



# 2020 ALCOHOL TRENDS AND HOLIDAY PREVIEW

WEDNESDAY, NOVEMBER 18, 2020



MICHELLE KORSMO

*PRESIDENT AND CEO*





**SLY COSMOPOULOS**

*DIRECTOR OF BEVERAGE  
MARKETING*

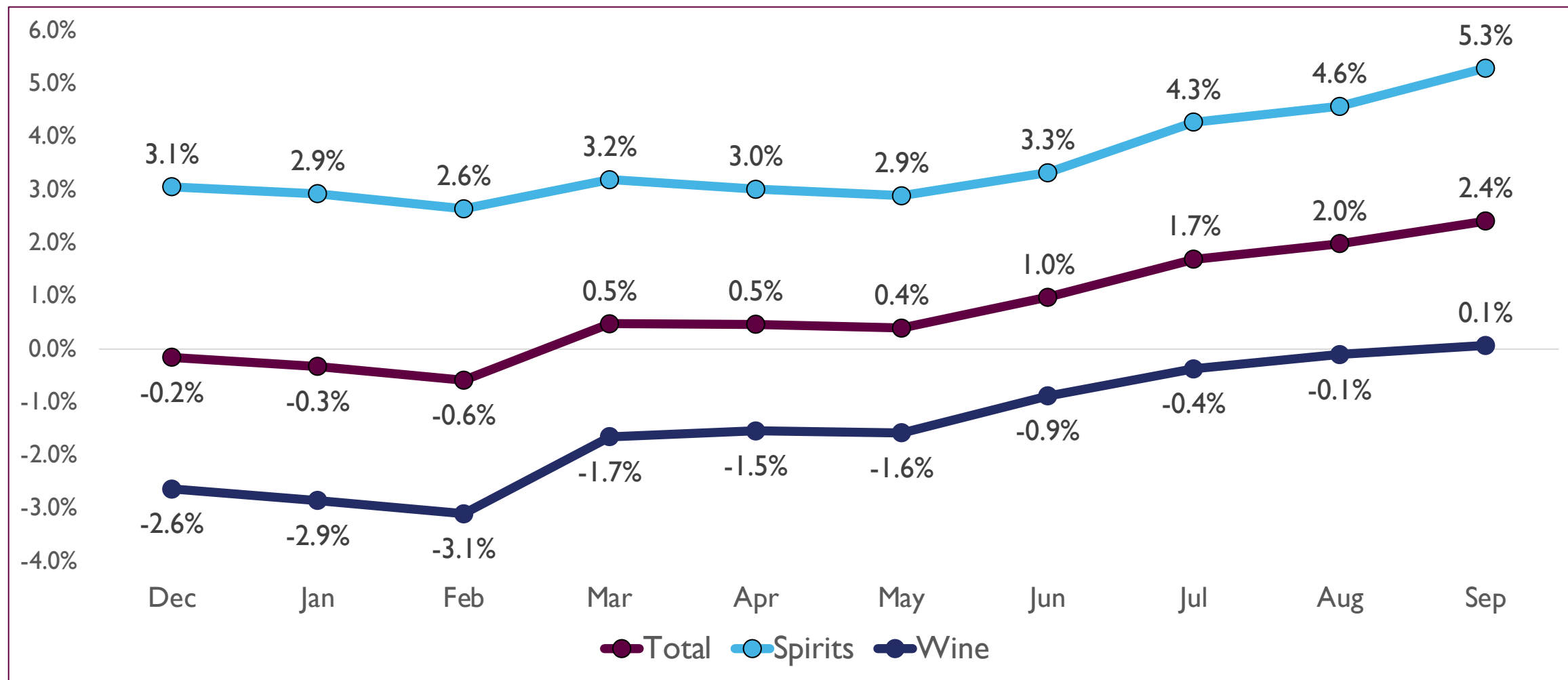


**DALE STRATTON**

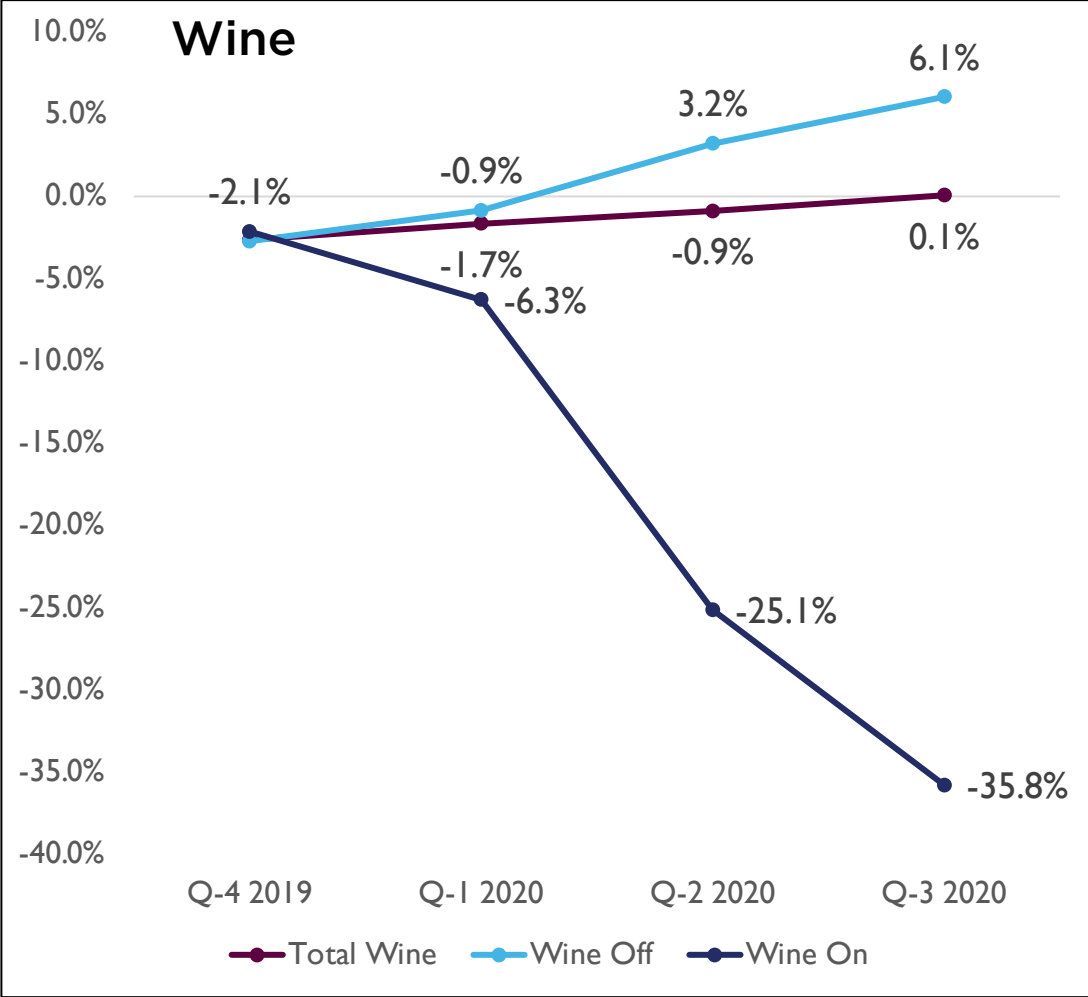
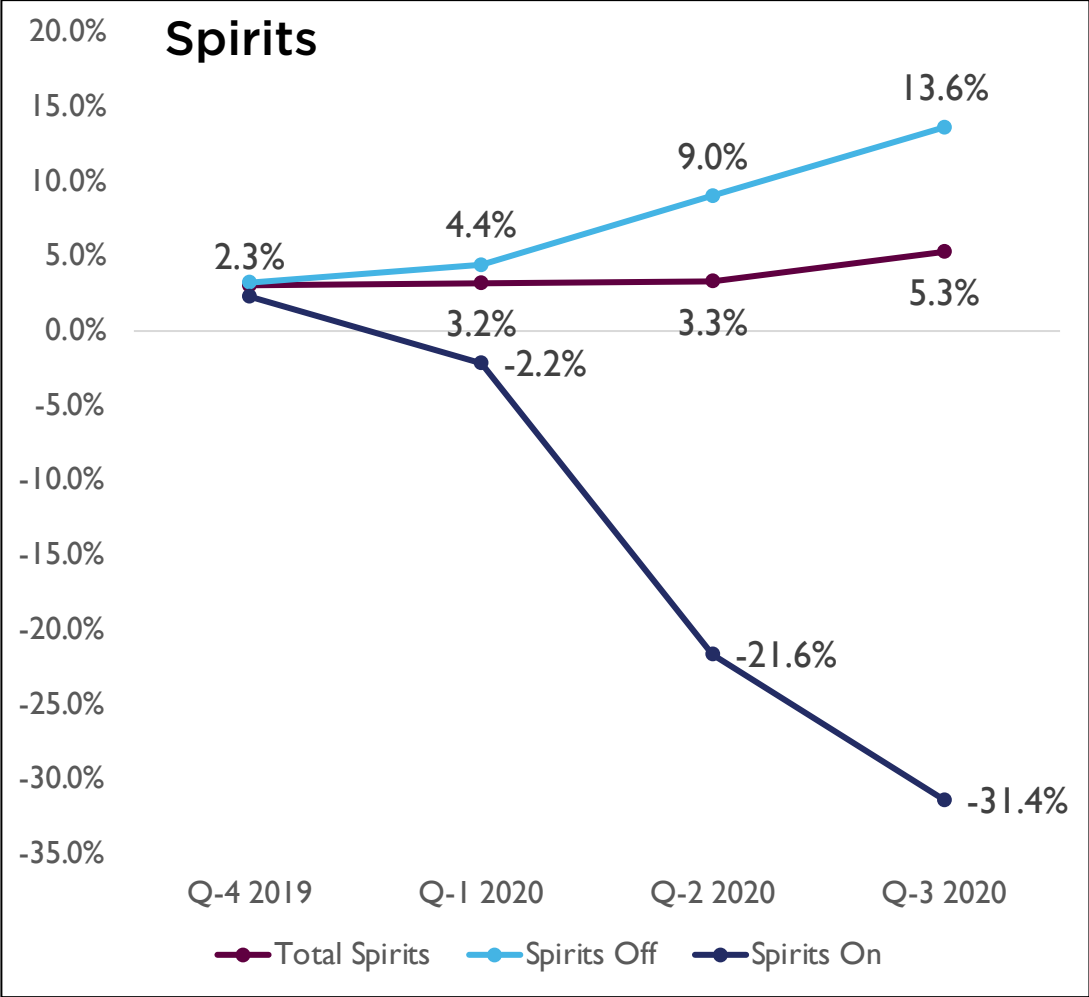
*ANALYST*



