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WINE CONSUMPTION AND IMPORTS

by

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Outline

This paper represents Part II of a study whose tentative title and outline is:

THE MICHIGAN WINE AND GRAPE INDUSTRY IN THE CONTEXT OF NATIONAL PRODUCTION AND CONSUMPTION TRENDS

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Part I Acreage and Production By Ken Nye, Michigan Farm Bureau	
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The bibliography which accompanies Part II in the present paper will undergo considerable revision before it appears as part of the larger study.

Part II

A.. Definitions

- Wine: The naturally fermented juice of grapes, fruit or rice.
- Domestic Wine: U.S. produced wine.
- Imported Wine: Various approaches to recording the quantity and value of wine imports are presented in Table II-23. In 1975, five European countries (Italy, France, Germany, Portugal and Spain) accounted for 60% of the world's wine production, 65% of the world's wine export trade and over 90% of all U.S. wine imports.
- Still Wine: Non-effervescent wine including dessert and table wines.
- Other Special Natural Wines: Wine made of fruit other than grapes or fruit and grape blends, containing no added alcohol or other spirits.

There are four major types of wine:

1. Table Wine - having an alcoholic content not in excess of 14% by volume. Imported sake (rice) wine is classified as table wine as is certain U.S. produced and imported "other special natural" wines known to contain not over 14% alcohol by volume (examples are imported Japanese plum wine and Spanish sangria).
2. Dessert Wine - having an alcoholic content not in excess of 24% by volume but in excess of 14% by volume. Note that although many of the dessert wines (including madeira, muscatel, port, etc.) tend to be sweeter than most table wines - the fundamental distinction is made in terms of alcohol content - not sweetness. Certain U.S. produced and imported "other special natural" wines are placed in this category.
3. Sparkling Wines and Champagne (Effervescent) - includes wines made effervescent by natural fermentation in a closed container (sparkling), by secondary fermentation in a bottle or closed container of not more than one gallon capacity (champagne) or by simply charging a still wine with carbon dioxide to the desired pressure (carbonated wine).
4. Vermouth - aperitif wine having an alcoholic content of not less than 15% by volume, compounded from grape wine, containing added brandy or alcohol and flavored with herbs and other natural aromatic flavoring materials.

B. Presentation and Interpretation of Data

Most of the presentation in Part II will be in the form of tables.

Greatest attention is focused upon table wines because of the prominent role they have come to play in the industry. In 1960 only 30% of all wine consumed in the U.S. was table wine. By 1970 this percentage had grown to 50 and by 1980 it is expected that 80% of U.S. wine consumption will be of this type.

Imported table wine data is provided in considerable detail. As Tables II-32 and II-33 indicate, imports are the fastest growing component of wine marketed in Michigan.

Accounting procedures used by those monitoring the flow of wine into or between federal, state or metropolitan boundaries differ so care is required when interpreting data. Generally it can be said that the tables in this section are more useful for showing trends and relationships between regional, state and metropolitan markets than they are for indicating precise levels of consumption during a given calendar or fiscal year.

The East North Central census region (Michigan, Ohio, Indiana, Illinois, and Wisconsin) corresponds well to the marketing region for Michigan wines. Comparisons between the 9 U.S. census regions (see map II - 1) are used to show how this market "measures up" relative to other areas in the United States.

C. National and Regional Consumption and Imports

1976 has been a record setting year for U.S. consumption of both table wines (setting a new high) and dessert wines (attaining the lowest level in the twenty years for which we have comparable data). A summary of 1975 - 1976 domestic and imported wine activity is presented in Tables II-1 and II-2.

Table II-3 to II-6 are intended to demonstrate table wine consumption, population and income trends by regions. Perhaps the most interesting observation to be had from Tables II-7 and II-8 is the relationship between still wine producing regions and their respective levels of table wine consumption.

Table II-9 charts consumer table wine preferences over time.

Table II-10 provides selected wholesale price indexes, wine consumption and expenditure indexes and an index of wine advertising expenditures. Note that imported table wine has increased less in price than domestic red table or dessert wines - explaining in part the table wine import boom. Increased transatlantic transportation cost, not included in the table, would serve to narrow import vs. domestic index differences. Note also that increases in the advertising expenditures index follow quite well the index of consumer expenditures on wine.

Table wine import data and data sources are furnished in Tables II-11 to II-23. Tables II-24 and II-25 display how average consumer prices for table wine might be arrived at using U.S. import statistics, a hypothetical state tax rate of \$.45 a gallon and alternative total markups of 100% and 125%.

Table II-26 gives 1975 population, case sales and per capita case sales in metropolitan areas located within the market for Michigan wines (see map II-2). Note that while these metro areas held 40% of the population of the entire East North Central Census region - they consumed 59% of the table wine, 56% of the dessert wine and 75.7 % of all champagne and sparkling wine.

Tables II-28 to II-30 compare Michigan, East North Central and national trends. Note that Michigan has gradually increased its consumption of dessert wine - counter to national and regional tendencies.

The explanation for this rise is to be found in Michigan law. Since 1937 all wines in Michigan over 16% in alcoholic content have been classified as hard liquor. Standard dessert wines (ranging from 17 to 20 per cent) have been subject to stricter state control, - particularly at the retail level. This has prompted wineries in Ohio, New York and California to create a class of "light" (15 to 16 per cent) dessert wines tailor made for the Michigan market.

Michigan wineries have had an even stronger inducement to produce wines not in excess of 16%. Only these wines can qualify for a reduction of the state excise tax from 50 cents to 4 cents per gallon provided they are made at least 75% of Michigan-grown grapes for which the winery has paid the grower at least \$100 a ton ^{1/} (originally \$55 a ton in 1937, then \$85 a ton in 1966).

