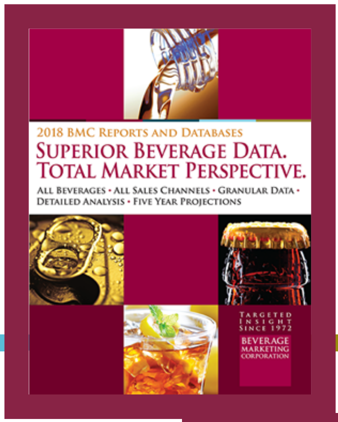
BMC's U.S. Wine Guide

2018 Edition (Published July 2018. Data through 2017. Market projections through 2022.) .) **New for 2018!** PowerPoint Presentation features more than 75 slides, with extensive analysis, graphs, charts and tables + over 200 Excel exhibits offering even greater detail!



For A Full Catalog of Reports and Databases, Go To bmcreports.com

The most comprehensive resource of hard number competitive tools available, taken from BMC's database of leading brand and company volumes and sales. Tracks this evolving market's changing tastes and new growth areas including varietals and regions with a spotlight on top performers. *New for 2018:* Key trends now presented in a colorful PowerPoint presentation to make insights come alive. Plus, you get more than 200 Excel exhibits providing in-depth data for a deeper dive on aspects covered in the PowerPoint slides and much more.

Available Format & Pricing

Direct Download
$995

*To learn more, to place an advance order or to inquire about additional user licenses **call**: Charlene Harvey +1 212.688.7640 ext. 1962 charvey@beveragemarketing.com*

Inside:

HAVE QUESTIONS? Contact Charlene Harvey: 212-688-7640 x 1962
charvey@beveragemarketing.com

Beverage Marketing Corporation
850 Third Avenue, 13th Floor, New York, NY 10022
Tel: 212-688-7640 Fax: 212-826-1255

The answers you need

- Does longitudinal data support assumptions about the decades-long wine market impact of baby boomers being replaced by that of less affluent, more ambivalent millennial consumers?
- Whether yes or no, what exactly are the current trends in consumption by price tier?
- And what changes are there in the brands and varietals driving overall category trends?
- Which suppliers and brands are now spending the most on advertising? How does this correlate with performance?
- Is share of on-premise consumption likely to continue its longterm slide?
- What changes are there in the performance of supplier brand leaders and growing regions?
- What about imports? Are rankings changing? Are new players and trends having an evident impact?
- Is growth in direct market share having any visible macro effect?

This report features

BMC's U.S. Wine Guide answers these questions with both expert analysis and the industry's most comprehensive compendium of reliable, hard data. The Guide features volume and sales data rankings on the overall market including top brands, fastest growing brands, and leading portfolios. Table wine, sparkling wine, fortified wine and vermouth categories cover leading brands, leading suppliers, and sales by retail tier. Consumer demographics, import/export data, and advertising sections include detailed breakouts to allow for systematic analysis. **New for 2018:** Now with more brand break-outs than ever!

BMC's U.S. Wine Guide 2018

July 2018

BEVERAGE MARKETING CORPORATION

RESEARCH • DATA • CONSULTING

NOTE: The information contained in this report is confidential and solely intended for the benefit of the immediate recipient hereof.

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Exhibit 1.2

U.S. WINE MARKET

SHARE OF VOLUME BY CATEGORY

2012 – 2018(P)