# SPIRITS AND WINE CONTINUE TO GAIN MOMENTUM



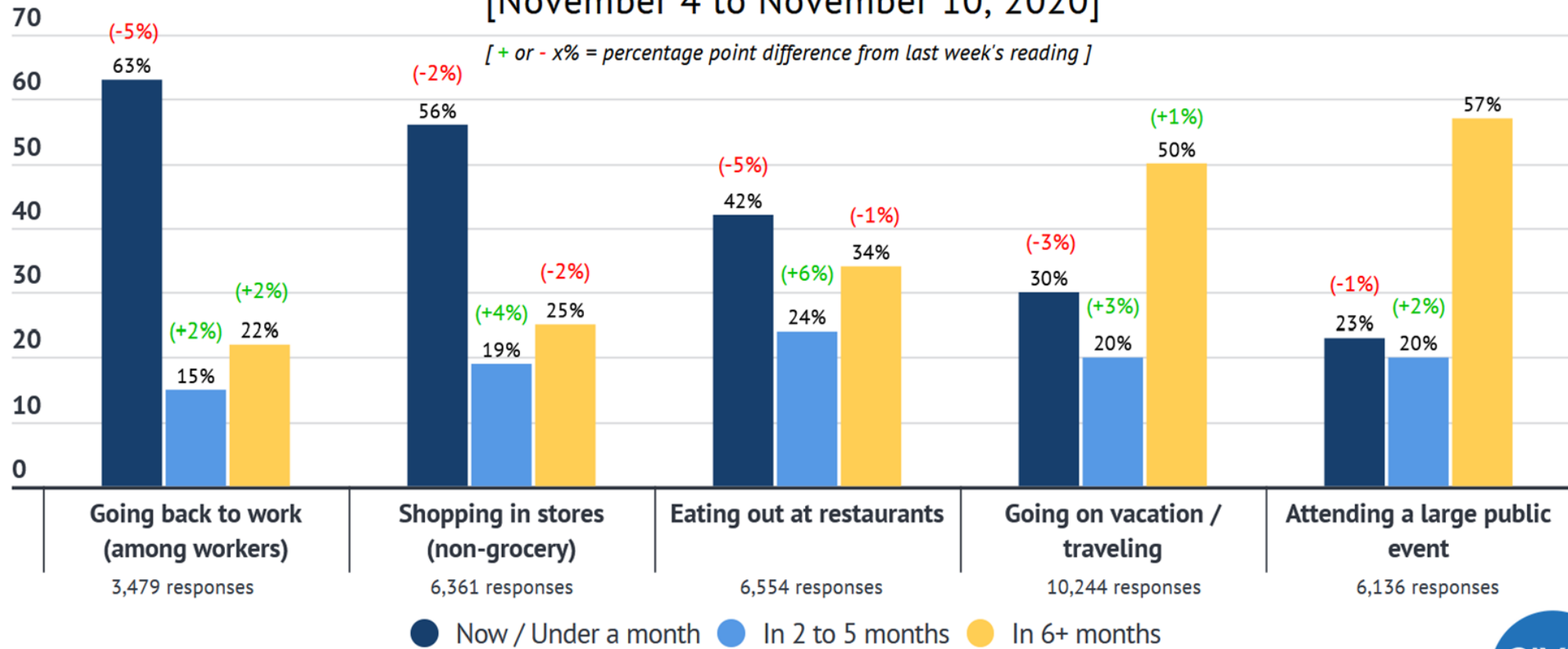
# THE IMPACT OF SHELTER IN PLACE EVIDENT IN ON-PREMISE TRENDS



# THE CONSUMER ISN'T READY!

## How soon from now would you be comfortable...

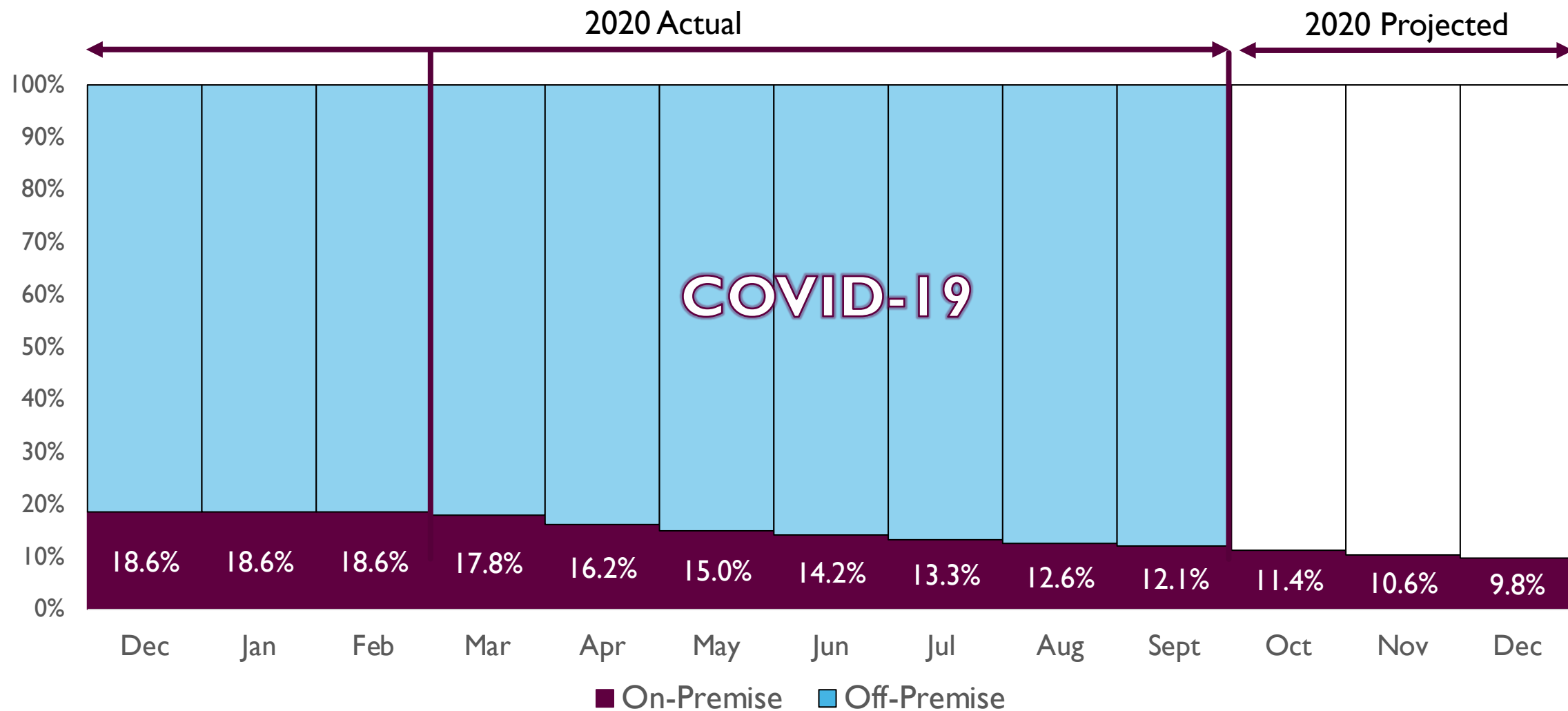
