

Wine Industry Metrics - Off-Premise Sales - September 2017

Wines Vines Analytics

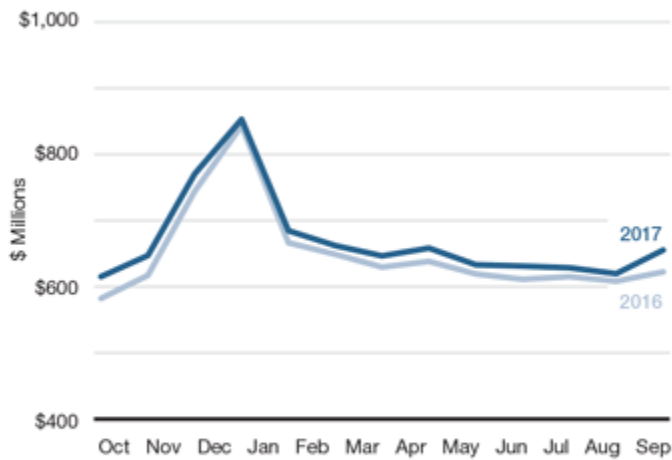
Off-Premise Sales Rise 5%; Domestic Wines Dominate

Off-premise sales through multiple-outlet and convenience stores in the four weeks ended Sept. 10 rose 5% versus a year ago to \$663 million, market research firm IRI reported. The previous 52 weeks saw sales rise 3% to \$8.8 billion. Domestic table wine growth was even with sparkling wine in the latest four weeks at 5%. Domestic table wines enjoy 81% market share versus imports, which are growing at 22%, or almost twice the pace of domestic wines, in the \$15-\$19.99 price band.

Off-Premise Sales

IRI Channels »	Month	12 Months
September 2017	\$667 mil	\$8,836 mil
September 2016	\$633 mil	\$8,498 mil

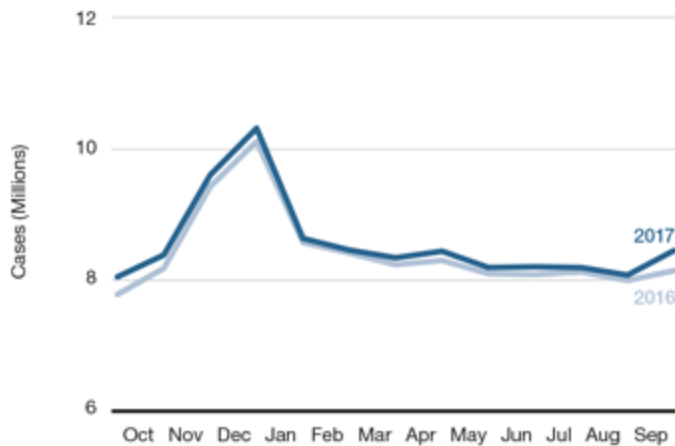
OFF-PREMISE SALES



Source:  IRI, Wines Vines Analytics. Domestic table and sparkling wine sales in multiple-outlet and convenience stores, four weeks ended Sept. 10, 2017.

Off-premise sales totaled \$663 million in September 2017, up 5% from a year earlier.

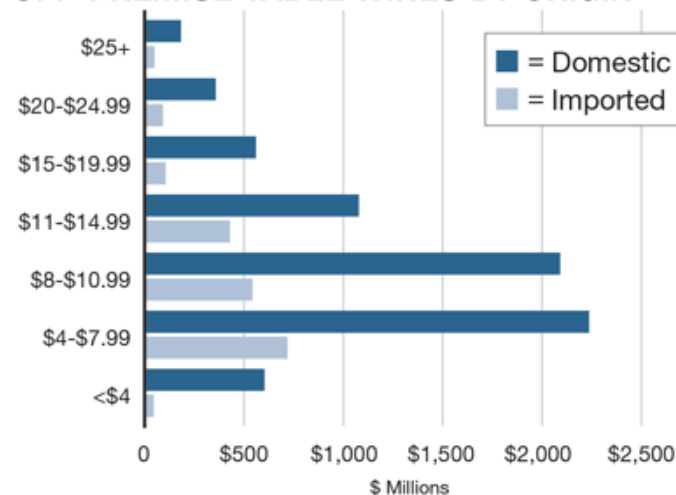
OFF-PREMISE VOLUME



Source: IRI, Wines Vines Analytics. Domestic table and sparkling wine sales in multiple-outlet and convenience stores, four weeks ended Sept. 10, 2017.

IRI reported that case volume rose to 8.5 million in September, up 4% from a year earlier.

OFF-PREMISE TABLE WINES BY ORIGIN



Source: IRI, Wines Vines Analytics. Table wines sold in bottles through multiple-outlet and convenience stores; 52 weeks ended Sept. 10, 2017.

Domestic table wines dominate IRI's off-premise channels but imports are growing rapidly in the \$11-\$14.99 and \$15-\$19.99 price bands. Domestic and imported table wines show even growth, but imports enjoy a higher average price per bottle.

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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