

Wine Industry Metrics - Off-Premise Sales - November 2018

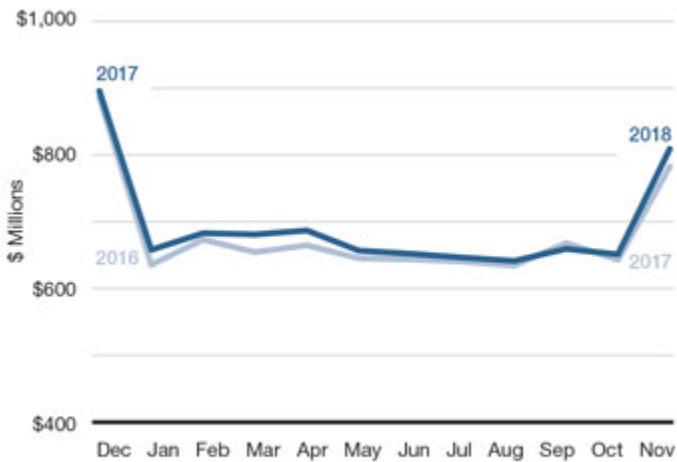
Wines Vines Analytics

Selective Consumer Boosts Off-Premise Sales 3%

Off-premise sales through multiple-outlet and convenience stores in the four weeks ended Dec. 2 totaled \$808 million, market research firm IRI reported, up 3% from last year. Sales in the latest 52 weeks were flat at just over \$9 billion on softer case volumes. Consumers are willing to spend but doing so more selectively. Sales of the top five varietals in the \$25-plus price segment increased 9% to \$201 million, for example, but case volumes saw slower growth at just 7%.

Off-Premise Sales IRI Channels »	Month		12 Months	
	November 2018	\$808 mil	\$9,026 mil	
	November 2017	\$782 mil	\$8,871 mil	

OFF-PREMISE VALUE



Source: IRI, Wines Vines Analytics. Domestic table and sparkling wine sales in multiple-outlet and convenience stores, four weeks ended Dec. 2, 2018.

Off-premise sales totaled \$808 million in the four weeks ended Dec. 2, up 3% from a year ago.

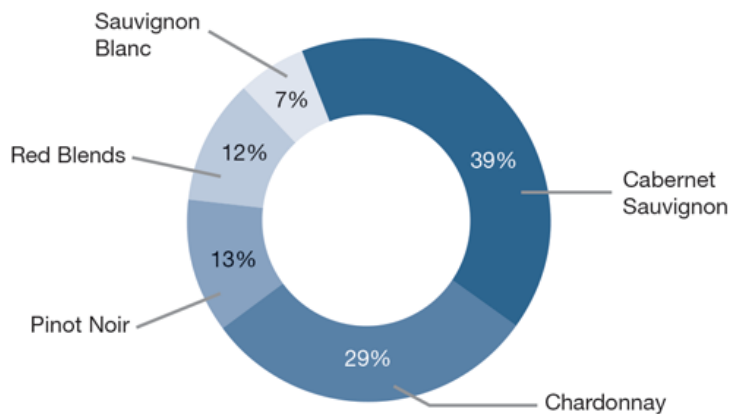
OFF-PREMISE VOLUME



Source: IRI, Wines Vines Analytics. Domestic table and sparkling wine sales in multiple-outlet and convenience stores, four weeks ended Dec. 2, 2018.

Off-premise case volumes increased 1% to 9.7 million in the four weeks ended Dec. 2.

OFF-PREMISE \$25-PLUS RELATIVE SHARE



Source: IRI, Wines Vines Analytics. Table wine sales in multiple-outlet and convenience stores; 52 weeks ended Dec. 2, 2018.

Off-premise sales at \$25-plus a bottle rose 8% to \$235 million in the 52 weeks ended Dec. 2. Cabernet Sauvignon accounted for \$78 million of sales in the segment, followed by Chardonnay at \$58 million. Sauvignon Blanc saw the strongest growth, gaining 25% in sales to approach \$14 million.

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.



866.453.9701 | 415.453.9700 | Fax: 415.453.2517 | 65 Mitchell Blvd., Ste. A San Rafael, CA 94903
info@winesandvines.com

Copyright © 2001-2024 by Wine Communications Group, Inc. All Rights Reserved.
No material may be reproduced without written permission of the Publisher.