

Wine Industry Metrics - Off-Premise Sales - September 2018

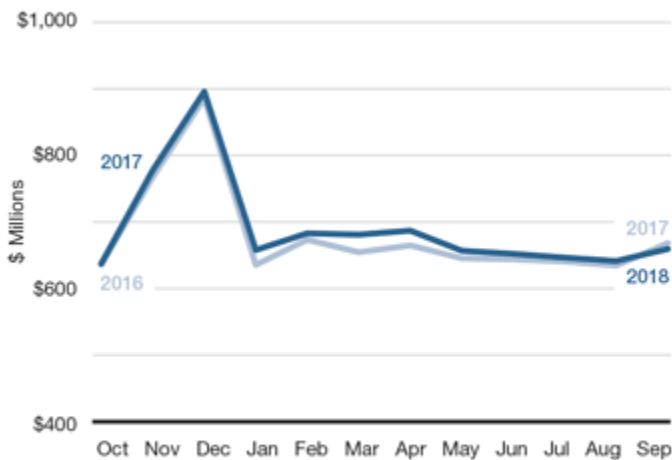
Wines Vines Analytics

Off-Premise Sales Flat but Consumers Continue to Trade Up

Off-premise sales through multiple-outlet and convenience stores in the four weeks ended Sept. 9 fell 1% to \$659 million, market research firm IRI reported. Case volume declined 3% to 8.3 million as consumers opted for fewer, pricier wines. The shift favored domestic wines. Sales at \$25-plus rose 11% while those at \$20-\$24.99 gained 10%. By contrast, import growth was led by \$15-\$19.99 wines, which gained 17%. Both domestic wines and imports saw sales below \$4 a bottle drop.

Off-Premise Sales IRI Channels »	Month	12 Months
September 2018	\$659 mil	\$8,981 mil
September 2017	\$667 mil	\$8,836 mil

OFF-PREMISE VALUE



Source:  IRI, Wines Vines Analytics. Domestic table and sparkling wine sales in multiple-outlet and convenience stores, four weeks ended Sept. 9, 2018.

Off-premise sales totaled \$659 million in the four weeks ended Sept. 9, down 1% from 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 Sept. 9, 2018.

IRI reported case volume declined 3% to 8.3 million in the four weeks ended Sept. 9.

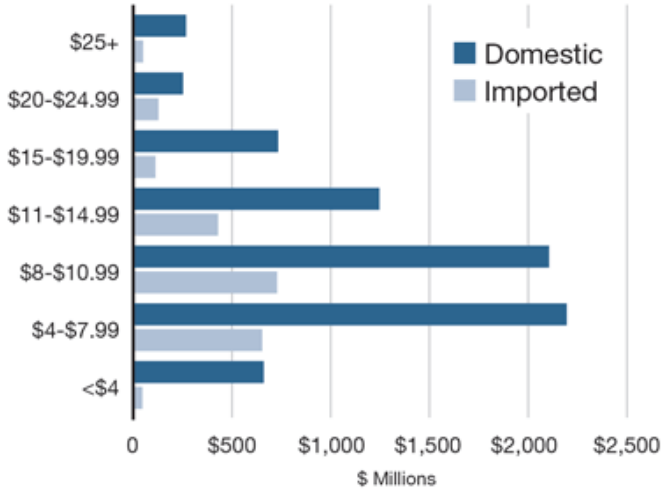
OFF-PREMISE TABLE WINES BY ORIGIN

	52-Week Sales	Sales Change	Market Share	Price per 750ml
Domestic	\$8,260,927,441	3%	81%	\$6.41
Imported	\$1,891,420,828	3%	19%	\$8.11

Source: IRI, Wines Vines Analytics. Table wines sold in glass packaging through multiple-outlet and convenience stores; 52 weeks ended Sept. 9, 2018.

The top price segments posted the greatest growth in the latest 12 months, but wines priced between \$4 and \$10.99 dominate off-premise sales.

OFF-PREMISE TABLE WINES BY ORIGIN



Source: IRI, Wines Vines Analytics. Table wines sold in glass packaging through multiple-outlet and convenience stores; 52 weeks ended Sept. 9, 2018.

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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