

Wine Shipments to the U.S. Market Advanced to 330 Million Cases in 2010

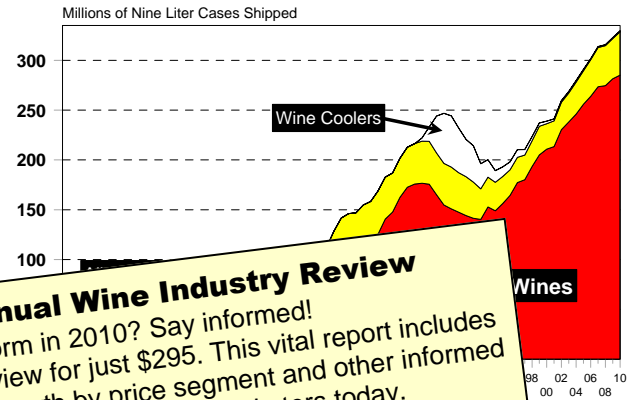
Winery Sales Recovered, but Markets Remained Competitive, Especially for High-end Brands

Wine shipments into U.S. trade channels climbed to nearly 330 million cases in 2010, marking another record high for the industry.

California wine shipments to the U.S. market rose by 2.9 million cases, or 1.5%, to nearly 200 million cases. In addition, California exports overseas recovered, growing 4.4%, so that total California wine shipments worldwide grew by 4.7 million cases, or 2%, to nearly 242 million cases.

Imported wines once again grew at a faster rate than American wines, expanding by nearly 4 million cases, or 3.9%, to approximately 105 million cases. Total wine shipments to U.S. trade channels

The U.S. Wine Market, 1934 to 2010
2010 Wine Volume Grew to 330 Million Cases



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