

Wine Industry Metrics - Off-Premise Sales - August 2017

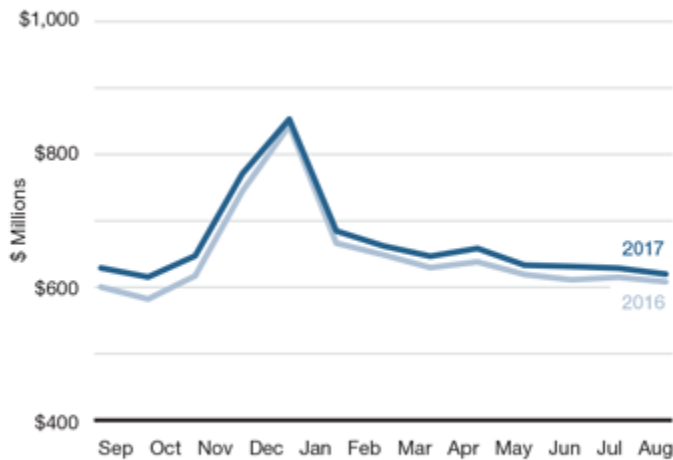
Wines Vines Analytics

Cabernet Sauvignon Gains 5% as Off-premise Gains 2%

Off-premise sales through multiple-outlet and convenience stores totaled \$630 million in August 2017, Chicago, Ill.-based market research firm IRI reported, up 2% from a year ago. Sales in the 52 weeks ended Aug. 13, 2017 increased 3% to \$8.7 billion. Cabernet Sauvignon sales increased 5% from the previous 52 weeks, driven by an additional \$34 million in the \$11-\$14.99 segment. Cabernet saw its average bottle price fall in all segments but \$25-plus, which gained an average \$1.16 per bottle.

Off-Premise Sales IRI Channels »	Month		12 Months	
	August 2017	\$634 mil	\$8,772 mil	
	August 2016	\$620 mil	\$8,464 mil	

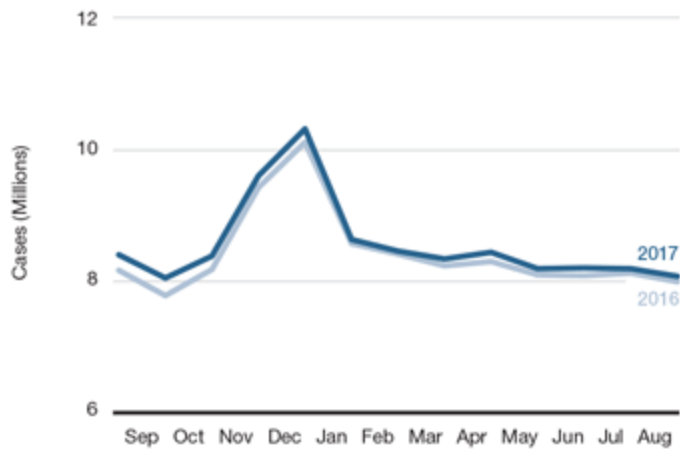
OFF-PREMISE SALES



Source: IRI, Wines Vines Analytics. Domestic table and sparkling wine sales in multiple-outlet and convenience stores, four weeks ended Aug. 13, 2017.

Off-premise sales totaled \$630 million in August 2017, up 2% from August 2016.

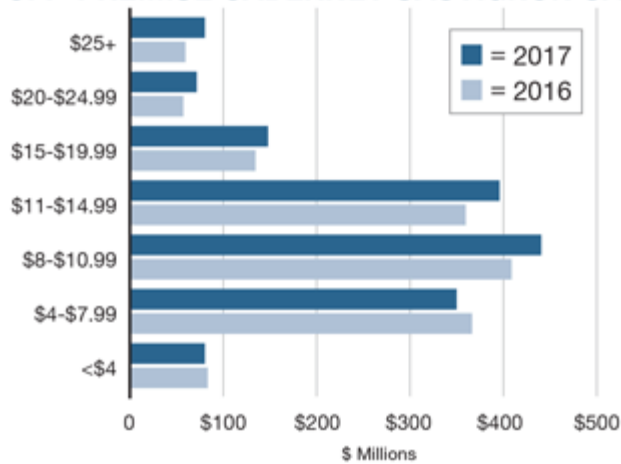
OFF-PREMISE VOLUME



Source: IRI, Wines Vines Analytics. Domestic table and sparkling wine sales in multiple-outlet and convenience stores, four weeks ended Aug. 13, 2017.

IRI reported that case volumes to 8.2 million in August 2017, up 1% from a year earlier.

OFF-PREMISE CABERNET SAUVIGNON SALES




Source: IRI, Wines Vines Analytics. Domestic table wine sales in multiple-outlet and convenience stores; 52 weeks ended Aug. 13, 2017.

Cabernet Sauvignon saw sales increase 5% in the 52 weeks ended Aug. 13, 2017, driven by gains in the \$11-\$14.99 segment.

OFF-PREMISE CABERNET SAUVIGNON BOTTLE
PRICE CHANGE

	2016	2017	\$ Change
<\$4	\$3.32	\$3.31	-\$0.01
\$4-\$7.99	\$5.57	\$5.52	-\$0.06
\$8-\$10.99	\$9.91	\$9.83	-\$0.08
\$11-\$14.99	\$13.69	\$13.64	-\$0.05
\$15-\$19.99	\$18.45	\$18.39	-\$0.06
\$20-\$24.99	\$22.70	\$22.63	-\$0.07
\$25+	\$43.95	\$45.11	\$1.16

Source:  IRI, Wines Vines Analytics. Domestic table wine sales in multiple-outlet and convenience stores; 52 weeks ended Aug. 13, 2017.

Cabernet Sauvignon priced \$25-plus was alone in seeing stronger average bottle pricing in the 52 weeks ended Aug. 13, 2017.

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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