

# Wine Industry Metrics - Off-Premise Sales - April 2018

Wines Vines Analytics

## Rosé Sales Rise 53% as Off-Premise Sales Increase 3%

Off-premise sales through multiple-outlet and convenience stores in the four weeks ended April 22, increased 3% versus a year earlier to \$686 million, market research firm IRI reported. Case volumes rose 2% to 8,630,906. Rosé sales remain strong, with sales in glass packaging rising to \$295 million in the latest 52 weeks, up 53% from a year ago. The greatest growth was in the \$15-\$19.99 segment, at 119%. The single largest volume of sales was in the \$8-\$10.99 segment at \$101 million.

Off-Premise Sales IRI Channels »	Month	12 Months
April 2018	\$686 mil	\$8,919 mil
April 2017	\$664 mil	\$8,696 mil

### OFF-PREMISE VALUE



Source: IRI, Wines Vines Analytics. Domestic table and sparkling wine sales in multiple-outlet and convenience stores, four weeks ended Apr. 22, 2018.

Off-premise sales totaled \$686 million in the four weeks ended April 22, up 3% versus a year ago.

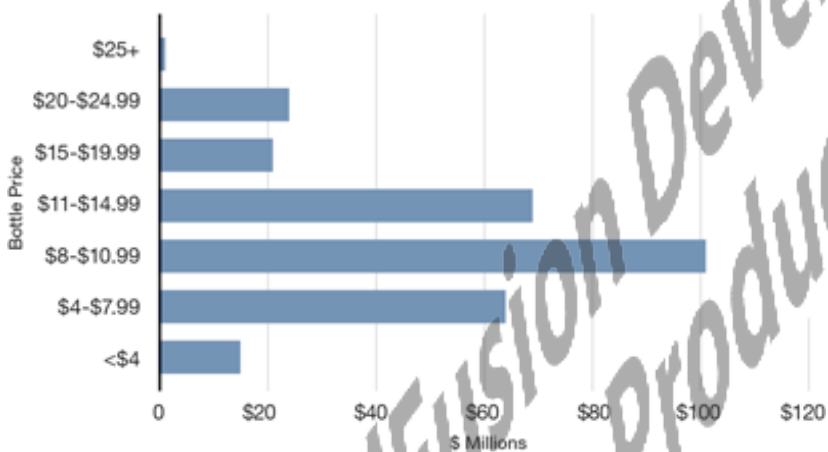
## OFF-PREMISE VOLUME



Source: IRI, Wines Vines Analytics. Domestic table and sparkling wine sales in multiple-outlet and convenience stores, four weeks ended Apr. 22, 2018.

IRI reported case volumes of 8.6 million in the four weeks ended April 22, up 2% from a year ago.

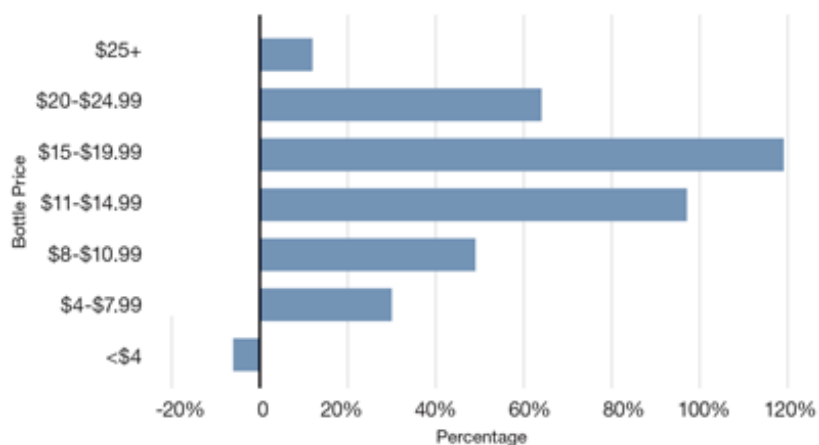
## OFF-PREMISE ROSÉ SALES BY PRICE SEGMENT



Source: IRI, Wines Vines Analytics. All table wine sales in glass packaging in multiple-outlet and convenience stores; 52 weeks ended Apr. 22, 2018.

Wines less than \$14.99 a bottle dominate rosé sales, with the single largest volume of sales occurring in the \$8-\$10.99 segment.

## OFF-PREMISE ROSÉ SALES GROWTH (VALUE)



Source: IRI Wines Vines Analytics. All table wine sales in glass packaging in multiple-outlet and convenience stores; 52 weeks ended Apr. 22, 2018.

Sales of rosé in glass packaging increased 53% overall in the 52 weeks ended April 22, led by 119% growth in the \$15-\$19.99 segment. Rosés less than \$4 were alone in seeing sales decline.

### 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.

# WINES & VINES

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

[info@winesandvines.com](mailto:info@winesandvines.com)

Copyright © 2001-2018 by Wine Communications Group, Inc. All Rights Reserved.  
No material may be reproduced without written permission of the Publisher.