Given shifting consumer preferences toward lighter wines - it is almost certain that without these restrictions placed on the sale of "heavy" dessert wine - Michigan would show total dessert wine consumption trends more in line with those observed regionally and nationally. The share of dessert wines in total wines marketed in Michigan has, despite the special provisions, dropped considerably.

Table II-31 shows that Michigan, 21st among states and Washington, D.C. in per capita wine consumption, maintains per capita consumption above the national average only in the "dessert" wine category.

Tables II-32 and II-33 emphasize the dramatic decline in Michigan wines sold in Michigan. We would have to extend the time horizon all the way back to the early post - prohibition years (1934 - 1938) to find a period when Michigan wineries entered less total gallonage into Michigan marketing channels than in 1976.

Michigan vinters decreasing share of the home market from 50% in 1964 to 8% in 1976 is thought to be due to:

1. A rapidly increasing demand for drier vinifera and French hybrid based table wines.
2. The availability of competitively priced, expertly promoted, domestic and imported wines to satisfy this demand.
3. The unfavorable image of Michigan wines held by Michigan consumers.
4. The lack of uniform standards by which the consumer can judge quality prior to the opening of the bottle.

Two legal issues to consider are:

1. The public pressure to raise the drinking age in Michigan from 18 to 20 with the objective of reducing alcohol abuse in the high school and on the highways.
2. In 1974 and 1976 attempts were made to pass a bill in the U.S. Congress requiring states to treat wines produced outside their boundaries the same for tax purposes as wines produced locally.

^{1/} See Section 16 A of the Michigan Liquor Control Act (1972)

If such a proposal became law - Michigan vinters would lose their 46¢ state excise tax advantage.

Despite past trends and current uncertainties we believe that the Michigan wine industry can compete favorably with out-of-state products - even without a state tax advantage.

The immediate marketing region for Michigan wines is the East North Central Region. Table II-7 reveals that this area has the largest population and greatest amount of personal income of all the nine U.S. census regions. Per capita consumption rates remain low relative to the rest of the country - indicating great potential for market development.

The key to sharing in this expansion appears to lie in the improvement of the varietal base of the states' vineyards. Faced with similar conditions to those found in Michigan, the Wine Council of Ontario reported in a January, 1976 publication that it had "made a three year commitment in co-operation with the Federal Department of Agriculture and the Grape Grower's Marketing Board to undertake viticultural research to improve the quality of the grapes grown in Ontario. The total project is funded at \$170,000, of which the Wine Council of Ontario's share will be \$75,000". 1/

The Ontario Ministry of Agriculture and Food has initiated a program of long-term support to grape growers. "This commitment calls for a schedule of replanting to improve the industry as a whole. Guaranteed bank loans will enable those growers who have the land and climate, the know-how and desire to switch from labrusca grapes to the French hybrids now in demand." 2/

As Leon D. Adams, founder of the Wine Institute in California, wrote in The Wines of America:

"The fruit belt of Michigan is as capable, climatically speaking, of producing fine wines as most of the other viticultural districts east of the Rockies, including even the justly famous Finger Lakes region of New York. But until very recently, the Michigan wineries never tried".

1/ "Ontario Wine and Grape Industry", Wine Council of Ontario.

2/ Official policy statement appearing in Agrologist, Vol. 4/4, Autumn 1975

TABLE II - 1

DOMESTIC WINE ENTERING CONSUMPTION CHANNELS, 1975-1976, (000's GALLONS)

	1976	1975	% Change 1975-76
Table	181,981	173,511	4.9
Dessert	58,531	65,157	-10.2
Sparkling	19,209	81,441	4.2
Vermouth	5,220	5,271	-1.0
Other Special			
Natural Wines:			
14% alcohol and under	40,976	45,901	-10.7
over 14% alcohol	11,993	10,918	9.8
sparkling	9	22	-59.1
TOTAL	317,919	319,221	-0.4

IMPORTED WINE ENTERING CONSUMPTION CHANNELS, 1975-1976, (000's GALLONS)

	1976	1975	% Change 1975-76
Table ^{1/}	48,692	39,844	22.2
Dessert	3,250	2,914	11.5
Sparkling	2,559	1,928	32.7
Vermouth	4,017	4,278	-6.1
TOTAL	58,518	48,964	19.5

TABLE II - 2

TOTAL DOMESTIC AND IMPORTED WINE ENTERING CONSUMPTION CHANNELS (000's GALLONS)

	1976	1975	% Change 1975-76
Table ^{2/}	271,649	259,256	4.8
Dessert	73,774	78,989	-6.6
Sparkling	21,777	20,391	6.8
Vermouth	9,237	9,549	-3.3
TOTAL	376,437	368,185	2.2

^{1/} Includes Spanish Sangria as well as rice or sake wine, hence 1975 total table wine import figure is larger than that found on Table II - 1

^{2/} Includes other special natural wines less than 14% alcohol

SOURCE: "Wine and Spirits Marketing Bulletin", U.S. News & World Report, March, 1977, page 3

