

365

WHOLESALE

THE UNITED STATES OF  
WINE

Presented by



# The Wine Lovers

According to the Wine Institute, Americans enjoy nearly a billion gallons of wine per year, making the United States the largest wine consuming nation in the world.<sup>1</sup>

## Who's Popping the Corks?

**Wine Connoisseurs:** Millennials are enjoying wine at record numbers, drinking nearly half of all wine consumed in the U.S. during 2015, more than any other generation.<sup>2</sup>

**Growing American Pastime:** More than 7,700 wineries blanket the U.S.,<sup>3</sup> with chardonnay, cabernet sauvignon, pinot grigio, merlot, and pinot noir being the most popular flavors.

**Big Business:** The majority of nearly \$56 billion per year in American wine sales occur in the retail market, which owns 80% of sales volume; leaving bars and restaurants to share the remaining 20%.<sup>4,5</sup>

## Star Power

Big names in sports, show business, and even politics are caught up in the wine boom.

Professional stock car racing driver, Jeff Gordon owns a winery carrying his name in Napa Valley California. Rapper Lil Jon also owns a winery bearing his name and it may surprise you to know that president-elect, Donald Trump has been known to squash grapes, having recently given ownership of the family's Virginia based winery to his son.

## Wine to Win

Americans are buying wine themselves to drink at home, generating demand for wine accessories like glassware, bottle openers, and aerators.



7,700  
wineries  
Nationwide in all  
50 states



\$56 billion  
per year in American  
wine sales



24%  
of smartphone owners  
have a wine app



California leads the U.S. in wine consumption, followed by New York and Florida.

There are more acres of grapes planted than any other fruit on the planet.

# Wine Tools

Choosing the perfect bottle is only the beginning for wine lovers. The wine will need to be opened and served, preferably with a little style, as wine is best enjoyed with friends and family.



## By The Glass

Solutions like Coravin wine systems allow wine connoisseurs to enjoy their wine by the glass, without committing to an entire bottle or one type of wine in a sitting.

# 38%

of wine lovers choose their wine based on label attractiveness



Decanting is an often overlooked process that greatly improves the flavor of red wine. Decanting involves pouring your wine and letting it rest in a glass container for nearly an hour. Aerators decant wine nearly instantaneously.

## Custom Accessories

We provide custom imprinting services on hundreds of items, including products you purchase elsewhere.

## Shatterproof Stemware

from **\$6.99**

from Oeno

Looks like glass, but won't break when dropped. Available in a range of styles and with customization.



Sources:

<sup>1</sup><http://www.wineinstitute.org/resources/statistics/article86>

<sup>2</sup><http://www.usatoday.com/story/money/nation-now/2016/02/15/millennials-drink-nearly-half-all-wine-us/80420746/>

<sup>3</sup><http://www.winesandvines.com/template.cfm?section=news&content=127266>

<sup>4</sup><http://www.wineinstitute.org/resources/pressroom/07082016>

<sup>5</sup>[http://www.provencewineusa.com/resources/Market\\_Facts\\_v13.pdf](http://www.provencewineusa.com/resources/Market_Facts_v13.pdf)

