

What's happening with rose wine?

October 2022

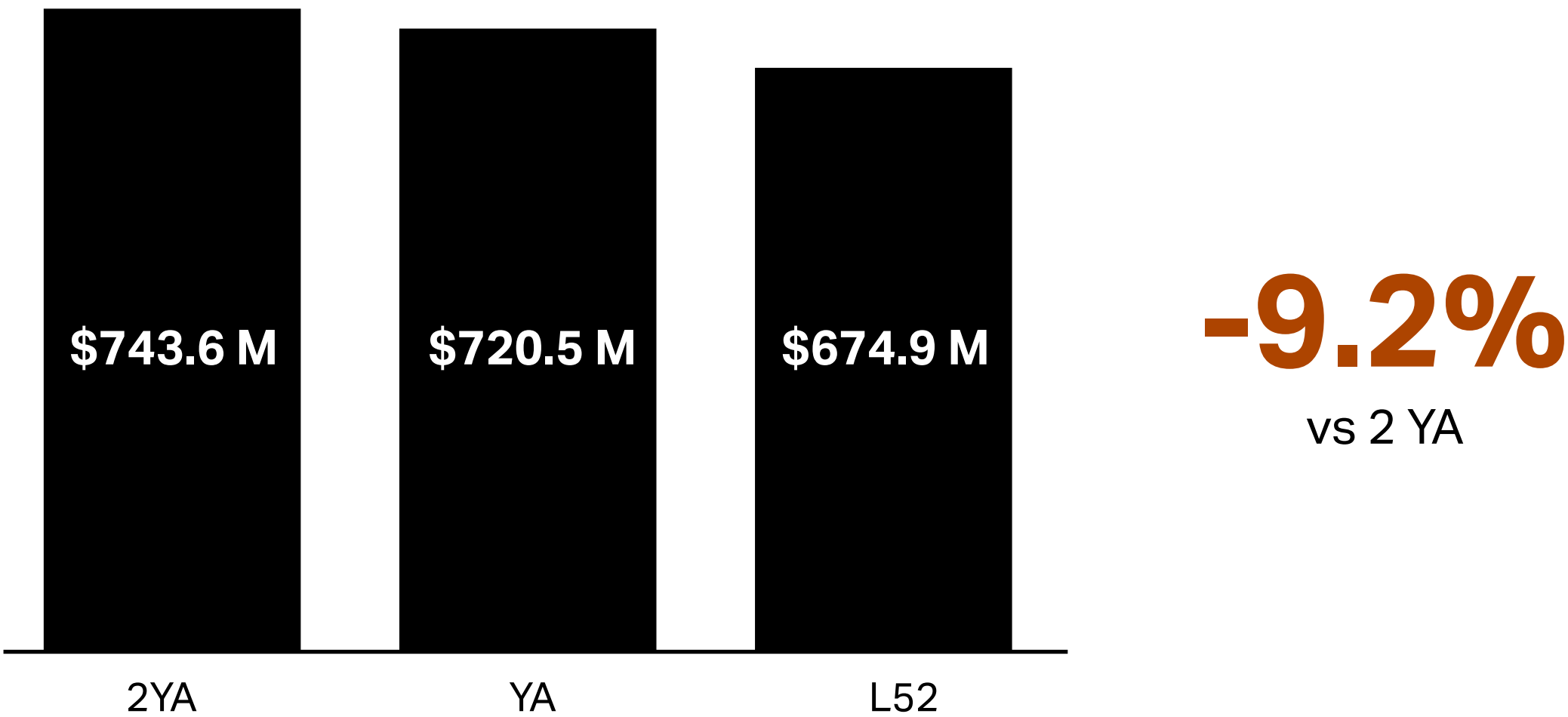
Rose wine performance

NielsenIQ measured off premise channels; latest 52 weeks ending 10/08/22

▶▶▶ **\$674.9 M** Dollars spent on rose wine

Rose wines are facing declines over the past year in the off premise, down 6.3%. When the L52 weeks is compared to 2YA, rose wine is down (9.2%). rose wine makes up **3.4% of total wine dollar sales**. Declines are driven across all channels, with the food channel suffering the greatest absolute dollar declines. Despite segment declines, two of the top five brands are growing vs YA.

Rose wine trended \$ sales



Channel performance of rose wine (\$ sales in millions & % change vs year ago)

\$356.2 M	\$188.6 M	\$34.1 M	\$18.2M
-5.1%	-5.8%	-8.1%	-13.9%
Food	Liquor	Conv	Drug

Top 5 rose wine origin countries & chg vs YA

Ranked on L52 week dollar sales

1	France	-3.3%
2	United States	-8.7%
3	Italy	-7.7%
4	New Zealand	-7.4%
5	Spain	-13.6%