CENSUS REGIONS AND GEOGRAPHIC DIVISIONS OF THE UNITED STATES

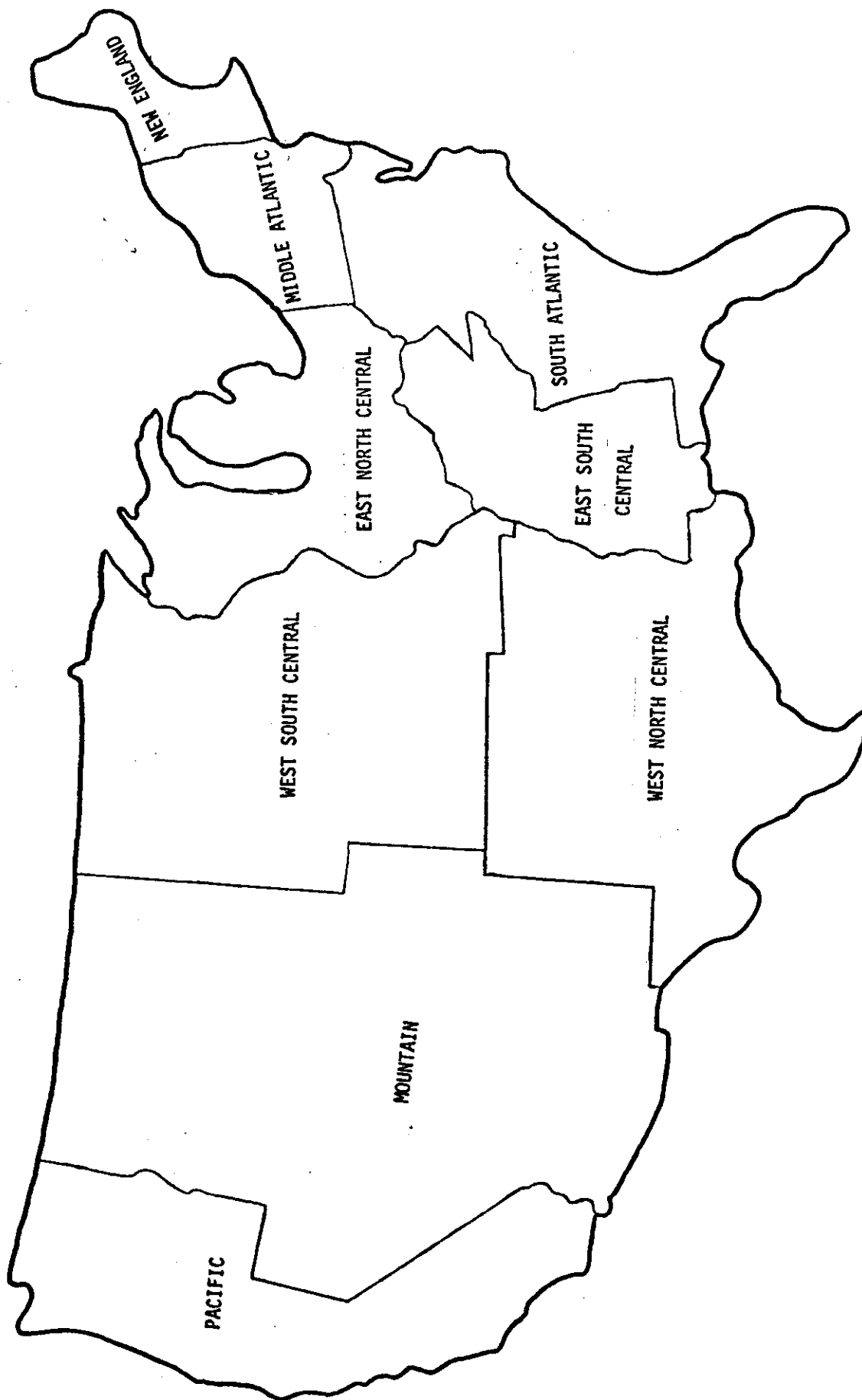


TABLE II - 3
U.S. REGIONAL CONSUMPTION OF TABLE WINES (IN CASES) BY CALENDAR YEAR 1/

YEAR	NEW ENGLAND	EAST		WEST		SOUTH ATLANTIC	EAST		WEST		MOUNTAIN	PACIFIC	TOTAL U.S.
		MIDDLE ATLANTIC	NORTH CENTRAL	NORTH CENTRAL	SOUTH CENTRAL		SOUTH CENTRAL	SOUTH CENTRAL					
1956	1,007,804	4,126,373	2,473,236	494,987	1,144,230	189,185	663,836	397,861	4,026,884	14,524,396			
1957	965,606	4,106,872	2,490,259	498,176	1,190,400	186,005	622,503	418,274	4,073,014	14,551,109			
1958	933,689	4,167,866	2,379,073	480,142	1,282,505	173,736	666,862	431,125	4,358,246	14,870,244			
1959	964,955	4,115,386	2,211,628	498,356	1,245,493	154,837	721,960	482,870	4,745,105	15,140,590			
1960	1,014,040	4,222,533	2,345,593	471,494	1,207,522	162,970	709,693	493,929	5,757,797	16,385,571			
1961	1,046,055	4,317,974	2,542,047	491,057	1,287,427	166,740	850,075	559,875	6,296,471	17,557,721			
1962	1,085,219	4,507,151	2,587,028	498,665	1,327,018	176,952	833,972	559,313	6,636,624	18,211,942			
1963	1,101,705	4,569,163	2,755,801	526,315	1,477,067	177,779	1,077,949	609,939	7,362,766	19,658,482			
1964	1,140,739	4,984,893	3,008,156	570,421	1,651,383	174,777	1,318,726	672,768	8,039,063	21,560,926			
1965	1,109,420	5,072,677	3,148,883	595,544	1,740,921	193,832	1,371,413	751,008	8,711,974	22,694,672			
1966	1,205,037	5,321,077	3,462,953	656,758	2,088,038	287,046	1,393,931	837,967	8,868,325	24,121,132			
1967	1,327,434	5,546,346	3,921,496	724,707	2,370,827	281,323	1,576,242	961,117	9,828,026	26,537,518			
1968	1,440,120	5,768,390	4,196,349	800,256	2,553,153	312,213	1,745,263	1,119,092	11,261,077	29,195,913			
1969	1,763,238	6,733,386	5,288,265	908,240	3,674,571	386,435	1,768,417	1,327,176	14,191,581	36,041,309			
1970	2,197,262	7,797,312	6,958,605	1,281,561	5,087,233	509,998	2,700,801	1,761,507	16,682,001	44,976,280			
1971	3,735,713	10,294,749	8,994,137	1,859,692	6,901,691	906,079	3,633,863	2,533,017	19,090,683	57,949,624			
1972	4,059,132	12,969,665	10,687,710	2,445,497	9,063,228	1,303,703	4,148,123	3,191,966	21,554,341	69,424,365			
1973	4,470,439	13,642,341	11,543,477	2,653,153	10,482,617	1,481,462	4,193,973	3,601,916	23,372,140	75,441,518			
1974	4,533,920	13,809,244	11,569,836	2,739,248	10,345,628	1,975,079	4,204,431	3,789,986	24,590,857	77,558,229			
1975	4,895,530	14,682,699	12,208,188	3,054,508	11,551,416	2,145,918	4,513,176	4,226,041	25,902,836	83,180,312			

