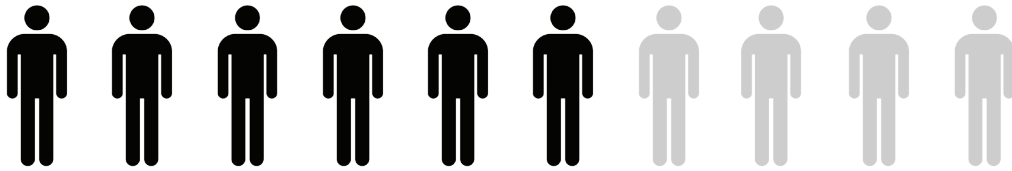


# On-Premise Table Wine

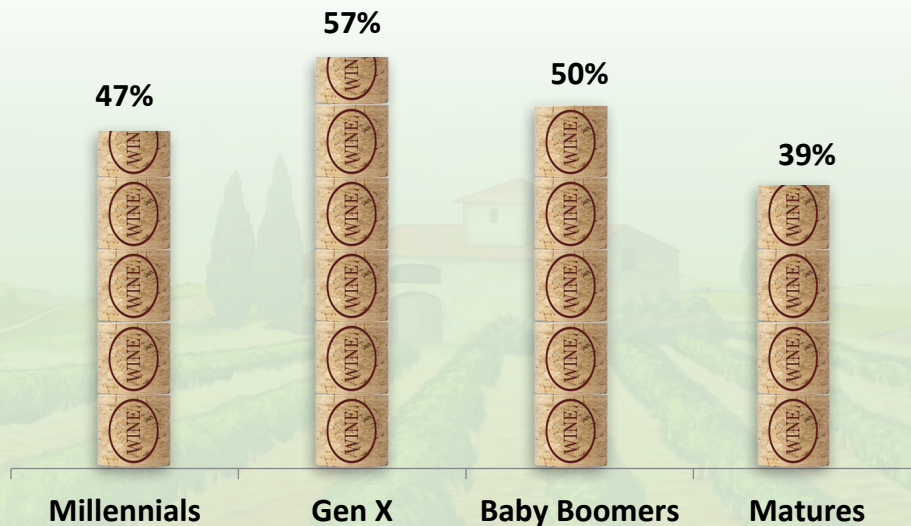


**60%**

of consumers order wine at least **once a month at on-premise establishments.**

Base: 1,501 consumers aged 21+

**How important is the brand of wine (specific winery) in your decision of which wine to order away from home?**  
by generation, important and extremely important



Base: 919 consumers aged 21+ who purchase wine away from home at least once a month. Consumers indicated their opinion on a 1-6 scales where 1= not important at all and 6 = extremely important

## On-premise Domestic Table Wine Growth

000s of 9-liter cases

**2013\*** 48,600



**2012** 48,132



**2011** 47,577



**2010** 46,227



\* projected

Source: Technomic's 2013 BarTAB Report

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Contact **Chris Urban** 312.506.3929