[November 4 to November 10, 2020]



All responses weighted by U.S. Census 18+  
Survey Dates: 11/4/2020 to 11/10/2020  
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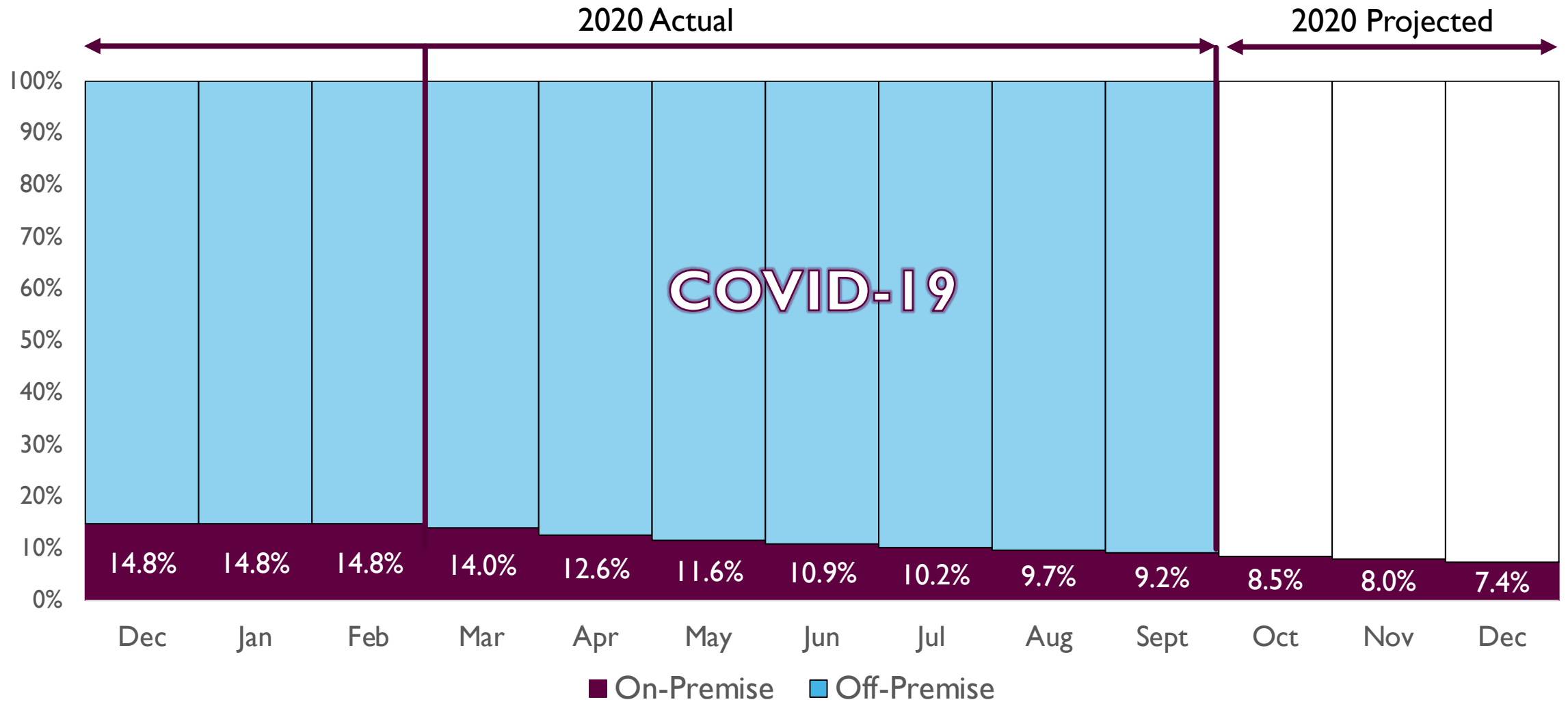