1/ Source: The Wine Marketing Handbook, 1 case equals approx. 2.4 gallons

TABLE 11-4
U.S. REGIONAL CONSUMPTION OF TABLE WINES
REGIONAL CASE CONSUMPTION AS % OF TOTAL U.S. TABLE WINE CONSUMPTION
FOR GIVEN CALENDAR YEAR¹

Total may not equal 100 because of rounding

YEAR	NEW ENGLAND		MIDDLE ATLANTIC		EAST NORTH CENTRAL		WEST NORTH CENTRAL		SOUTH ATLANTIC		EAST SOUTH CENTRAL		WEST SOUTH CENTRAL		MOUNTAIN		PACIFIC		TOTAL U.S.	
1956	6.9	28.4	17.0	3.4	7.9	1.3	4.6	2.7	2.7	8.2	1.2	4.5	2.9	2.9	29.3	27.7	99.9			
1957	6.6	28.2	17.1	3.4	8.2	1.3	4.3	2.9	2.9	8.6	1.2	4.5	2.9	2.9	28.0	28.0	100.0			
1958	6.3	28.0	16.0	3.2	8.6	1.2	4.8	3.2	3.2	8.2	1.0	4.8	3.2	3.2	31.3	31.3	100.0			
1959	6.4	27.2	14.6	3.3	7.4	1.0	4.3	2.9	2.9	8.2	1.0	4.3	3.0	3.0	35.1	35.1	100.0			
1960	6.2	25.8	14.3	2.9	7.3	.9	4.8	2.8	2.8	7.3	.9	4.8	3.2	3.2	35.9	35.9	100.0			
1961	6.0	24.6	14.5	2.8	7.3	1.0	4.6	2.7	2.7	7.3	1.0	4.6	3.1	3.1	36.4	36.4	100.0			
1962	6.0	24.7	14.2	2.7	7.5	.9	5.5	2.7	2.7	7.5	.9	5.5	3.1	3.1	37.5	37.5	100.0			
1963	5.6	23.2	14.0	2.7	7.7	.8	6.1	2.7	2.7	7.7	.8	6.1	3.1	3.1	37.3	37.3	100.0			
1964	5.3	23.1	13.9	2.6	7.7	.8	6.0	2.6	2.6	7.7	.8	6.0	3.3	3.3	38.4	38.4	100.0			
1965	4.9	22.4	13.9	2.6	8.6	1.2	5.8	2.7	2.7	8.6	1.2	5.8	3.5	3.5	36.8	36.8	100.1			
1966	5.0	22.1	14.4	2.7	8.9	1.1	5.9	2.7	2.7	8.9	1.1	5.9	3.6	3.6	37.0	37.0	99.9			
1967	5.0	20.9	14.8	2.7	8.7	1.1	6.0	2.7	2.7	8.7	1.1	6.0	3.8	3.8	38.6	38.6	100.0			
1968	4.9	19.8	14.4	2.7	10.2	1.1	4.9	2.5	2.5	10.2	1.1	4.9	3.7	3.7	39.4	39.4	100.1			
1969	4.9	18.7	14.7	2.5	11.3	1.1	6.0	2.8	2.8	11.3	1.1	6.0	3.9	3.9	37.1	37.1	99.9			
1970	4.9	17.3	15.5	3.2	11.9	1.6	6.3	3.2	3.2	11.9	1.6	6.3	4.4	4.4	32.9	32.9	100.0			
1971	6.4	17.8	15.5	3.5	13.0	1.9	6.0	3.5	3.5	13.0	1.9	6.0	4.6	4.6	31.0	31.0	100.0			
1972	5.9	18.7	15.4	3.5	13.9	2.0	5.6	3.5	3.5	13.9	2.0	5.6	4.8	4.8	31.0	31.0	100.1			
1973	5.9	18.1	14.9	3.5	13.9	2.6	5.4	3.5	3.5	13.9	2.6	5.4	4.9	4.9	31.7	31.7	100.0			
1974	5.9	17.8	14.9	3.7	13.9	2.6	5.4	3.7	3.7	13.9	2.6	5.4	5.1	5.1	31.1	31.1	100.0			
1975	5.9	17.6	14.7	3.7	13.9	2.6	5.4	3.7	3.7	13.9	2.6	5.4	5.1	5.1	31.1	31.1	100.0			

