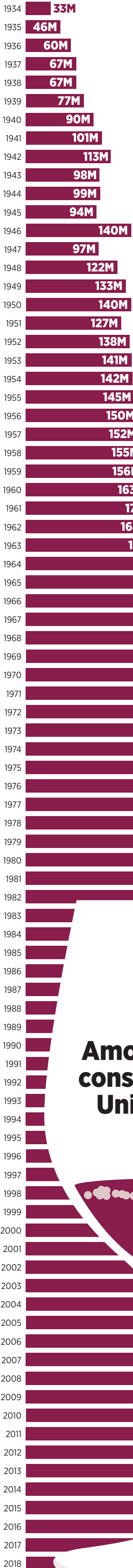


WINE BY THE NUMBERS

By Charles Apple | THE SPOKESMAN-REVIEW

The COVID-19 pandemic reportedly caused a huge uptick in wine sales, writes noted wine educator and journalist Liz Thach. With folks stuck at home and nowhere to go last spring, off-premise wine sales increased 66% by March 21. Online wine sales increased by 225% by early April. None of those numbers are going to show up in the data you see here. But this does give you an idea of the growing role wine plays in our country's agricultural economy.

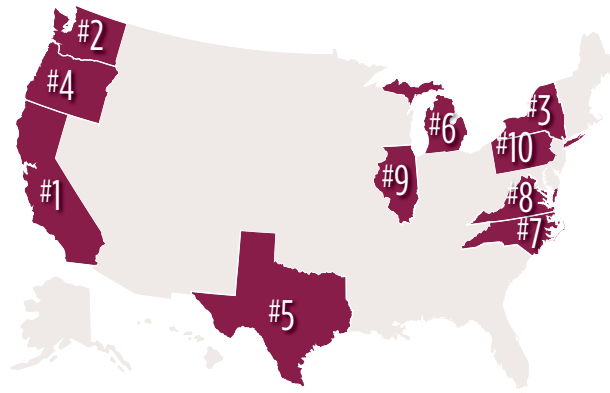


684M — California

Top 10 wine-producing states

In gallons produced annually

Source: National Association of American Wineries



Washington — 35.6M

New York — 28.54M

Oregon — 10.94M

Texas — 4.28M

Michigan — 2.85M

North Carolina — 2.38M

Virginia — 2.38M

Illinois — 2.38M

Pennsylvania — 2.14M

\$2.7B — Cabernet Sauvignon

\$2.5B — Chardonnay

\$1.9B — Red blends

\$1.3B — Pinot Grigio/Gris

\$1.1B — Pinot Noir

\$992M — Sauvignon Blanc

America's best-selling wine varieties

Source: Dr. Liz Thatch, MW

Who drinks wine in the U.S.?

Source: Dr. Liz Thatch, MW

Gen Z (21-24) 7%

34% — Millennials (25-42)

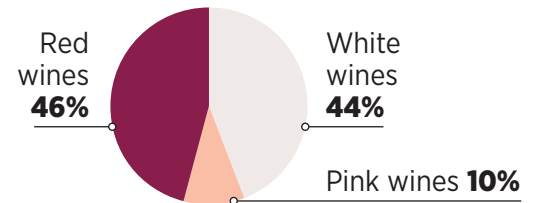
21% — Gen Xers (43-54)

34% — Boomers (55-73)

Matures (74+) 5%

U.S. market share

Source: Dr. Liz Thatch, MW



Amount of wine consumed in the United States

In gallons

Source: Wine Institute

More wine facts and figures

Source: National Association of American Wineries

85% of all wine made in the U.S. is made in California.

95% of all wine exported from the U.S. is made in California.

12% of all wine produced in the world is made in the U.S.

36% of the value of non-citrus fruit grown in the U.S. is from grapes.