

What's happening with Better for You (BFY) wines?

December 2022

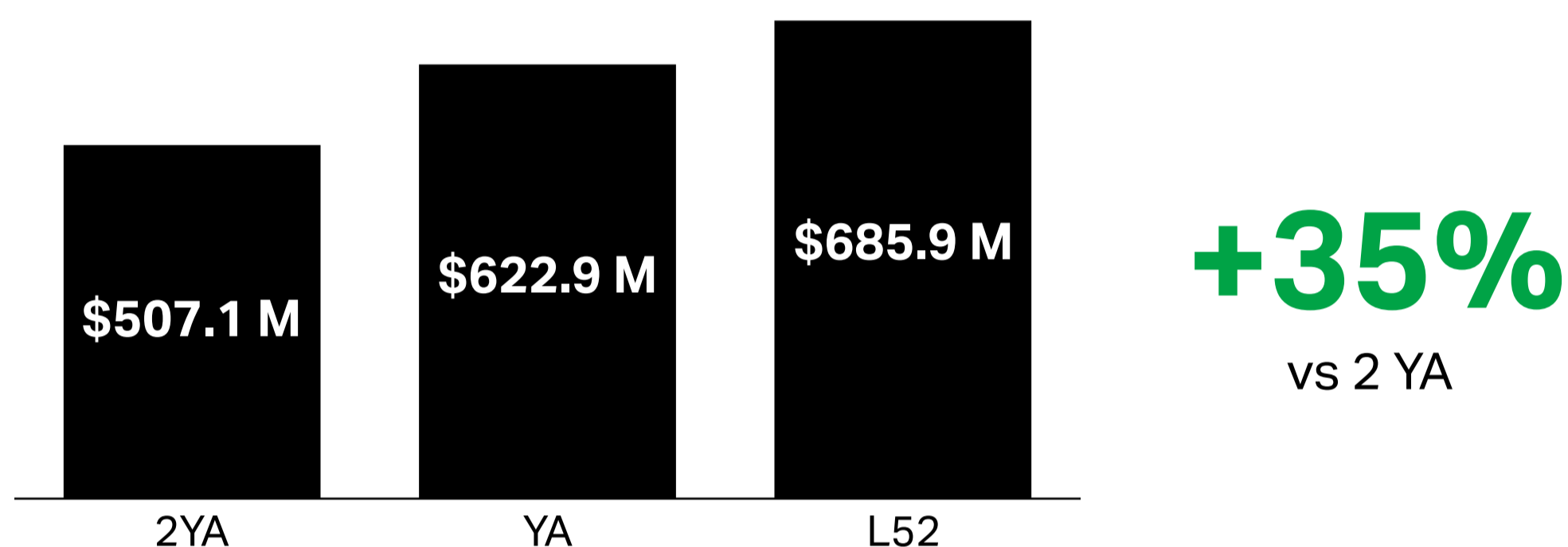
Better for You (BFY) wines performance

NielsenIQ measured off premise channels; latest 52 weeks ending 12/03/22

\$685.9 M Dollars spent on BFY wines

As health & wellness trends are top of mind for consumers, **Better for You (BFY) wines** are growing in the off premise, up +10.1% vs year ago. When the L52 weeks is compared to 2YA, BFY wines are up over 35%. BFY wines account for **3.4% of total wine dollar sales**. Over half of BFY wines dollars are sold in the **food channel** (+9.8% vs. year ago), though all channels are experiencing growth.

BFY wine trended \$ sales



Price tier performance of BFY Wines (\$ sales in millions & % change vs year ago)

<p>\$14 M</p> <p>-10.5%</p> <p>\$0 - \$3.99</p>	<p>\$134 M</p> <p>+36.1%</p> <p>\$4 - \$7.99</p>	<p>\$227 M</p> <p>+1.9%</p> <p>\$8 - \$10.99</p>	<p>\$271 M</p> <p>+6.4%</p> <p>\$11 - \$14.99</p>
<p>\$25 M</p> <p>+17.2%</p> <p>\$15 - \$19.99</p>	<p>\$6 M</p> <p>+100.2%</p> <p>\$20 - \$24.99</p>	<p>\$8 M</p> <p>+9.9%</p> <p>\$25+</p>	

Fastest growing attributes stated* on BFY wines

Ranked on L52 week dollar sales % change vs year ago

1	Free from high fructose corn syrup	New
2	EU organic farming	New
3	100 calories or less (per serving)	+132.6%
4	Sugar free	+128.7%
5	Eco friendly certified	112.6%



*Powered by NielsenIQ Product Insight