¹ Source: The Wine Marketing Handbook

TABLE II - 5
POPULATION (000's) : 21 YEARS AND OVER

Year	New England	Middle Atlantic	East		South Atlantic		East South Central		West South Central		Mountain Pacific	U.S.	Michigan
			North Central	South Central	North Central	South Central	North Central	South Central					
1975 ^{1/}	7,815	24,271	25,458	10,521	21,294	8,362	12,802	5,789	18,049	134,362	5,561		
1970 ^{1/}	7,268	23,325	23,918	9,807	18,518	7,559	11,361	4,764	16,203	122,722	5,146		
1960 ^{2/}	6,561	21,842	21,833	9,288	15,160	6,861	9,797	3,858	12,923	108,124	4,580		

U.S. Census Region Population (and Michigan population) 21 Years and Over as a % of Total U.S. Population 21 Years and Over (U.S. may not equal 100 because of rounding)

1975	5.8	18.1	18.9	7.8	15.8	6.2	9.5	4.3	13.4	99.8	4.1
1970	5.9	19.0	19.5	8.0	15.1	6.2	9.2	3.9	13.2	100.0	4.2
1960	6.1	20.2	20.2	8.6	14.0	6.3	9.1	3.6	12.0	100.1	4.2

^{1/} "Population Estimates and Projections" No. 646, February, 1977, Bureau of the Census, pages 3-4.

^{2/} "Statistical Abstract of the United States", 1962, page 27.

TABLE II - 6

PERSONAL INCOME IN 1975

U.S. Per Capita: \$5,834
 East North Central Per Capita: \$6,132
 Michigan Per Capita: \$6,240

U.S. Census Regions and Michigan: Personal Income as a % of U.S. Personal Income

Year	New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific	U.S.	Michigan
1975 ^{2/}	6	19.1	20.2	7.7	14.7	5	8.6	4.2	14.7	100	4.6
1970 ^{2/}	6.3	20.6	20.6	7.6	13.8	4.7	8.2	3.7	14.4	100	4.6
1960 ^{2/}	6.4	22.1	21.7	7.9	12.0	4.5	7.7	3.6	13.9	100	4.6

Per Capita Personal Income as a % of U.S. Per Capita Personal Income

1975 ^{1/}	104.3	109.3	105.1	98.0	92.6	78.2	87.7	92.1	110.8	100	107.0
1970 ^{2/}	108.4	112.2	104.1	94.5	91.2	75.4	85.9	90.8	110.5	100	105.3
1960 ^{2/}	109.4	116.2	107.6	92.8	82.9	67.4	81.9	93.9	117.6	100	105.8

^{1/} Preliminary - "Survey of Current Business", April 1976, page 33.

^{2/} "Statistical Abstract of the United States", 1976, page 401.

TABLE II - 7
1975

SUMMARY OF MICHIGAN, U.S. REGIONAL AND UNITED STATES POPULATION, TABLE WINE CONSUMPTION AND STILL WINE PRODUCTION

	New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific	U.S.	Michigan
Legal Age Pop. (000's) ✓	8,525	25,598	26,307	10,980	22,170	8,757	13,773	5,981	18,108	140,199	6,145
Wtd. (by state pop.) legal age for wine consumption.	18	18.9	19.9	19.5	19.6	19.5	18.7	20.0	20.9	19.5	18
Legal age pop. as % of total U.S. legal age population.	6.1	18.3	18.8	7.8	15.8	6.2	9.8	4.3	12.9	100	4.4
Table wine consumption (000's cases) ✓	4,896	14,683	12,208	3,055	11,551	2,146	4,513	4,226	25,903	83,180	3,177
Legal age per capita consumption of table wine.	.57	.57	.46	.28	.52	.25	.33	.71	1.43	.59	.52
21 yrs. and over per capita consumption of table wine. ✓	.63	.60	.49	.29	.54	.26	.35	.73	1.44	.62	.57
Gen. pop. per capita consumption of table wine. ✓	.40	.39	.30	.18	.34	.16	.22	.44	.92	.39	.35
Stocks of table wine - June 30 (000's gallons) ✓	84.3	16,851.7	3,564.3	304.4	1,115.5	-	610.7	3.3	229,281.3	251,815.3	1,230.8
(Above) as % of total U.S. stocks of table wine - June 30.	.03	6.69	1.41	.12	.44	-	.24	-	91.05	99.98	.49
Production of still wines fiscal year (000's gallons). ✓	30.2	37,864.5	9,784.0	477.2	5,170.7	-	745.8	1.7	369,015.2	423,089.1	1,377.9
(Above) as % of total U.S. production of still wines.	.01	8.95	2.31	.11	1.22	-	.18	-	87.22	100	.33

✓ Obtained through a recombination of data found in "The Wine Marketing Handbook 1976". All figures are estimates. Still wine means non-effervescent wine. The production figures for still wine exclude approximately 359 million gallons of distilling materials.

✓ Population data from "Population Estimates and Projections" No. 646, February 1977, Bureau of the Census, pages 3-4.

