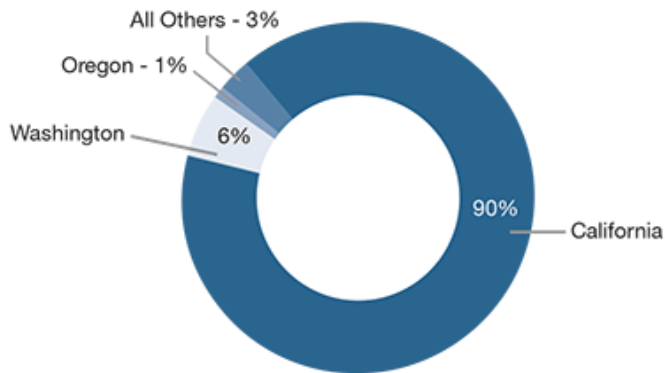
## OFF-PREMISE SALES, CALIFORNIA AND THE NORTHWEST


Winery State	Sales	Change vs. Year Ago	Volume (9-liter cases)	Change vs. Year Ago	Average Bottle Price	Change vs. Year Ago
California	\$7,360,713,832	4%	99,801,725	2%	\$6.15	1.7%
Washington	\$490,017,468	1%	4,166,460	0%	\$9.80	1.7%
Oregon	\$107,920,100	10%	598,934	8%	\$15.02	1.6%
Idaho	\$5,083,666	7%	53,426	3%	\$7.93	3.3%
US Total	\$8,185,676,968	4%	107,009,745	2%	6.37	1.7%

Source: IRI, Wines & Vines Analytics. Table wine sales in multiple-outlet and convenience stores; 52 weeks ended Mar. 19, 2017.

Oregon posted the strongest growth of any West Coast wine-producing state with a 10% increase in sales.

## OFF-PREMISE SALES SHARE BY WINERY STATE



Source:  IRI, Wines & Vines Analytics. Table wine sales in multiple-outlet and convenience stores; 52 weeks ended Mar. 19, 2017.

West Coast states account for 97% of all U.S. table wine sales through multiple-outlet and convenience stores, according to Chicago, Ill., market research firm IRI.

### 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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