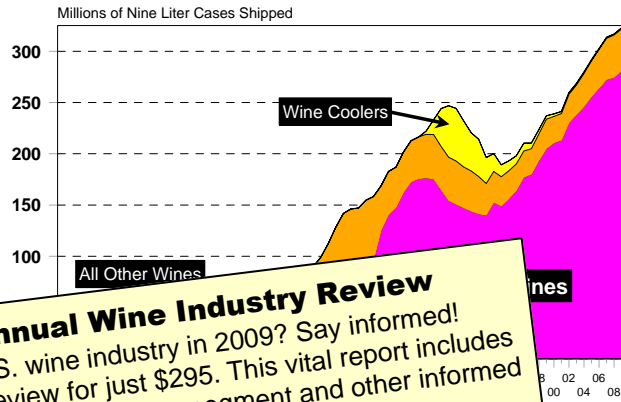


# U.S. Market Wine Volume Grew 2% in 2009 Under Tough Economic Conditions

Consumers Reined in Spending on High-End Wines, Reducing Sales for Many Producers

Even with the severe economic downturn, total 2009 wine shipments into U.S. distribution channels expanded by 6 million cases to a new high of 323 million cases, up 1.9%. Most of the growth came from wines priced below \$10 at retail, as anxious consumers reined in their spending on higher priced wines. As a result, the industry's large commercial importers shipped the majority of 2009 volume. Large importers reached record volumes. In addition, medium and small sized high-end importers faced challenging conditions. Despite consumer demand, 2009 was a difficult year for many producers.

The U.S. Wine Market, 1934 to 2009  
2009 Wine Volume Rose to 323 Million Cases



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