TABLE II - 8
 1975 POPULATION, INCOME AND TABLE WINE
 PRODUCTION AND CONSUMPTION RANKING
 BY U.S. CENSUS REGION.^{1/}

	Still Wine Production	Popu- lation ^{2/}	Table Wine Consumption	Personal Income	Per Capita Personal Income	Per Capita Consumption of Table Wines
Pacific	1	4	1	3	1	1
Middle Atlantic	2	2	2	2	2	4
East North Central	3	1	3	1	3	6
South Atlantic	4	3	4	4	6	5
New England	7	8	5	7	4	3
West South Central	5	5	6	5	8	7
Mountain	8	9	7	9	7	2
West North Central	6	6	8	6	5	8
East South Central	9	7	9	8	9	9

^{1/} Ranking derived from figures found in Table II - 6.1 = greatest, 9 = least

^{2/} Population ranking is same if legal age, 21 years and over or general population figures are used.

TABLE II - 9
TABLE WINE PREFERENCE IN SELECTED MARKETS 1970-1975

TYPE	1970	1971	1972	1973	1974	1975
Burgundy	7.9%	6.9%	6.6%	7.9%	12.2%	16.3%
Chablis	3.8	4.5	4.7	6.5	9.7	14.7
Chianti	5.9	5.1	4.4	4.2	4.2	5.2
Claret	1.2	0.9	0.9	0.9	1.0	1.5
Concord	9.9	8.1	9.0	9.4	8.5	9.6
Rhine	5.9	5.1	4.5	4.8	5.6	8.0
Sauterne	6.7	5.3	4.6	4.6	4.7	6.0
Zinfandel	2.4	1.4	1.1	0.9	1.0	1.4
Rose'	14.9	15.1	15.9	16.5	10.4	14.5
Fruit Wines	12.0	17.5	18.8	19.3	20.6	14.4
Other	29.4	30.1	29.5	25.0	22.1	8.4
Total	100.0	100.0	100.0	100.0	100.0	100.0

Source: The Wine Marketing Handbook

TABLE II-10
SELECTED WINE PRICE, CONSUMPTION AND EXPENDITURE INDEXES
(1967 = 100)

Year	Wholesale Price Indexes for Wine			Wholesale Price Index for all Beverages and Beverage Material 3)	Wholesale Price Index for all Commodities In US 3)	Index of total US Wine Consumption (all types) 4)	Index of Total Expenditures on Wine (all types) 4)	Index of Total IV, Radio and Magazine Wine Advertising Expenditures 4)
	All Imported Table at Foreign Port 1)	Domestic Red Table 2)	Domestic Dessert 2)					
1967	100	100	100	100	100	100	100	100
1969	109	105	104	106	107	115	121	105
1970	112	108	107	113	110	130	149	159
1971	103	111	121	116	114	150	179	177
1972	106	127	124	118	119	166	207	225
1973	124	137	132	122	135	172	242	244
1974	115	156	142	141	160	174	268	297
1975	124	164	152	162	175	184	293	291

- 1) Computed from tables II-11, II-12 and based on U.S. customs value, imports for consumption.
- 2) Wine institute, based on wholesale prices for cases of 12 fifths f.o.b. winery.
- 3) Statistical Abstract of the United States, 1976.
- 4) From gallonage and value data found in The Wine Marketing Handbook, 1976.

TABLE II - 11
Total Quantity

Table wine, made from grapes, not over 14% alcohol by volume plus rice or sake wine: U.S. imports by major countries of origin (000's gallons).

YEAR	ITALY	FRANCE	WEST GERMANY	PORTUGAL	SPAIN	OTHER	TOTAL
1964	2,410.1	3,251.1	1,301.9	363.4	567.0	757.7	8,651.2
1965	2,367.3	3,498.7	1,291.3	451.9	596.0	744.4	8,949.6
1966	2,584.6	4,039.6	1,399.1	665.4	826.1	884.4	10,399.2
1967	2,638.9	4,382.8	1,527.5	893.2	903.1	919.4	11,264.9
1968	2,887.6	4,555.4	1,778.5	1,459.4	1,242.0	1,117.9	13,040.8
1969	2,982.0	5,430.3	2,172.7	1,869.1	1,417.1	1,495.9	15,367.1
1970	3,771.1	6,675.1	2,764.4	3,890.2	2,083.9	1,511.3	20,696.0
1971	4,764.0	7,397.2	3,563.7	5,250.7	3,286.5	1,708.1	26,042.2
1972	6,571.2	10,393.6	4,563.1	6,408.6	7,081.1	2,460.4	37,478.0
1973	9,475.3	11,466.7	5,580.3	7,943.2	7,905.3	3,100.9	45,471.7
1974	9,577.4	6,876.7	5,243.8	8,474.8	7,818.4	3,764.1	41,755.2
1975	11,882.6	7,411.9	6,103.3	6,715.6	4,160.4	2,236.9	38,510.7

TABLE II - 12
Total Value

Table wine, made from grapes, not over 14% alcohol by volume plus rice or sake wine: U.S. imports by major countries of origin (000's dollars).