# SPIRITS SHARE BY PREMISE





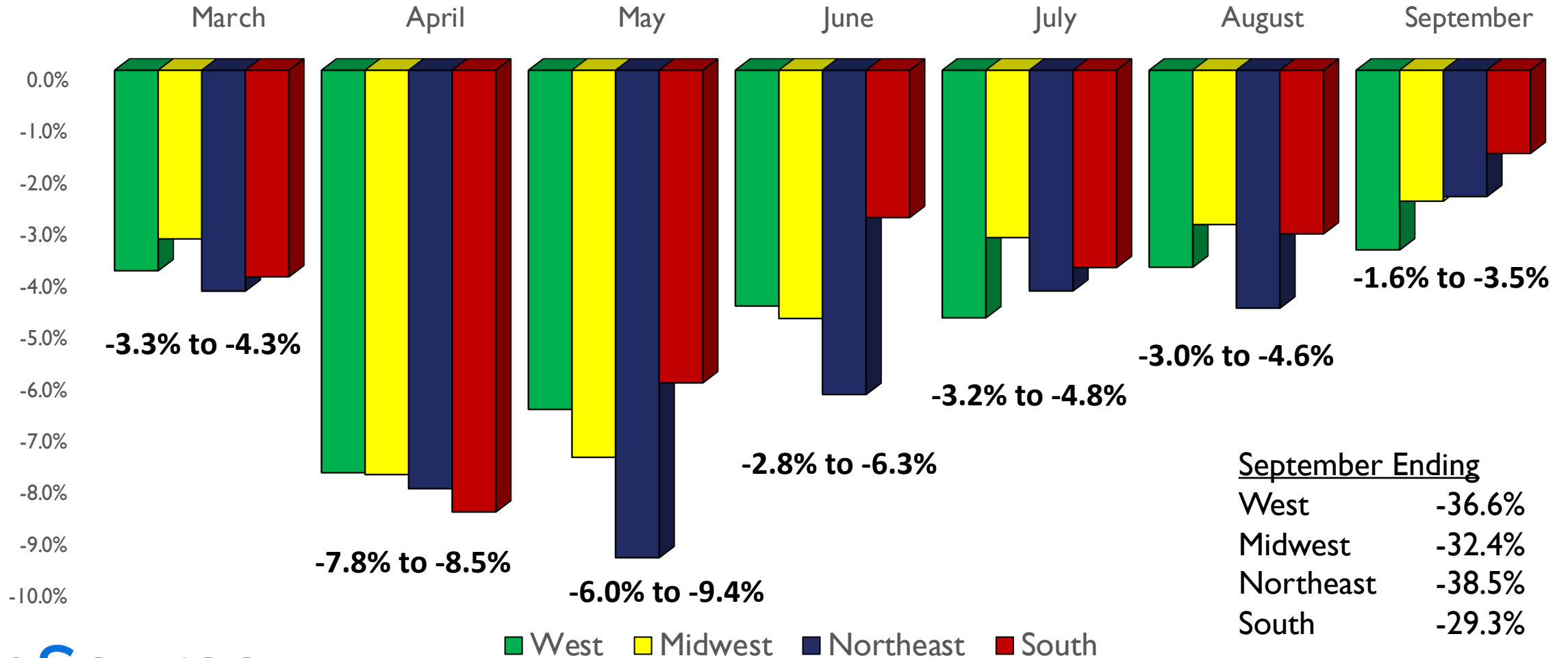
# WINE SHARE BY PREMISE





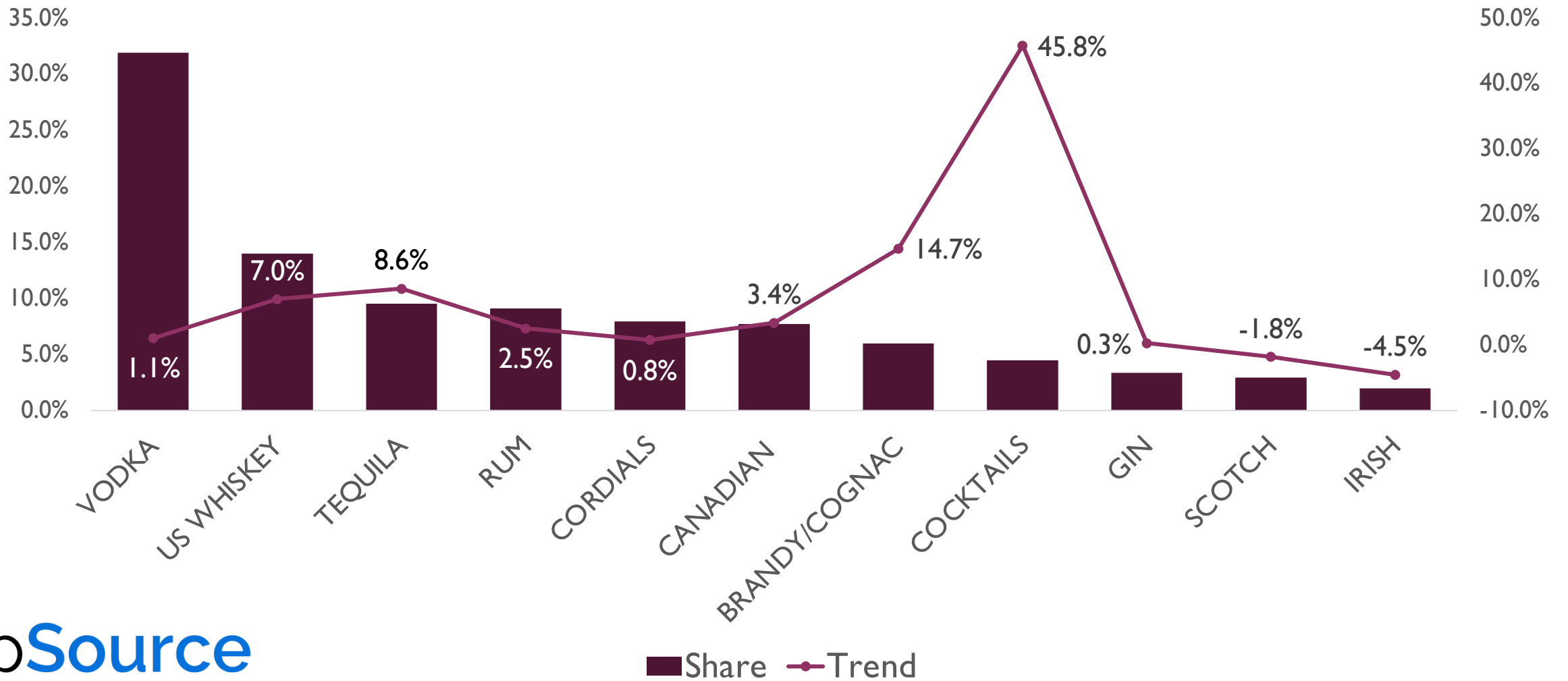
# REGIONAL DIFFERENCES EVIDENT

*12-Month Rolling On-Premise Percentage Point Change From Previous Month Wine & Spirits Combined*



