

Wine Industry Metrics - Total U.S. Wine Sales - December 2016

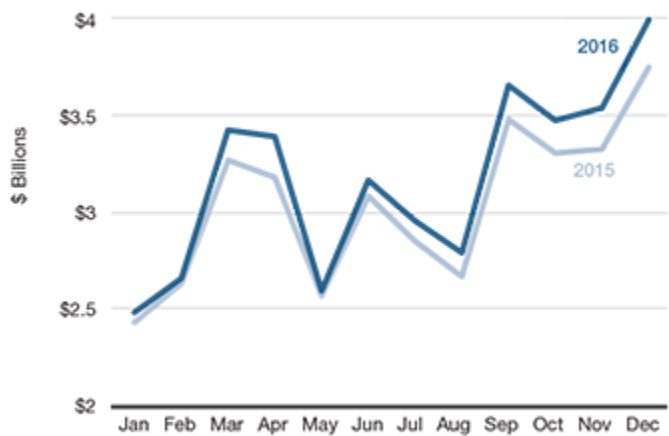
Wines Vines Analytics

Domestic Wine Sales Nudge \$40 Billion in 2016

U.S. wine sales grew 6% in December 2016 versus December 2015, according to market research firm bw166. Sales through all channels hit \$3.9 billion, pushing total sales for the year to \$39.8 billion. This was 5% above 2015. Total wine sales, including packaged imports, approached \$60 billion. Packaged import sales increased 4%, lagging domestic sales growth. Domestic table wine sales increased \$1.7 billion in December from a year earlier, while sparkling wine growth remained strong at 11%.

Total U.S. Wine Sales »	Month	12 Months
December 2016	\$3,911 mil	\$41,076 mil
December 2015	\$3,688 mil	\$37,894 mil

U.S. WINE SALES



Source: bw166.com, Wines Vines Analytics. Domestic table and sparkling wine sales on-premise and off-premise.

U.S. wine sales increased 6% in December 2016, rising to \$3.9 billion.

TOTAL WINE SALES

	Millions			
	2016	2015	Change	% Change
Domestic Table, Sparkling & Imported Bulk	\$39,760	\$37,894	\$1,866	5%
Packaged Imports & All Other Wines	\$20,227	\$19,528	\$699	4%
Total Wines	\$59,987	\$57,421	\$2,566	4%

Source: bw166.com, Wines Vines Analytics, consumer expenditures for all wines on-premise and off-premise, 12 months through December 2016. Excludes cider.

Total wine sales including imports approached \$60 billion in the 12 months ended December 2016, up 4% from a year earlier.



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