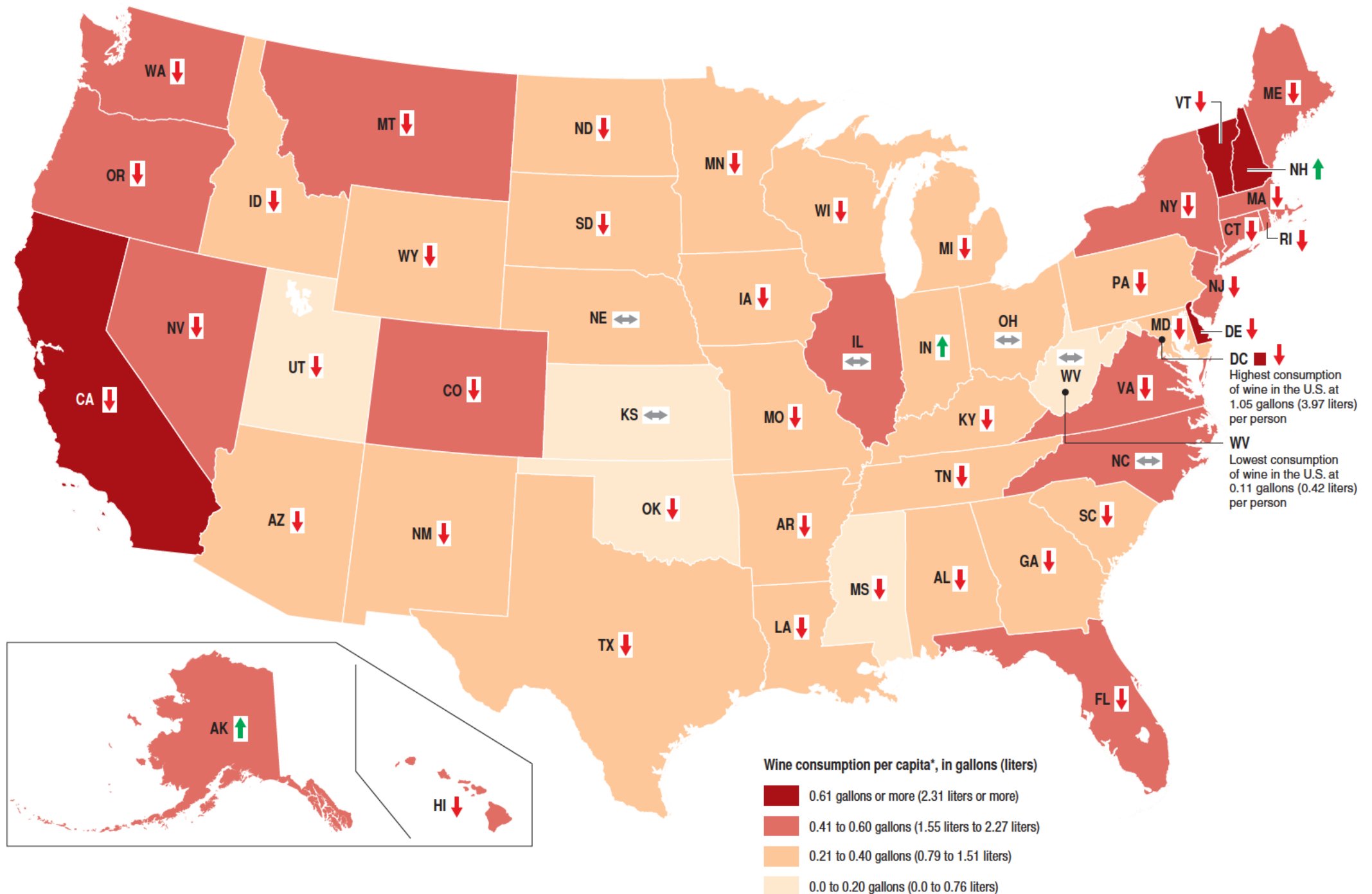


America's Wine Market...in the Dregs?

Unfortunately, wine consumption in America is in decline and facing strong competition from beer, and especially spirits. Of America's 50 states, only 20 (plus the District of Columbia) consumed more wine per person than the national average of 0.42 gallons (1.59 liters) per person. The U.S. regions sustaining America's wine market include the West, Pacific, and Northeast Regions, plus only Illinois in the Midwest, and Delaware, Virginia, North Carolina and Florida in the South. The District of Columbia, though not a state, led the nation in wine consumption at 1.05 gallons (3.97 liters) per person, followed by New Hampshire, Vermont, Delaware, and California. Perhaps the most concerning indicator, there were only three states – Alaska, Indiana, and New Hampshire – with an increase in wine consumption per capita from the previous year.



*In 2022, based on population ages 14 and older; trend arrow indicates change from previous year
 Source: National Institute on Alcohol Abuse and Alcoholism, *Surveillance Report #121* (published April 2024)