Category	2012	2013	2014	2015	2016	2017	2018(P)
Table Wine	[redacted]%	[redacted]%	[redacted]%	[redacted]%	[redacted]%	[redacted]%	[redacted]%
Domestic	[redacted]%	[redacted]%	[redacted]%	[redacted]%	[redacted]%	[redacted]%	[redacted]%
Imported	[redacted]%	[redacted]%	[redacted]%	[redacted]%	[redacted]%	[redacted]%	[redacted]%
Sparkling Wine	[redacted]%	[redacted]%	[redacted]%	[redacted]%	[redacted]%	[redacted]%	[redacted]%
Domestic	[redacted]%	[redacted]%	[redacted]%	[redacted]%	[redacted]%	[redacted]%	[redacted]%
Imported	[redacted]%	[redacted]%	[redacted]%	[redacted]%	[redacted]%	[redacted]%	[redacted]%
Fortified Wine	[redacted]%	[redacted]%	[redacted]%	[redacted]%	[redacted]%	[redacted]%	[redacted]%
Domestic	[redacted]%	[redacted]%	[redacted]%	[redacted]%	[redacted]%	[redacted]%	[redacted]%
Imported	[redacted]%	[redacted]%	[redacted]%	[redacted]%	[redacted]%	[redacted]%	[redacted]%
Vermouth	[redacted]%	[redacted]%	[redacted]%	[redacted]%	[redacted]%	[redacted]%	[redacted]%
Domestic	[redacted]%	[redacted]%	[redacted]%	[redacted]%	[redacted]%	[redacted]%	[redacted]%
Imported	[redacted]%	[redacted]%	[redacted]%	[redacted]%	[redacted]%	[redacted]%	[redacted]%
Total Domestic Wine	[redacted]%	[redacted]%	[redacted]%	[redacted]%	[redacted]%	[redacted]%	[redacted]%
Total Imported Wine	[redacted]%	[redacted]%	[redacted]%	[redacted]%	[redacted]%	[redacted]%	[redacted]%
Specialty Wine*	[redacted]%	[redacted]%	[redacted]%	[redacted]%	[redacted]%	[redacted]%	[redacted]%
TOTAL	[redacted]%	[redacted]%	[redacted]%	[redacted]%	[redacted]%	[redacted]%	[redacted]%

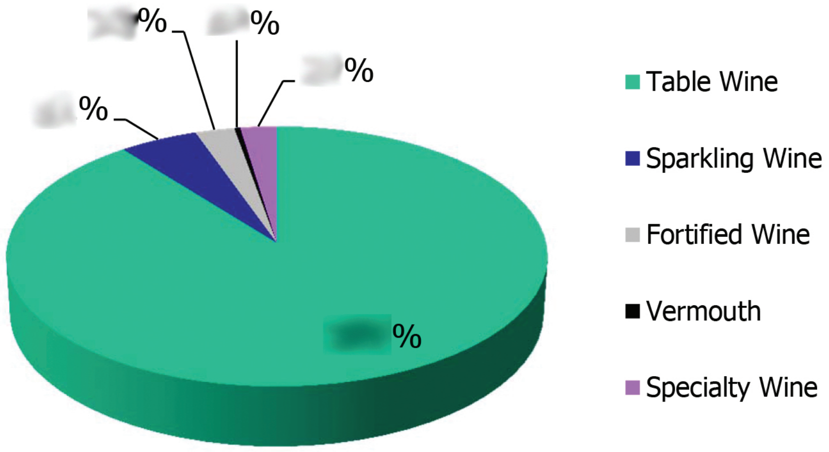
(P) Projected

** Includes fruit wine, chocolate wine, sangria*

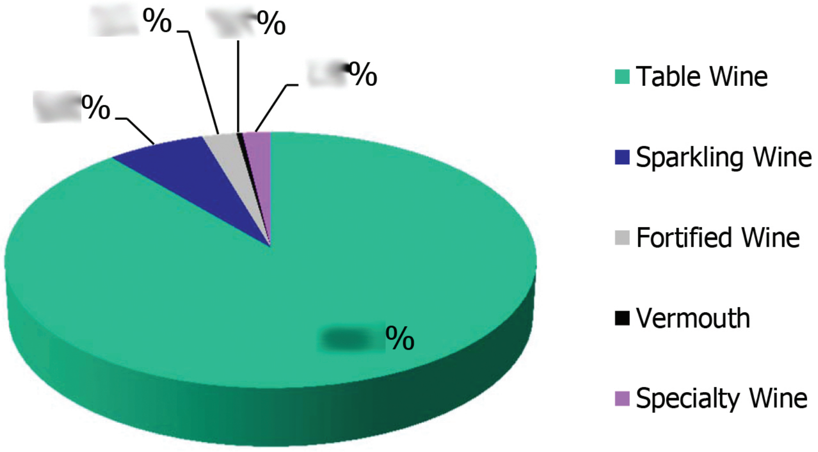
Source: Beverage Marketing Corporation

Table wine remains by far the largest wine category but lost [illegible] share points over the 2012-to-2017 period, while sparkling wine, a key growth driver of the industry, gained [illegible] share points

