

## Iowa Native Wine Production & Sales Report for the period ending 12/31/2016

By Craig Tordsen, February 2017

### Native Wine Inventory, Production and Sales

Native Wine Ending Inventory & Number of Wineries									
Winery Size in Gallons of Ending Inventory	Dec-14			Dec-15			Dec-16		
	# of Wineries	Ending Inventory by Winery Size	%	# of Wineries	Ending Inventory by Winery Size	%	# of Wineries	Inventory by Winery Size	%
No Inventory	1	0	0.0%	3	0	0.0%	5	0	0.0%
1 to 5,000	68	104,900	22.6%	73	110,728	23.6%	75	116,130	22.4%
5,000 to 10,000	17	114,375	24.6%	20	140,970	30.0%	17	129,029	24.9%
Over 10,000	12	244,729	52.7%	10	218,273	46.4%	12	272,437	52.6%
<b>Total</b>	<b>98</b>	<b>464,005</b>	<b>100.0%</b>	<b>106</b>	<b>469,972</b>	<b>100.0%</b>	<b>109</b>	<b>517,597</b>	<b>100.0%</b>

The December 2016 ending inventory of 109 wineries, of wine produced in Iowa, is 517,597 gallons, up 10 percent over a year earlier.

Native Wine Production & Sales For the Year Ending						
(In Gallons)						
	Dec-14		Dec-15		Dec-16	
Production	304,146		334,897		405,317	
Sales at Retail	117,556	43.7%	125,411	44.0%	132,731	42.7%
Sold to an Iowa Licensed Wholesaler	617	0.2%	0	0.0%	0	0.0%
Sold At Wholesale	150,920	56.1%	159,437	56.0%	178,073	57.3%
<b>Total Sales</b>	<b>269,092</b>	<b>100.0%</b>	<b>284,848</b>	<b>100.0%</b>	<b>310,803</b>	<b>100.0%</b>

For the year ending, total wine production is 405,317 gallons (a 20.2% increase over last year) and wine sales totaled 310,803 gallons (a 9.1 percent increase over last year). Wine sold in the winery is 42.7 percent and wine sold to retail outlets like grocery stores is 57.3 percent. No wine was sold to a licensed Iowa Wholesaler.

### Wine Tax Paid to the State of Iowa

Iowa Tax Paid on Native Wine Sold Outside of the Winery			
Year Ending	Dec-14	Dec-15	Dec-16
Gallons of Wine Sold to Retail Stores outside of the Winery	150,920	159,437	178,073
Gallons of Wine Sold to Licensed Wholesalers	617	0	0
<b>Total Wine Sold Subject to Iowa Wine Tax</b>	<b>151,537</b>	<b>159,437</b>	<b>178,073</b>
<b>Wine Taxes Paid to the State @ \$1.75/g</b>	<b>\$265,189</b>	<b>\$279,015</b>	<b>\$311,627</b>

Iowa Native Wineries paid \$311,627 in wine tax to the State of Iowa in 2016, an 11.7 percent increase over last year. Since 2004, Iowa Native Wineries have paid the state nearly \$2.4 million in wine tax.

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For more information, contact Craig Tordsen at 515-291-0966 or by email at [ctordsen@cablone.net](mailto:ctordsen@cablone.net)

