

# Wine Industry Metrics - Off-Premise Sales - July 2017

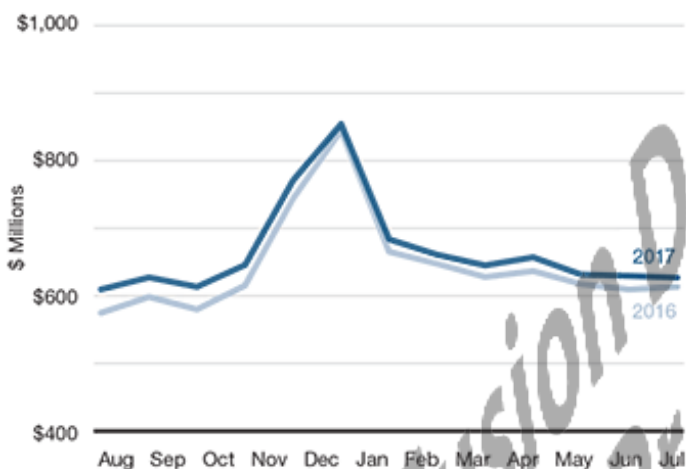
Wines Vines Analytics

## Off-Premise Sales Rise 2%; Sauvignon Blanc Surges 10%

Off-premise sales through multiple-outlet and convenience stores totaled \$638 million in July 2017, Chicago, Ill.-based market research firm IRI reported, up 2% from July 2016. Sales in the 52 weeks ended July 16 increased 4% to \$8.8 billion. Chardonnay and Cabernet Sauvignon are the top off-premise varietals with combined sales of \$3.6 billion. Sauvignon Blanc saw the strongest growth among major varietals in the latest 52 weeks, rising 10% to \$591 million.

Off-Premise Sales IRI Channels »	Month	12 Months
July 2017	\$638 mil	\$8,751 mil
July 2016	\$626 mil	\$8,452 mil

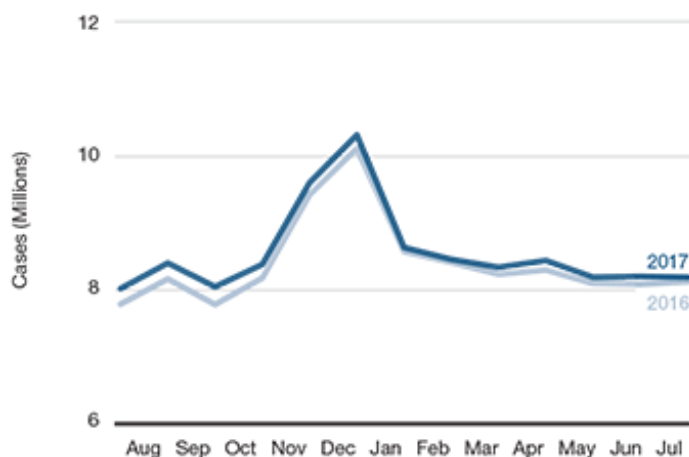
### OFF-PREMISE SALES



Source: IRI, Wines Vines Analytics. Domestic table and sparkling wine sales in multiple-outlet and convenience stores, four weeks ended July 16, 2017.

Off-premise sales totaled \$638 million in July 2017, up 2% from July 2016.

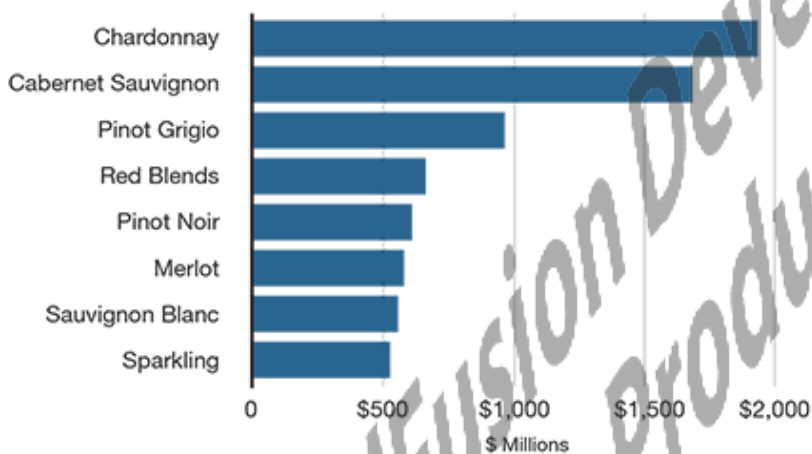
## OFF-PREMISE VOLUME



Source: IRI, Wines Vines Analytics. Domestic table and sparkling wine sales in multiple-outlet and convenience stores, four weeks ended July 16, 2017.

IRI reported stable growth in case volumes for July 2017, with 8.3 million cases up 1% from July 2016.

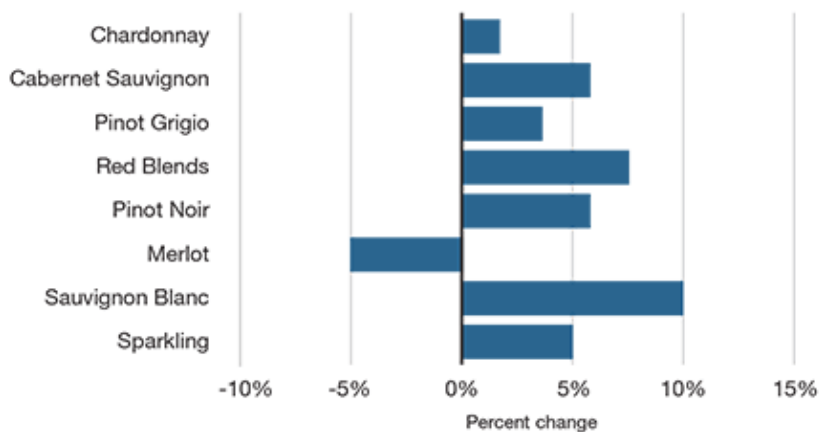
## OFF-PREMISE SALES



Source: IRI, Wines Vines Analytics. Domestic table and sparkling wine sales in multiple-outlet and convenience stores, 52 weeks ended July 16, 2017.

Chardonnay and Cabernet Sauvignon remain the dominant varietals through off-premise channels in the 52 weeks ended July 16, 2017.

## OFF-PREMISE SALES GROWTH RATE



Source: IRI, Wines Vines Analytics. Domestic table and sparkling wine sales in multiple-outlet and convenience stores, 52 weeks ended July 16, 2017.

Sauvignon Blanc posted 10% growth in the 52 weeks ended July 16, 2017. Red blends remain strong performers with 8% growth versus a year ago, while Cabernet Sauvignon and Pinot Noir saw sales increase 6%.

### 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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