2012



2017

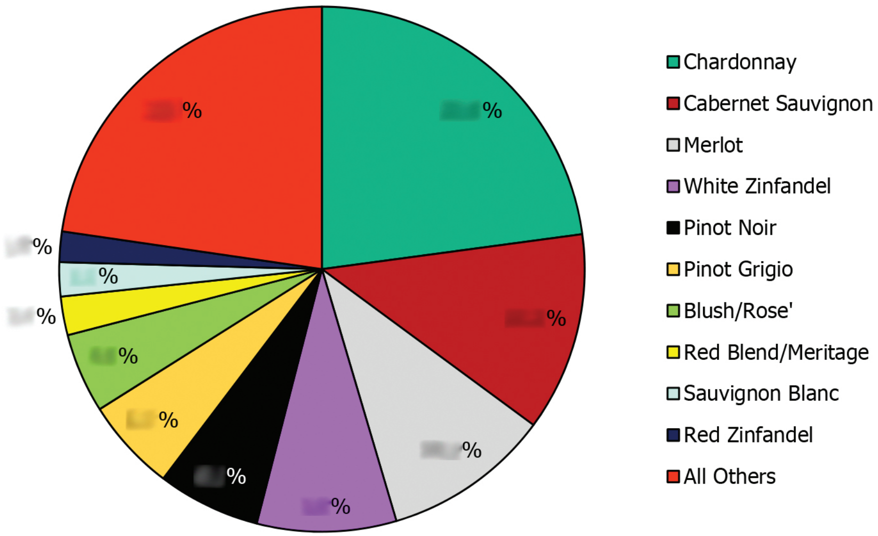


Source: Beverage Marketing Corporation

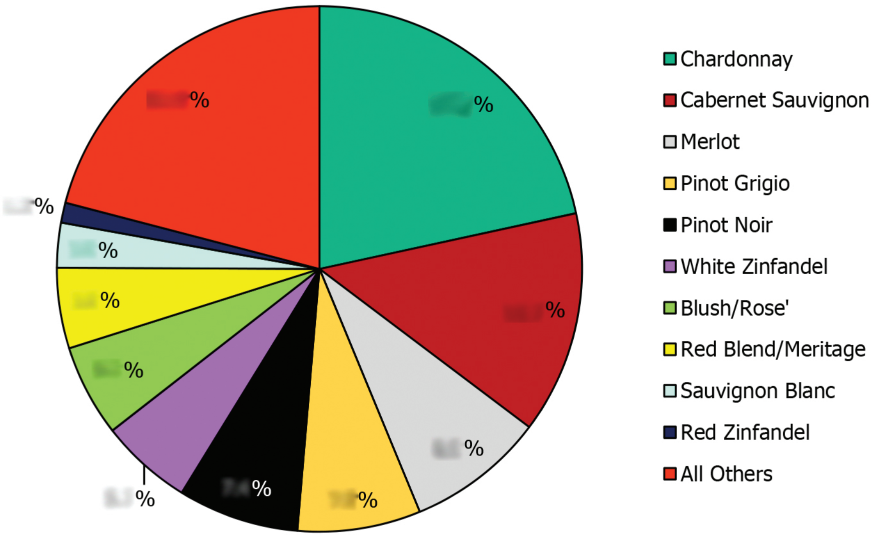
Between 2012 and 2017, the top three varietals remained the same while Pinot Grigio, Blush, Red Blend and Sauvignon Blanc all increased share over the period

Domestic Table Wine Volume by Varietal

2012



2017



Source: Beverage Marketing Corporation