YEAR	ITALY	FRANCE	WEST GERMANY	PORTUGAL	SPAIN	OTHER	TOTAL
1964	6,072.3	15,314.6	4,511.9	897.7	930.7	1,887.4	29,614.6
1965	6,108.9	17,410.5	4,657.4	1,182.8	1,041.3	1,915.0	32,315.9
1966	7,219.0	20,769.8	5,799.3	1,894.7	1,440.6	2,318.9	39,442.3
1967	7,685.6	23,987.8	6,352.7	2,698.4	1,589.2	2,503.1	44,816.8
1968	9,643.5	25,416.9	7,130.6	4,471.2	2,434.2	3,281.2	52,377.6
1969	10,892.6	33,168.0	8,619.2	6,236.9	2,779.9	4,645.1	66,341.7
1970	13,873.4	43,307.8	12,650.2	13,302.0	4,237.7	4,421.4	91,792.5
1971	16,394.5	44,689.7	14,523.6	19,068.9	6,303.0	5,217.0	106,196.7
1972	22,281.1	71,273.1	21,549.9	20,588.7	14,314.6	7,469.8	157,477.2
1973	34,831.3	96,771.8	33,716.4	28,371.1	19,471.4	11,294.0	224,456.0
1974	36,938.0	56,994.0	29,276.7	32,984.9	20,613.8	15,007.1	191,814.5
1975	44,690	64,997	33,396	27,299	11,095	8,772	190,249

TABLE II - 13

TOTAL QUANTITY

TABLE WINE, MADE FROM GRAPES, NOT OVER 14% ALCOHOL BY VOLUME: U.S. IMPORTS BY MAJOR COUNTRIES OF ORIGIN (000's GALLONS)

YEAR	ITALY	FRANCE	WEST GERMANY	PORTUGAL	SPAIN	OTHER	TOTAL
1964	2,410.1	3,250.1	1,301.9	363.4	567.0	616.6	8,509.0
1965	2,367.3	3,498.7	1,291.3	451.9	596.0	586.9	8,792.1
1966	2,584.6	4,039.6	1,399.1	665.4	826.1	712.7	10,227.5
1967	2,638.9	4,382.8	1,527.5	893.2	903.1	767.1	11,112.6
1968	2,887.6	4,555.0	1,778.5	1,459.4	1,242.0	915.4	12,837.9
1969	2,982.0	5,430.3	2,172.7	1,869.1	1,417.1	1,231.3	15,102.5
1970	3,771.1	6,675.1	2,764.4	3,890.2	2,083.9	1,263.7	20,448.4
1971	4,764.0	7,397.2	3,563.7	5,250.7	3,286.5	1,511.7	25,773.8
1972	6,571.2	10,393.6	4,563.1	6,408.6	7,081.1	2,130.0	37,147.6
1973	9,474.6	11,466.7	5,580.3	7,943.2	7,905.3	2,745.2	45,115.3
1974	9,574.6	6,876.7	5,243.8	8,474.8	7,818.4	3,447.8	41,436.3
1975	11,882.6	7,411.9	6,103.3	6,715.6	4,160.4	1,885.8	38,159.7

TABLE II - 14

TOTAL VALUE

TABLE WINE, MADE FROM GRAPES, NOT OVER 14% ALCOHOL BY VOLUME: U.S. IMPORTS BY MAJOR COUNTRIES OF ORIGIN (000's DOLLARS)

YEAR	ITALY	FRANCE	WEST GERMANY	PORTUGAL	SPAIN	OTHER	TOTAL
1964	6,072.3	15,306.3	4,511.9	897.7	930.7	1,408.4	29,127.3
1965	6,108.9	17,410.5	4,657.4	1,182.8	1,041.3	1,416.0	31,816.9
1966	7,219.0	20,769.8	5,799.3	1,894.7	1,440.6	1,802.1	38,925.5
1967	7,685.6	23,987.8	6,352.7	2,698.4	1,589.2	2,017.5	44,331.2
1968	9,643.5	25,408.7	7,130.6	4,471.2	2,434.2	2,544.5	51,632.7
1969	10,892.6	33,168.0	8,619.2	6,236.9	2,779.9	3,358.8	65,055.5
1970	13,873.4	43,307.8	12,650.2	13,302.0	4,237.7	3,598.0	90,969.1
1971	16,394.5	44,689.7	14,523.6	19,068.9	6,303.0	4,389.4	105,369.1
1972	22,281.1	71,273.1	21,549.9	20,588.7	14,314.6	6,291.8	156,299.2
1973	34,827.2	96,771.8	33,716.4	28,371.1	19,471.4	9,843.3	223,001.2
1974	36,929.8	56,994.0	29,276.7	32,984.9	20,613.8	13,543.3	190,342.5
1975	44,690	64,997	33,396	27,299	11,095.0	7,145	188,623

TABLE II - 15
QUANTITY

17

TABLE WINE, MADE FROM GRAPES, NOT OVER 14% ALCOHOL BY VOLUME IN CONTAINERS NOT OVER ONE GALLON, OVER \$4 PER GALLON: U.S. IMPORTS BY MAJOR COUNTRIES OF ORIGIN (000's GALLONS)

YEAR	ITALY	FRANCE	WEST GERMANY	PORTUGAL	SPAIN	OTHER	TOTAL
1964	336.3	1,533.2	321.0	12.1	2.5	47.6	2,252.7
1965	402.9	1,720.3	375.9	9.6	12.6	49.5	2,570.8
1966	594.5	2,164.2	476.5	18.7	6.4	70.1	3,330.4
1967	637.3	2,392.6	572.6	37.0	16.2	92.8	3,748.5
1968	858.5	2,659.0	627.9	185.9	26.7	111.4	4,469.4
1969	1,028.7	3,260.6	759.7	635.0	32.0	156.7	5,872.7
1970	1,401.5	4,575.3	1,265.6	1,251.4	49.4	170.4	8,713.6
1971	1,277.6	4,800.3	1,399.6	1,571.4	116.6	219.4	9,384.9
1972	1,558.8	7,370.4	2,369.4	548.1	410.1	363.2	12,620.0
1973	2,872.3	8,789.3	4,371.2	1,236.6	847.7	747.8	18,864.9
1974	3,453.3	5,169.3	3,661.2	2,624.5	806.4	1,070.9	16,785.6
1975	3,556.6	5,725.7	4,171.8	3,370.1	663.0	564.4	18,051.6

