Consumer Countries/Markets

The “Big & Hot” Guide to Best-selling U.S. Wine Brands

The best-selling brand in the IRI league table is Gallo’s Barefoot, which accounted for an incredible $622 million in sales in the 52 weeks ending on June 14, 2015. That’s 5% more than the previous year in value terms and a 7% increase in volume. It is commonplace to say today that the sub-$9 wine category is in a slump, but Barefoot at $5.64 average is the obvious exception to the rule.

Sutter Home from Trinchero Family Estates is #2, but a long way back at $356 million sales. The rule does apply here — value is down 2% on the year and volume is down 3%. The Wine Group’s Franzia Box is just behind with $325 million in sales on the year, flat in value terms and down 5% in volume. Franzia’s average price per 750 ml equivalent is up 11 cents to $2.17 compared with Sutter Home’s $5.25.

Here are the remaining members of the top ten listed in order: #4 Woodbridge by Robert Mondavi (Constellation), #5 Yellow Tail, #6 Kendall Jackson, #7 Beringer (Treasury), #8 Chateau Ste Michelle, #9 Cupcake (The Wine Group), and #10 Ménage à Trois (Trinchero).

The biggest wine brands are not always the hottest brands. Many of the top brands are experiencing slower sales in value terms including Sutter Home (-2%), Yellow Tail (-5%), Gallo Family Vineyards (-2%), Carlo Rossi (-3%), Clos Du Bois (-2%), Mondavi Private Selection (-4%), Livingston Cellars (-5%) and Rex Goliath (-4%).

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Russia suspends sale of some California wines

Russian officials have said quality concerns forced them to pull sales of some California wines at a time of heightened political tension between Russia and the US.

Russia’s state consumer protection body said it had suspended the sales because they contained excess pesticide residues. Tests showed excess levels of phthalate and bifenazate in some of the wines, according to the watchdog, named Rospotrebnadzor.

But, several media, including the Moscow Times, linked the timing of the ban with worsening political tension between Russia and US — particularly over Ukraine.
Russia has a history of banning food and wine imports from nations it is in political dispute with.

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