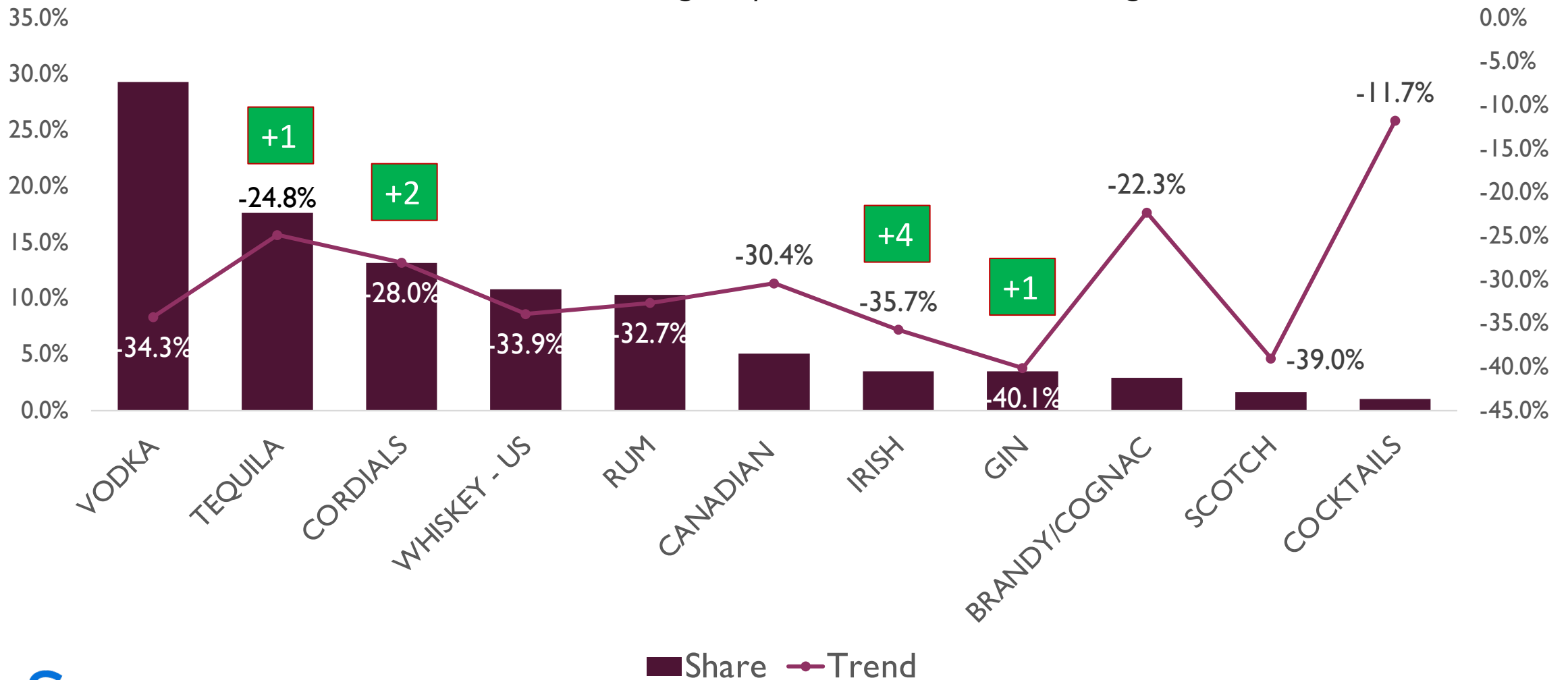
# SPIRITS BY CLASS

*12 Month Rolling September 2020 Ending*

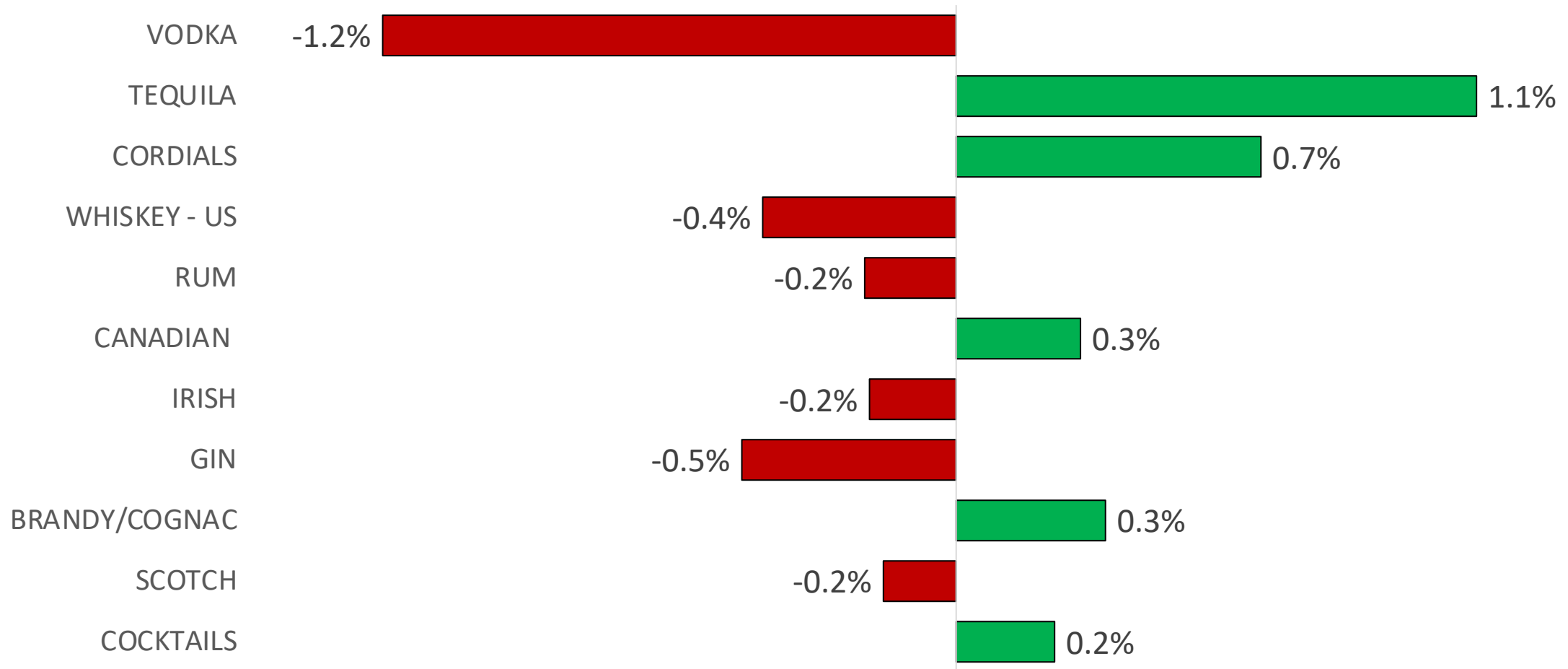


# SPIRITS BY CLASS ON-PREMISE ONLY

*12 Month Rolling September 2020 Ending*