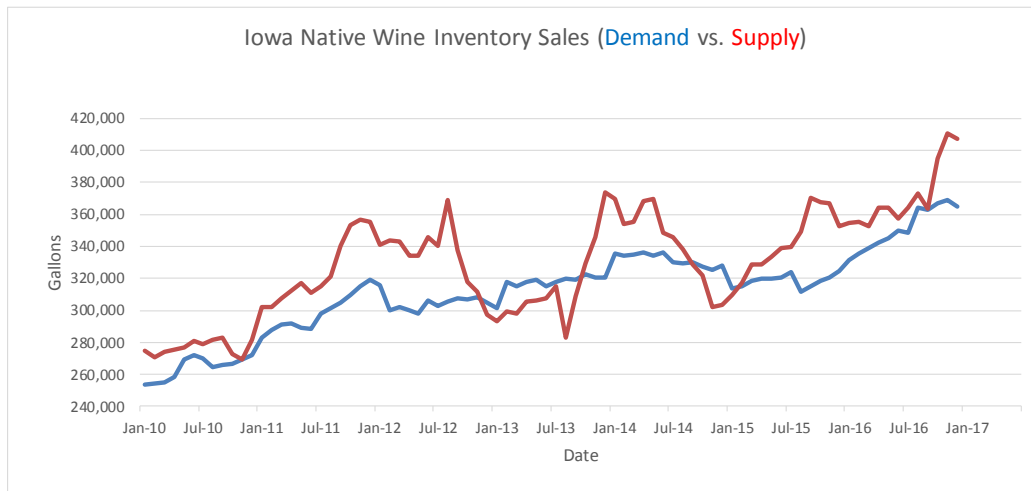
### Iowa Wine Consumption

Iowans purchased an estimated 4,478,045 gallons of wine from wholesale and 310,803 gallons from native Iowa wineries for the year ending December 2016 or 6.5 percent of the total sold. Iowa's estimated December 2016 population is 3,134,693 and consumes about 1.53 gallons of wine per person. The US average is 2.83 gallons of wine per person. (1)

(1) based upon Bureau of the Census estimated resident population. Per capita consumption will be higher if based on legal drinking age population.

### Native Wine Demand vs. Supply & Monthly Sales %

The chart below illustrates the growth of Iowa Native Wine supply (production) and demand (Sales including inventory adjustments) in gallons from January 2010 to December 2016.



### Winery Size Rankings by Ending Inventory, Production, Sales and Sample Percentage

The following is a ranking of Iowa wineries by 2016 ending inventory and 2016 Production, Sales and Sample %.

Percentage of Samples to Wine Sold		Production		Sales		Ending Inventory		Group
Percentage	Rank	Gallons	Rank	Gallons	Rank	Gallons	Rank	
5.6%	68	50,877	1	36,799	1	76,095	1	4
5.1%	72	35,528	3	29,097	3	27,273	2	4
6.4%	58	17,571	6	14,847	6	23,516	3	4
19.7%	11	10,291	11	938	51	20,584	4	4
6.3%	61	21,642	4	17,701	5	20,451	5	4
5.8%	65	11,595	9	7,405	10	18,533	6	4
15.7%	20	10,799	10	3,729	17	16,353	7	4
1.0%	89	19,069	5	20,560	4	15,561	8	4
1.2%	85	15,631	7	13,201	8	14,740	9	4
0.0%	91	5,462	18	5,302	14	13,260	10	4
1.1%	86	43,858	2	32,625	2	13,242	11	4
8.0%	50	5,373	20	978	48	12,828	12	4
6.4%	59	7,555	14	4,467	16	9,774	13	3
10.6%	35	3,112	28	1,958	33	9,363	14	3

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Percentage of Samples to Wine Sold		Production		Sales		Ending Inventory		Group
Percentage	Rank	Gallons	Rank	Gallons	Rank	Gallons	Rank	
0.0%	92	3,722	26	2,760	25	9,360	15	3
17.0%	16	2,441	32	1,019	47	8,953	16	3
2.7%	78	14,545	8	13,259	7	8,884	17	3
1.1%	87	2,030	36	2,018	31	8,813	18	3
14.6%	22	5,456	19	4,509	15	8,344	19	3
6.8%	57	0	95	3,391	18	7,976	20	3
5.6%	67	5,908	16	5,420	13	7,538	21	3
16.6%	17	5,752	17	973	50	7,303	22	3
25.7%	6	2,000	37	474	65	7,016	23	3
0.0%	93	4,268	22	3,128	21	6,656	24	3
6.2%	62	2,155	34	2,163	30	6,155	25	3
8.1%	47	10,112	12	7,969	9	5,980	26	3
5.3%	71	8,359	13	6,662	11	5,862	27	3
6.3%	60	3,998	23	2,822	23	5,733	28	3
15.9%	19	954	52	643	59	5,396	29	3
12.1%	31	3,654	27	1,260	39	4,793	30	2
2.7%	77	455	76	1,227	41	4,775	31	2
8.6%	44	3,967	24	2,861	22	4,682	32	2
5.3%	70	2,560	31	2,810	24	4,677	33	2
2.7%	76	311	82	875	53	4,376	34	2
0.0%	94	0	102	0	102	4,229	35	2
8.9%	43	3,000	30	1,969	32	3,987	36	2
10.2%	37	685	62	1,227	40	3,955	37	2
1.6%	82	800	57	842	54	3,908	38	2
0.0%	95	1,514	43	2,509	28	3,537	39	2
0.0%	96	1,030	51	1,435	36	3,516	40	2
13.5%	25	1,828	40	1,073	46	3,339	41	2
5.9%	64	1,325	46	3,247	19	3,295	42	2
6.0%	63	2,040	35	1,125	45	3,078	43	2
0.0%	97	0	99	211	83	2,999	44	2
3.9%	74	761	58	1,200	42	2,673	45	2
13.3%	27	0	100	75	94	2,662	46	2
0.0%	98	0	103	0	103	2,539	47	2
8.5%	46	3,796	25	3,142	20	2,525	48	2
59.2%	2	0	101	58	96	2,377	49	2

