

Wine Industry Metrics - Off-Premise Sales - May 2018

Wines Vines Analytics


Off-Premise Sales Increase 2%; Sauvignon Blanc Rises 7%

Off-premise sales through multiple-outlet and convenience stores in the four weeks ended May 20 totaled \$656 million, market research firm IRI reported. This was up 2% versus a year earlier, while case volumes were flat at 8.3 million. Activity kept 52-week sales 2% above a year earlier at \$8.9 billion. Sauvignon Blanc saw consumers trade up in the latest 52 weeks, with top-end wines posting the strongest growth. Varietal sales totaled \$623 million in the period, up 7% from a year ago.

Off-Premise Sales IRI Channels »	Month	
	12 Months	
May 2018	\$656 mil	\$8,931 mil
May 2017	\$645 mil	\$8,713 mil

OFF-PREMISE VALUE



Source:  IRI, Wines Vines Analytics. Domestic table and sparkling wine sales in multiple-outlet and convenience stores, four weeks ended May 20, 2018.

Off-premise sales totaled \$656 million in the four weeks ended May 20, up 2% versus a year ago.

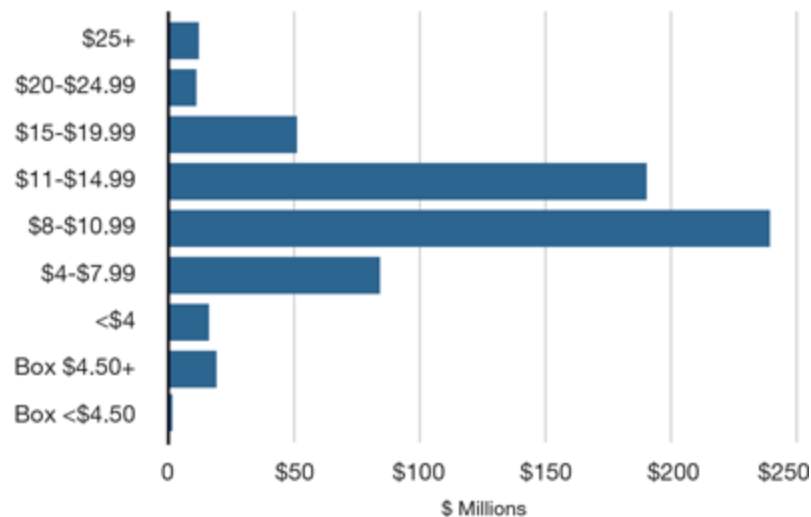
OFF-PREMISE VOLUME



Source: IRI, Wines Vines Analytics. Domestic table and sparkling wine sales in multiple-outlet and convenience stores, four weeks ended May 20, 2018.

IRI reported case volumes of 8.3 million in the four weeks ended May 20, even with a year ago.

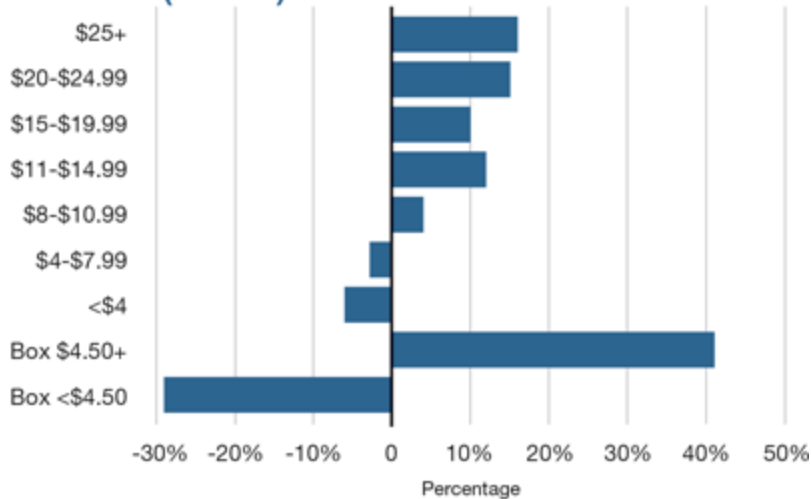
OFF-PREMISE SAUVIGNON BLANC SALES



Source: IRI, Wines Vines Analytics. Domestic table wine sales in multiple-outlet and convenience stores; 52 weeks ended May 20, 2018.

The single most popular segment for Sauvignon Blanc consumers is \$8-\$10.99 a bottle, followed by wines at \$11 to \$14.99 a bottle.

OFF-PREMISE SAUVIGNON BLANC GROWTH (VALUE)



Source:  IRI, Wines Vines Analytics. Domestic table wine sales in multiple-outlet and convenience stores; 52 weeks ended May 20, 2018.

Sauvignon Blanc consumers traded up over the past year, resulting in 16% growth for wines in glass packaging at \$25-plus a bottle, and box wines at \$4.50-plus per 750 ml. The lowest-priced wines in glass packaging and boxes saw sales decline.

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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