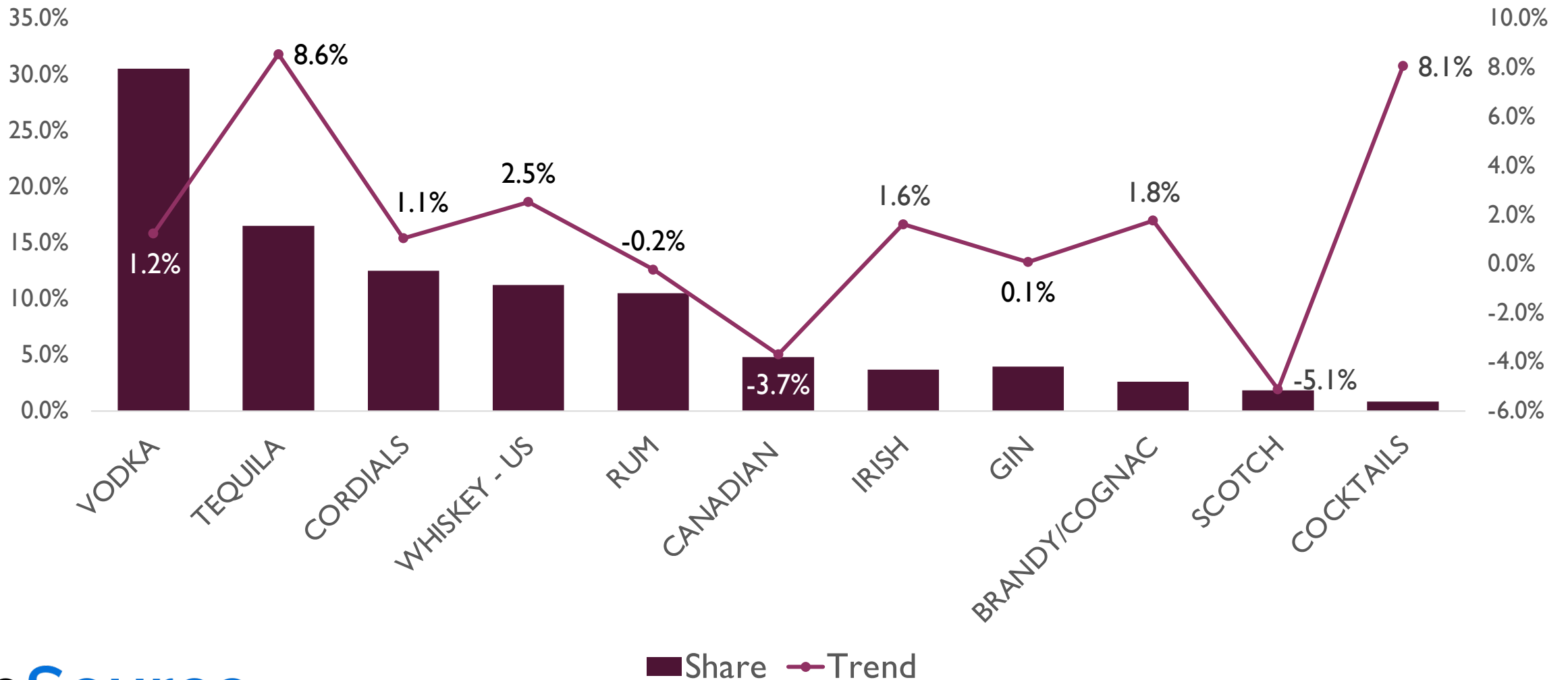


# ON-PREMISE SHARE CHANGE SINCE FEBRUARY



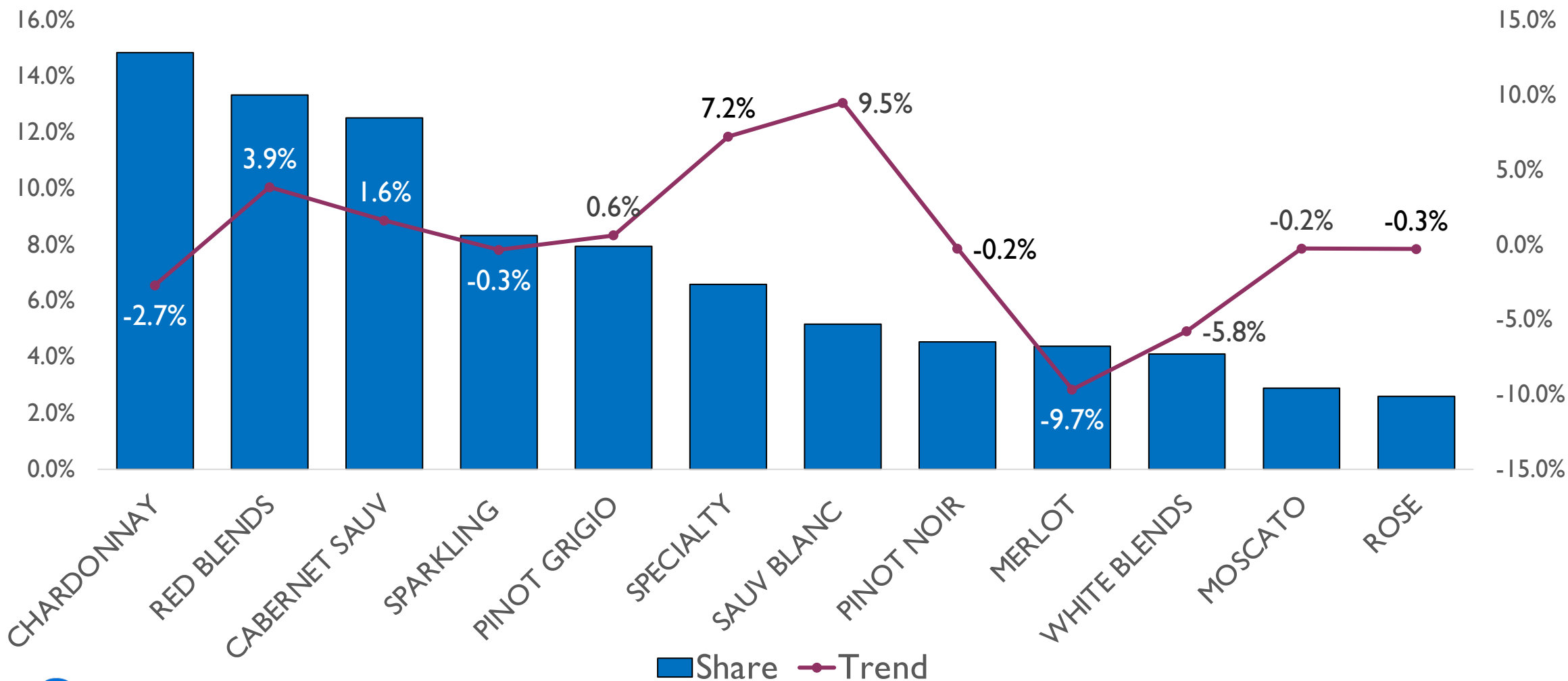
# SPIRITS BY CLASS ON-PREMISE ONLY PRE COVID