Percentage of Samples to Wine Sold		Production		Sales		Ending Inventory		Group
Percentage	Rank	Gallons	Rank	Gallons	Rank	Gallons	Rank	
23.7%	7	500	73	183	87	2,249	50	2
3.6%	75	155	88	141	89	2,223	51	2
10.8%	34	1,870	38	618	61	2,039	52	2
2.5%	79	2,314	33	2,255	29	1,998	53	2
9.9%	38	1,444	44	787	55	1,988	54	2
9.6%	42	636	64	348	73	1,902	55	2
13.4%	26	0	97	318	76	1,870	56	2
2.4%	80	821	56	116	92	1,849	57	2
21.9%	8	1,231	48	767	56	1,841	58	2
5.7%	66	614	66	470	66	1,742	59	2
0.0%	99	0	96	2,571	27	1,695	60	2
8.0%	49	202	86	889	52	1,225	61	2
9.7%	41	1,862	39	634	60	1,206	62	2
10.3%	36	671	63	974	49	1,199	63	2
2.2%	81	452	77	323	75	1,081	64	2
9.7%	40	541	71	330	74	988	65	2
20.5%	10	524	72	206	84	982	66	2
4.7%	73	487	74	585	62	930	67	2
17.1%	15	1,044	50	287	78	839	68	2
12.9%	29	689	61	457	67	811	69	2
21.1%	9	869	53	385	71	805	70	2
1.0%	88	570	68	493	64	735	71	2
16.5%	18	1,713	41	1,365	37	712	72	2
0.0%	100	60	93	58	95	705	73	2
28.6%	5	859	54	242	81	627	74	2
1.4%	83	4,650	21	1,584	34	623	75	2
8.6%	45	220	85	286	79	610	76	2
19.6%	12	382	79	434	68	532	77	2
5.6%	69	1,403	45	1,192	43	531	78	2
43.2%	3	463	75	42	97	515	79	2
7.7%	51	844	55	728	57	489	80	2
7.6%	52	6,556	15	5,957	12	487	81	2
0.0%	101	6	94	23	99	482	82	2
0.0%	102	315	81	0	101	443	83	2
7.0%	55	554	70	206	85	417	84	2
8.1%	48	400	78	297	77	414	85	2
13.1%	28	690	60	400	70	391	86	2
18.6%	13	1,518	42	1,272	38	386	87	2
11.9%	32	344	80	252	80	359	88	2
7.0%	56	0	98	229	82	357	89	2

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Percentage	Rank	Gallons	Rank	Gallons	Rank	Gallons	Rank	
11.7%	33	3,097	29	2,587	26	346	90	2
7.4%	54	565	69	721	58	345	91	2
0.0%	103	0	104	0	104	343	92	2
14.3%	24	110	91	41	98	279	93	2
9.9%	39	630	65	535	63	251	94	2
12.4%	30	193	87	173	88	243	95	2
7.5%	53	734	59	430	69	226	96	2
0.0%	104	600	67	383	72	217	97	2
15.3%	21	138	90	133	90	186	98	2
1.3%	84	1,080	49	1,472	35	182	99	2
111.1%	1	67	92	9	100	115	100	2
17.2%	14	248	83	110	93	95	101	2
35.4%	4	224	84	194	86	26	102	2
14.5%	23	147	89	117	91	2	103	2
0.3%	90	1,235	47	1,180	44	0	104	1
0.0%	105	0	105	0	105	0	105	1
0.0%	106	0	106	0	106	0	106	1
0.0%	107	0	107	0	107	0	107	1
0.0%	108	0	108	0	108	0	108	1
New Winery in 2016								

If you know your ending inventory for December 2016, you will be able to identify your wineries ranking by Production and Sales and percentage of wine used as samples.