

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

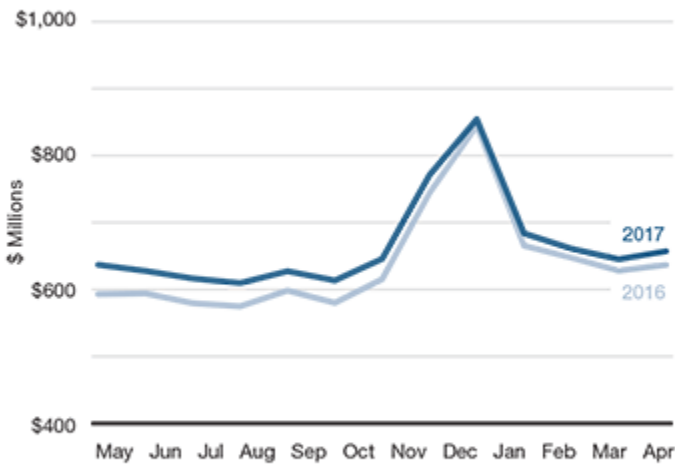
Wines Vines Analytics

## Off-Premise Sales Rise 3%; Rosé Goes Upmarket

Off-premise sales through multiple-outlet and convenience stores tracked by Chicago, Ill.-based market research firm IRI rose 3% in April 2017 to \$665 million. Sales for the 12 months ended April 2017 totaled \$8.7 billion, up 4% from the previous year. Sparkling wines continued to enjoy stronger growth than table wines at 6%. Rosé, which at \$195 million is 2% of off-premise sales, saw the fastest growth in the \$20-\$24.99 segment with 116% growth.

Off-Premise Sales IRI Channels »		
	Month	12 Months
April 2017	\$664 mil	\$8,696 mil
April 2016	\$647 mil	\$8,390 mil

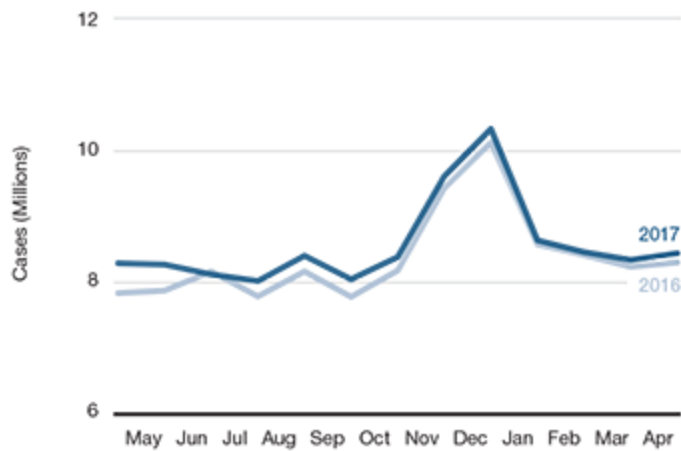
## OFF-PREMISE SALES



Source: IRI, Wines Vines Analytics. Domestic table and sparkling wine sales in multiple-outlet and convenience stores, four weeks ended Apr. 16, 2017.

Off-premise sales rose 3% in April 2017 versus April 2016, topping \$665 million.

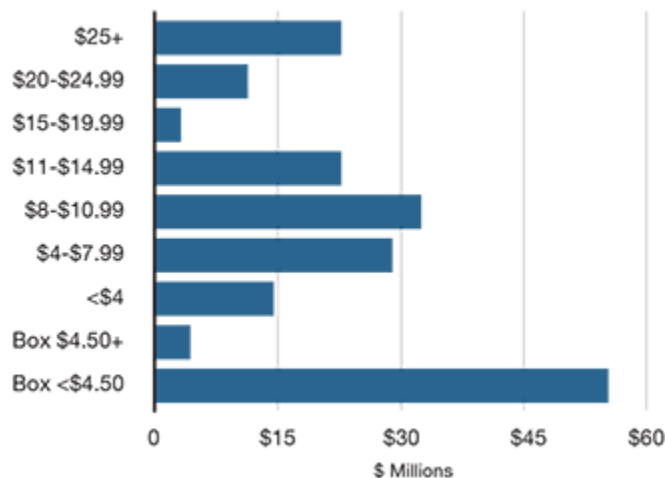
## OFF-PREMISE VOLUME



Source: IRI, Wines Vines Analytics. Domestic table and sparkling wine sales in multiple-outlet and convenience stores, four weeks ended Apr. 16, 2017.

Off-premise case volume through IRI channels topped 8.5 million cases in April 2017, a 2% gain from a year ago.

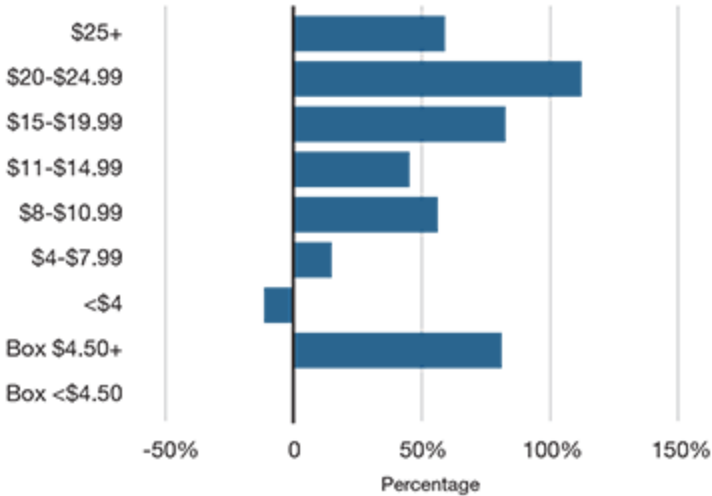
## OFF-PREMISE ROSÉ SALES BY PRICE SEGMENT



Source: IRI, Wines Vines Analytics. All table wine sales in multiple-outlet and convenience stores; 52 weeks ended Apr. 16, 2017.

Rosé bottles priced between \$8 and \$10.99 saw \$33 million in sales in IRI channels during the 52 weeks ended April 16, but were dwarfed by the \$55 million in sales rung up by boxes selling for \$4.50 and less per 750ml.

OFF-PREMISE ROSÉ GROWTH BY PRICE SEGMENT



Source: IRI, Wines Vines Analytics. All table wine sales in multiple-outlet and convenience stores; 52 weeks ended Apr. 16, 2017.

With growth of 116% in the 52 weeks ended April 16, bottles costing \$20-\$24.99 led rosé in growth rate and boosted premiumization in the category.

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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