

Wine Industry Metrics - Off-Premise Sales - December 2017

Wines Vines Analytics

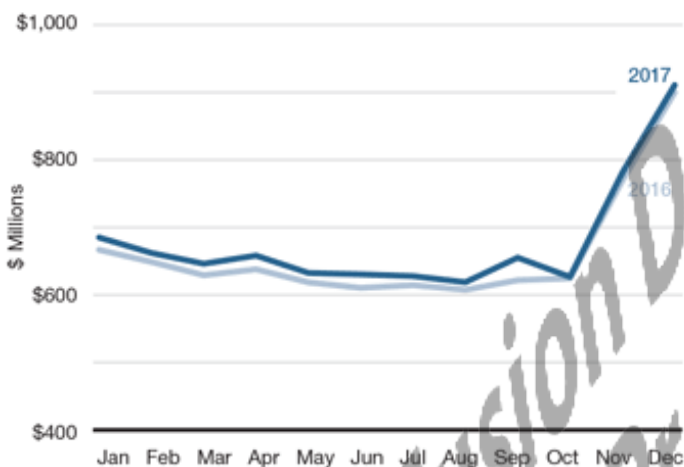
Off-Premise Sales Rise 2% in 2017

Sales through multiple-outlet and convenience stores in the four weeks ended Dec. 31 increased 1% to \$894 million from a year ago, market research firm IRI reported. Case volumes slipped, pointing to consumer demand for costlier wines. Sales for the year rose 2% to \$8.8 billion. Sparkling wines outperformed the major table wine varietals in 2017, gaining 6%. Cabernet Sauvignon led table wine growth, rising 4% to \$1.7 billion. Chardonnay, the top varietal, was unchanged at \$1.9 billion.

Off-Premise Sales IRI Channels »

	Month	12 Months
December 2017	\$894 mil	\$8,829 mil
December 2016	\$885 mil	\$8,617 mil

OFF-PREMISE SALES



Source: IRI, Wines Vines Analytics. Domestic table and sparkling wine sales in multiple-outlet and convenience stores, four weeks ended Dec. 31, 2017.

Off-premise sales totaled \$894 million in the four weeks ended Dec. 31, 2017, up 1% from a year earlier.

OFF-PREMISE VOLUME



Source: IRI, Wines Vines Analytics. Domestic table and sparkling wine sales in multiple-outlet and convenience stores, four weeks ended Dec. 31, 2017.

IRI reported that case volume totaled 10.6 million in the four weeks ended Dec. 31, 2017, on par with a year earlier.

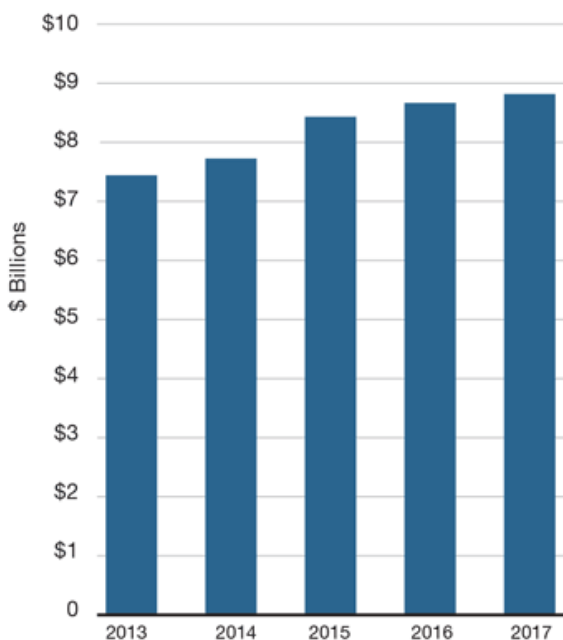
OFF-PREMISE SALES BY VARIETAL



Source: IRI, Wines Vines Analytics. Domestic and imported wine sales through multiple-outlet and convenience stores; 52 weeks through Dec. 27, 2015, Dec. 25, 2016, and Dec. 31, 2017.

Chardonnay, Cabernet Sauvignon and sparkling led varietal sales through the multiple-outlet and convenience stores IRI tracked in 2017.

ANNUAL OFF-PREMISE SALES



Source: IRI, Wines Vines Analytics. Domestic table and sparkling wine sales in multiple-outlet and convenience stores; 52 weeks through December each year.

Off-premise sales through multiple-outlet and convenience stores IRI tracked rose 2% in 2017.

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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