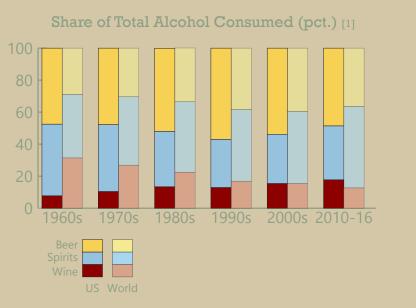
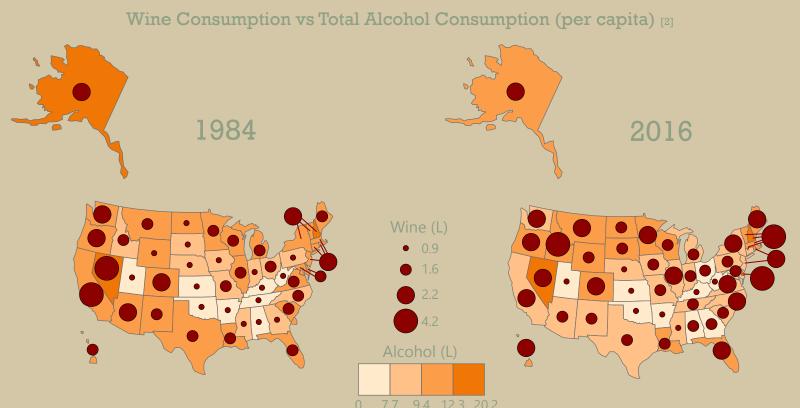
The Rise of Wine in America

Wine is the least popular alcohol in the world





but Americans are drinking more wine while drinking less total alcohol



The US now drinks the most wine in the world

American drank

In 2016, the average

13.7 bottles of wine

Share of 2016 World



The US drinks **9x more wine** today than in the 1930s

Wine Consumption [1] Australia Spain **Argentina** Russia UK China Germany The US drinks Italy 13.6% France of the world's US wine

The world drinks 2.5x less Per Capita Wine Conumption (L) [1] 12 10 8 6 4 US World Avg. 80s 50s 1930s 40s 60s 70s 90s 2000s 10-16

Wineries have grown even faster in the US and **Americans love their own** wine

Wineries in US (thousands) [3] 12 [11,496 8 4 424 1940 10 16

Origin of Wine Consumed in US (pct.) [1] **65%** of US wine consumed in the US is produced domestically **Italy** Australia Chile France New Zealand Argentina Spain Canada

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[2] - NIH, National Institute on Alcohol Abuse and Alcoholism, Surveillance Report #110 (2016)

Report #2 (1984) - https://pubs.niaaa.nih.gov/publications/surveillanceArchive/CONS84.pdf