

Wine Industry Metrics - Total U.S. Wine Sales - January 2017

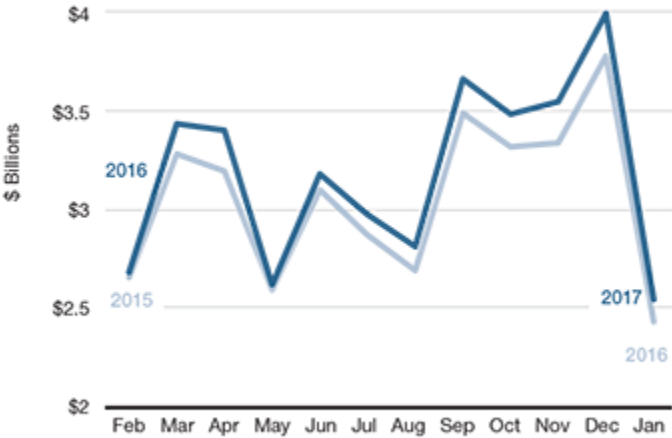
Wines Vines Analytics

Sales of U.S. Wine Continue Steady 4% Growth

U.S. wine sales totaled \$2.6 billion in January 2017, according to market research firm bw166, up 4% from a year earlier. Sales for the 12 months ended January 2017 also increased 4% to \$39 billion. Total wine sales, including packaged imports, stood at \$59 billion in the 12 months ended January, also an increase of 4%. January is traditionally the low point of the year for wine sales but a steady start to 2017, consistent with 2016 trends, bodes well for the months ahead.

Total U.S. Wine Sales »	Month	12 Months
January 2017	\$2,715 mil	\$40,872 mil
January 2016	\$2,462 mil	\$37,570 mil

U.S. WINE SALES



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

U.S.-produced wine sales increased 4% in January 2017 from a year earlier, totalling \$2.6 billion.

TOTAL WINE SALES

	2016	2017	Change	% Change
Domestic Table, Sparkling & Imported Bulk	\$37,570	\$39,171	\$1,601	4%
Packaged Imports & All Other Wines	\$19,562	\$20,224	\$662	3%
Total Wines	\$57,132	\$59,396	\$2,263	4%

Source: bw166.com, Wines Vines Analytics, consumer expenditures for all wines on-premise and off-premise, 12 months through January 2017. Excludes cider.

Total wine sales including imports topped \$59 billion in the 12 months ended January 2017, up 4% from a year earlier.



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