

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

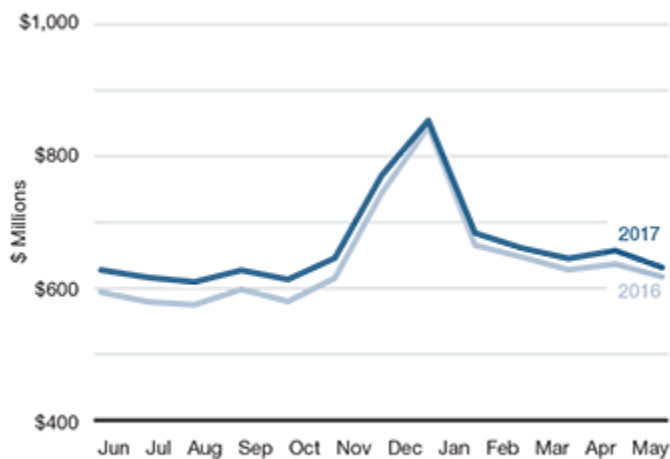
Wines Vines Analytics

## Off-Premise Sales Rise 2%; Sauvignon Blanc Grows Inside the Box

Chicago, Ill.-based market research firm IRI reported off-premise sales at the multiple-outlet and convenience stores it tracks totaled \$642 million in May 2017, up 2% from May 2016. Sales in the 52 weeks ended May 14 were \$8.7 billion, up 4% from a year ago. Sauvignon Blanc sales rose 11% in the 52 weeks ended May 14, 2017, and bottles priced \$8 to \$14.99 accounted for 70% of the volume. Premium boxes (\$4.50-plus per 750ml) gained most in the period, with sales up 67% to \$14 million.

Off-Premise Sales IRI Channels »	Month	12 Months
May 2017	\$645 mil	\$8,713 mil
May 2016	\$630 mil	\$8,390 mil

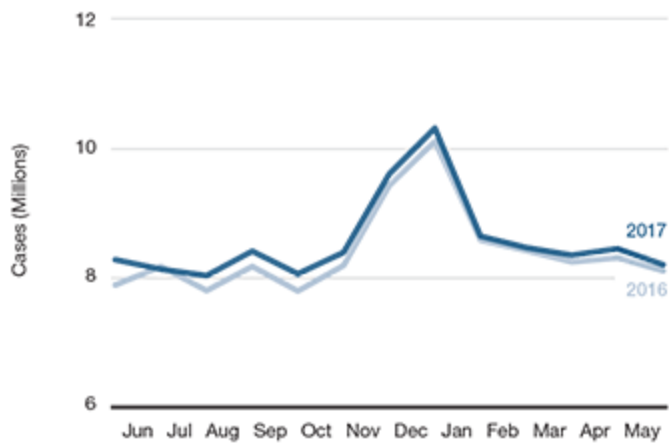
## OFF-PREMISE SALES



Source: IRI, Wines Vines Analytics. Domestic table and sparkling wine sales in multiple-outlet and convenience stores, four weeks ended May 14, 2017.

Off-premise sales in IRI channels totaled \$642 million in May, up 2% from May 2016.

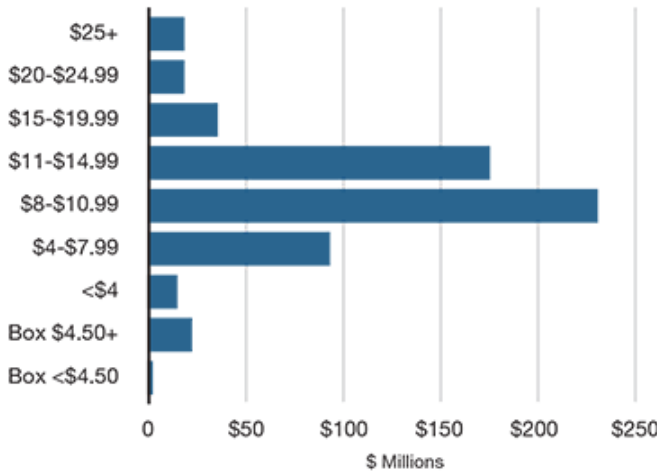
OFF-PREMISE VOLUME



Source: IRI, Wines Vines Analytics. Domestic table and sparkling wine sales in multiple-outlet and convenience stores, four weeks ended May 14, 2017.

A total of 8.3 million cases sold in off-premise channels IRI tracked in May, up 1% from May 2016.

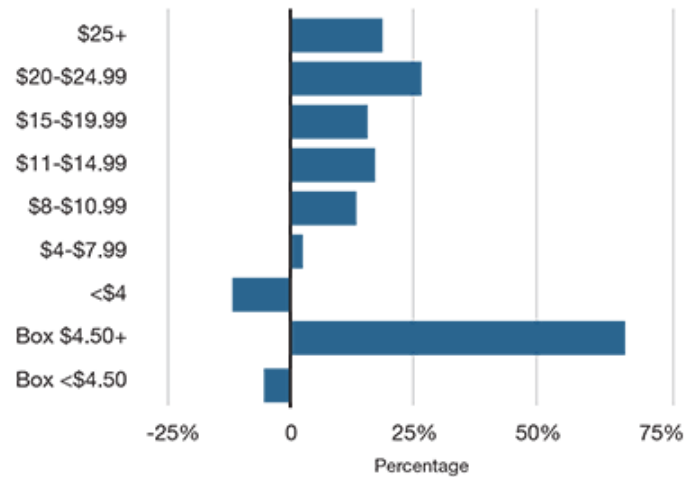
OFF-PREMISE SAUVIGNON BLANC SALES



Source: IRI, Wines Vines Analytics. Domestic table wine sales in multiple-outlet and convenience stores; 52 weeks ended May 14, 2017.

The balance of Sauvignon Blanc sales in IRI channels remains with mid-tier wines. Bottles priced between \$8 and \$10.99 led with \$231 million in the 52 weeks ended May 14, followed by \$11 to 14.99 bottles with \$177 million in sales.

## OFF-PREMISE SAUVIGNON BLANC GROWTH



Source: IRI, Wines Vines Analytics. Domestic table wine sales in multiple-outlet and convenience stores; 52 weeks ended May 14, 2017.

Premium boxes (\$4.50 per 750ml and up) led the way in Sauvignon Blanc sales, rising 67% to rank fifth among price categories in the 52 weeks ended May 14 from second-to-last a year ago.

### 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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