

Wine Industry Metrics - Off-Premise Sales - October 2018

Wines Vines Analytics

Red Varietals Grow as Off-Premise Sales Flatten

Off-premise sales through multiple-outlet and convenience stores in the four weeks ended Oct. 7 rose 1% to \$650 million, market research firm IRI reported. Sales in the latest 52 weeks increased nearly 2% to approach \$9 billion. Cabernet Sauvignon is the top red varietal, with sales approaching \$1.8 billion in the 52 weeks ended Oct. 7. Red blends and Pinot Noir followed with sales of \$765 million and \$741 million, respectively. All three gained ground versus Merlot, Malbec and Zinfandel.

Off-Premise Sales IRI Channels »	Month	12 Months
October 2018	\$650 mil	\$8,990 mil
October 2017	\$642 mil	\$8,840 mil

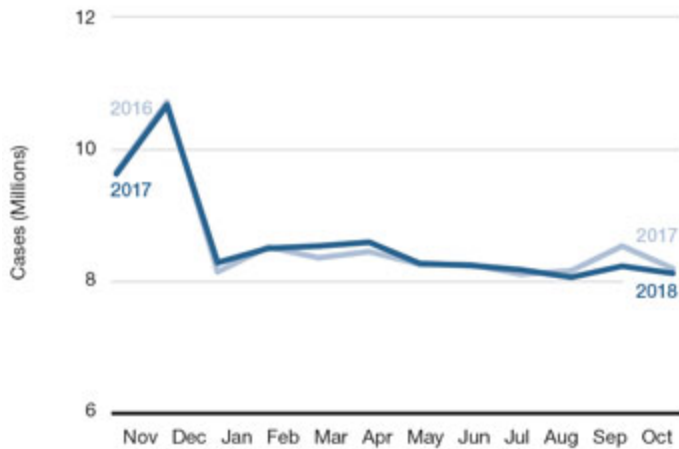
OFF-PREMISE VALUE



Source:  IRI, Wines Vines Analytics. Domestic table and sparkling wine sales in multiple-outlet and convenience stores, four weeks ended Oct. 7, 2018.

Off-premise sales totaled \$650 million in the four weeks ended Oct. 7, up 1% from a year ago.

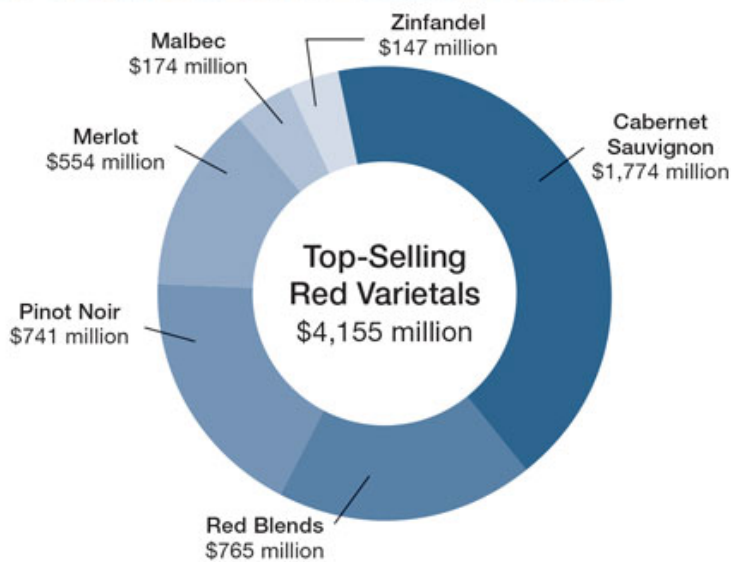
OFF-PREMISE VOLUME



Source: IRI, Wines Vines Analytics. Domestic table and sparkling wine sales in multiple-outlet and convenience stores, four weeks ended Oct. 7, 2018.

IRI reported case volumes were flat, declining less than 1% to 8.2 million in the four weeks ended Oct. 7.

OFF-PREMISE RELATIVE MARKET SHARE



Source: IRI, Wines Vines Analytics. Table wines sold in bottles through multiple-outlet and convenience stores; 52 weeks ended Oct. 7, 2018.

Cabernet Sauvignon is the top red varietal sold through off-premise, followed by red blends and Pinot Noir. All three saw sales grow versus a year ago in the 52 weeks ended Oct. 7, while the other top red varietals 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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