*12 Month Rolling February 2020 Ending*



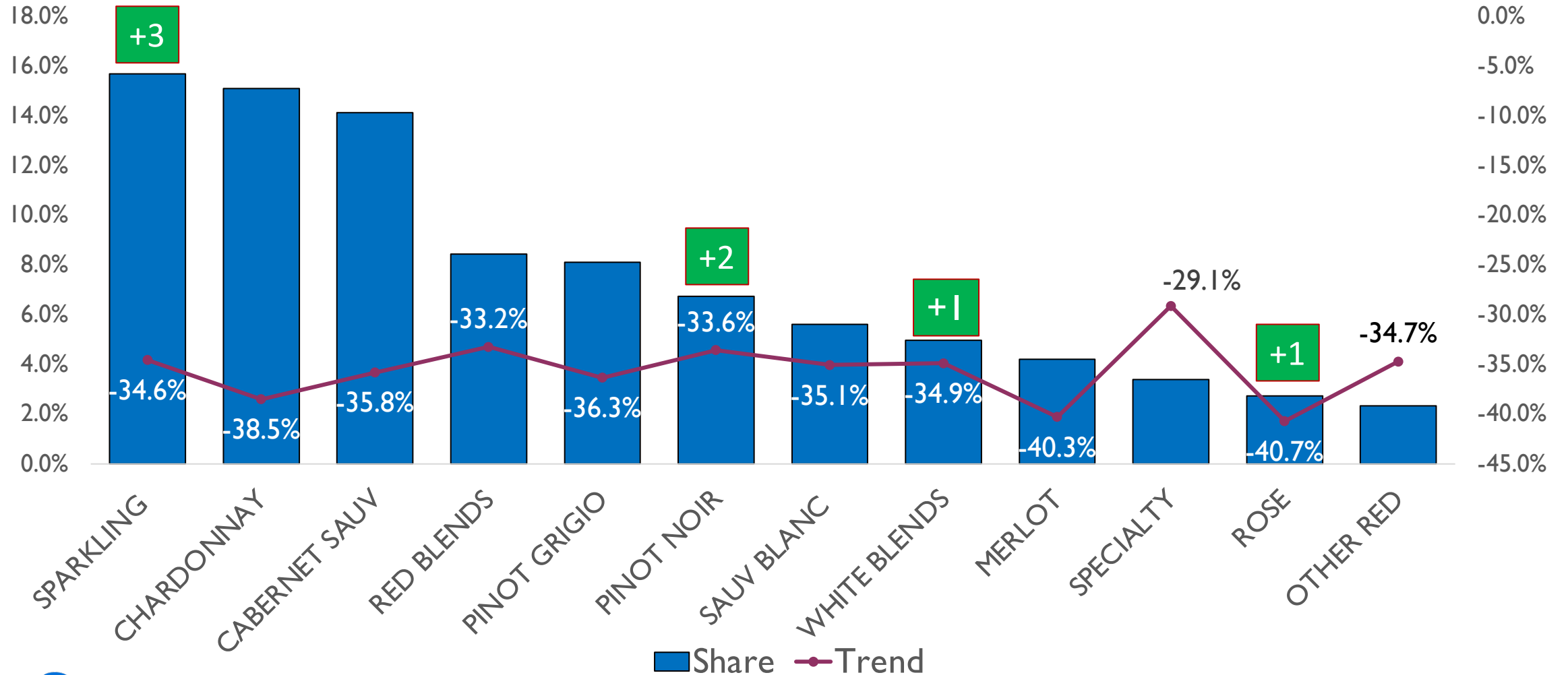
# WINE BY VARIETAL

*12 Month Rolling September 2020 Ending*



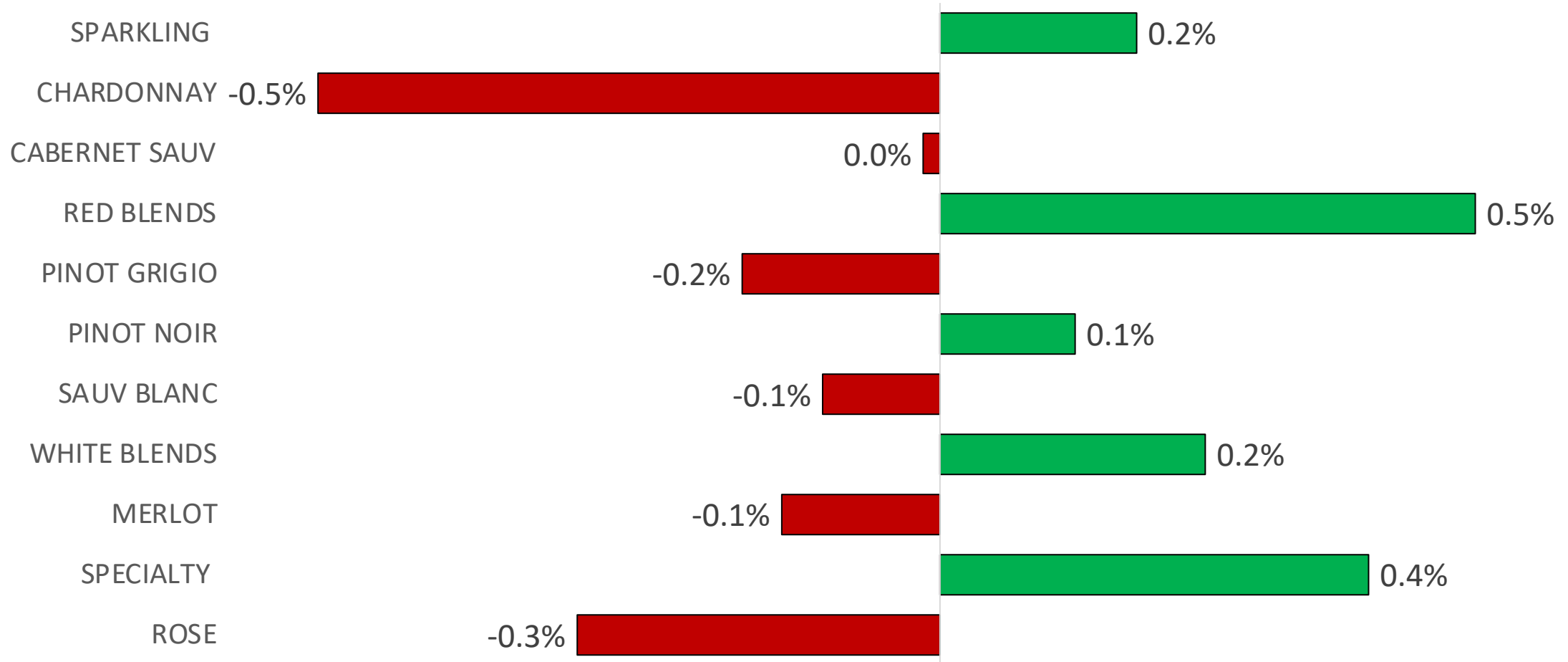
# WINE BY VARIETAL ON-PREMISE ONLY

*12 Month Rolling September 2020 Ending*



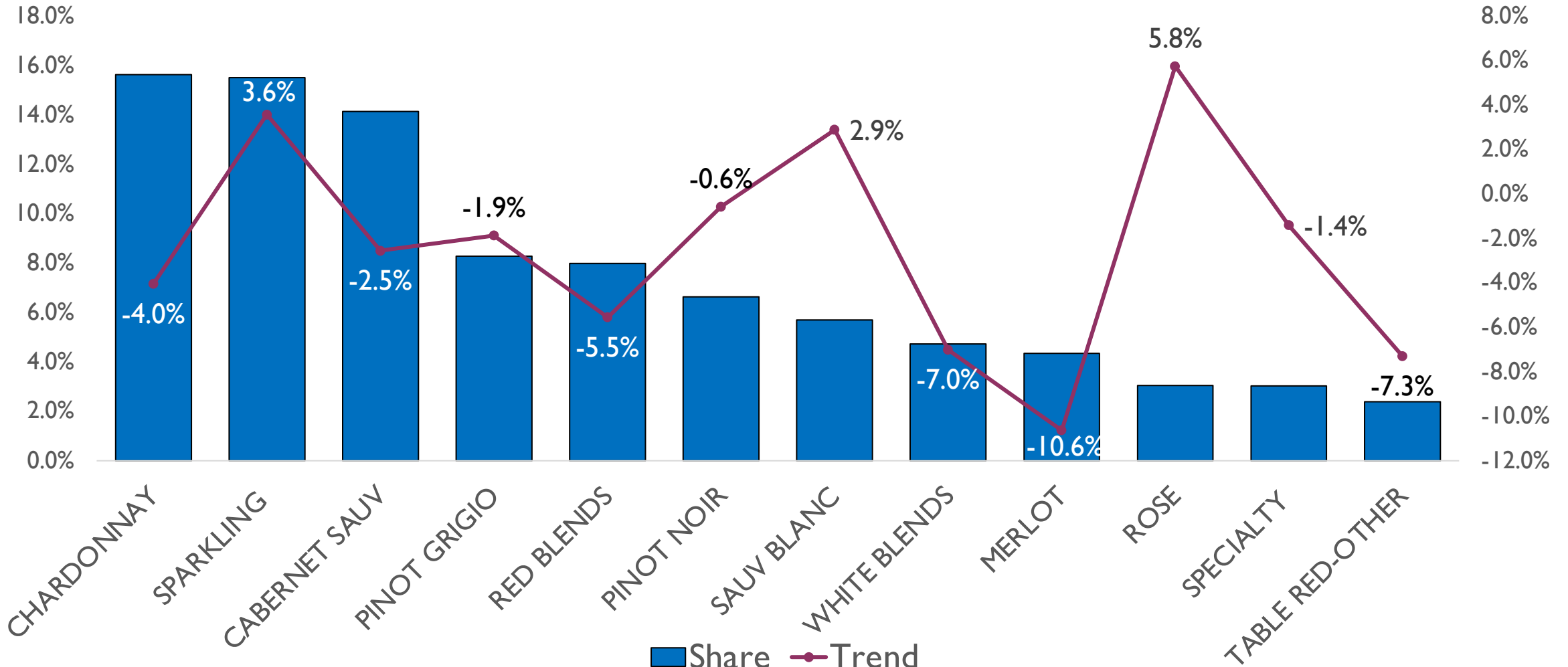


# ON-PREMISE SHARE CHANGE SINCE FEBRUARY



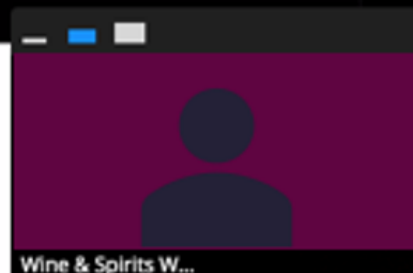
# WINE BY VARIETAL ON-PREMISE ONLY PRE COVID

*12 Month Rolling February 2020 Ending*



# KEY TAKEAWAYS

1. Wine & Spirit Categories are Resilient!
2. Regional Differences are Important
3. The Consumer Will Decide When We Re-open



# Q & A

UNFORTUNATELY, WE CAN ONLY ACCEPT WRITTEN QUESTIONS SUBMITTED THROUGH THE ZOOM APP.

PLEASE FIND THE "Q&A" BUTTON AT THE BOTTOM OF YOUR SCREEN TO BRING UP A CHAT BOX AND SUBMIT YOUR QUESTION.



# THANK YOU!

TO LEARN MORE ABOUT **SIPSOURCE**  
CONTACT NICOLE ANDERSON AT **NICOLE@WSWA.ORG**

**MEDIA INQUIRIES:** SEND FOLLOW UP QUESTIONS TO  
MICHAEL BILELLO AT **MICHAEL@WSWA.ORG**

INTERESTED IN **BECOMING A WSWA MEMBER?** CONTACT CATHERINE  
MCDANIEL AT **CATHERINE@WSWA.ORG**