TABLE II - 16
VALUE

TABLE WINE, MADE FROM GRAPES, NOT OVER 14% ALCOHOL BY VOLUME IN CONTAINERS NOT OVER ONE GALLON, OVER \$4 PER GALLON: U.S. IMPORTS BY MAJOR COUNTRIES OF ORIGIN (000's DOLLARS)

YEAR	ITALY	FRANCE	WEST GERMANY	PORTUGAL	SPAIN	OTHER	TOTAL
1964	1,542.6	11,089.5	2,079.9	49.2	15.1	240.2	15,016.5
1965	1,925.2	12,896.2	2,428.4	46.2	81.0	304.2	17,681.2
1966	2,914.1	15,974.5	3,197.0	93.3	37.6	415.9	22,632.4
1967	3,282.6	18,925.3	3,769.0	182.7	91.8	544.6	26,796.0
1968	5,006.6	20,508.9	4,188.9	906.8	155.5	698.5	31,465.2
1969	6,217.3	27,475.0	4,960.0	3,116.5	171.2	928.1	42,868.1
1970	7,975.0	37,680.3	8,559.9	6,176.2	246.0	1,002.1	61,639.5
1971	7,307.0	37,770.7	8,948.9	8,904.0	568.7	1,284.6	64,783.9
1972	8,235.7	62,965.5	14,960.7	2,978.6	1,936.8	2,146.7	93,224.0
1973	15,511.0	88,985.0	29,698.0	6,270.1	4,309.7	4,617.1	149,390.9
1974	18,334.5	52,141.0	24,093.3	12,813.2	4,394.7	6,815.0	118,591.7
1975	18,993	59,544	27,104	15,921	3,502	3,490	128,554

TABLE II - 17

18

QUANTITY
 TABLE WINE, MADE FROM GRAPES, NOT OVER 14% ALCOHOL BY VOLUME, IN CONTAINERS NOT
 OVER ONE GALLON, NOT OVER \$4 PER GALLON: U.S. IMPORTS BY MAJOR COUNTRIES OF ORI-
 GIN (000's GALLONS)

YEAR	ITALY	FRANCE	WEST GERMANY	PORTUGAL	SPAIN	OTHER	TOTAL
1964	2,073.6	1,715.7	980.9	350.1	564.2	569.0	6,253.5
1965	1,963.8	1,778.0	915.4	442.3	583.4	536.4	6,219.3
1966	1,990.1	1,875.0	922.6	646.7	819.7	642.4	6,896.5
1967	2,001.6	1,988.2	954.9	856.2	886.8	674.3	7,362.0
1968	2,028.4	1,896.0	1,150.6	1,273.5	1,215.3	803.2	8,367.0
1969	1,946.4	2,165.1	1,413.0	1,234.1	1,383.0	1,074.6	9,216.2
1970	2,352.6	2,099.0	1,498.8	2,638.8	1,980.2	1,092.5	11,661.9
1971	3,469.5	2,595.2	2,164.1	3,679.3	3,169.9	1,291.6	16,369.6
1972	4,994.9	3,022.0	2,193.7	5,860.5	6,668.6	1,642.8	24,382.5
1973	6,597.7	2,668.6	1,209.1	6,706.5	7,046.7	1,995.7	26,224.3
1974	6,120.4	1,706.8	1,582.6	5,850.3	7,011.6	2,360.5	24,632.2
1975	8,326.0	1,674.0	1,931.5	3,345.5	3,497.4	1,272.3	20,046.7

TABLE II - 18

VALUE

TABLE WINE, MADE FROM GRAPES, NOT OVER 14% ALCOHOL BY VOLUME, IN CONTAINERS NOT
 OVER ONE GALLON, NOT OVER \$4 PER GALLON: U.S. IMPORTS BY MAJOR COUNTRIES OF ORIGIN
 (000's DOLLARS)

YEAR	ITALY	FRANCE	WEST GERMANY	PORTUGAL	SPAIN	OTHER	TOTAL
1964	4,529.1	4,211.9	2,432.0	847.5	915.3	1,168.2	14,104.0
1965	4,182.2	4,512.6	2,229.0	1,136.6	960.3	1,110.8	14,131.5
1966	4,304.9	4,793.6	2,602.3	1,801.4	1,403.0	1,385.5	16,290.7
1967	4,403.0	5,054.9	2,583.7	2,515.7	1,496.2	1,472.9	17,526.4
1968	4,634.1	4,899.8	2,941.7	3,564.4	2,278.7	1,843.4	20,162.1
1969	4,649.5	5,661.4	3,659.2	3,120.4	2,606.0	2,430.7	22,127.2
1970	5,838.5	5,623.1	4,090.3	7,125.8	3,975.3	2,593.5	29,246.5
1971	9,030.4	6,911.1	5,574.7	10,164.9	5,734.3	3,103.3	40,518.7
1972	13,986.2	8,296.7	6,589.2	17,610.1	12,374.2	4,024.1	62,880.5
1973	19,298.1	7,740.3	4,018.4	22,098.9	15,155.9	5,224.5	73,536.1
1974	18,590.6	4,834.6	5,183.4	20,171.7	16,215.0	6,695.9	71,691.2
1975	25,697	5,367	6,292	11,378	7,593	3,593	59,920

TABLE - 19
QUANTITY

TABLE WINE, MADE FROM GRAPES, NOT OVER 14% ALCOHOL BY VOLUME, IN CONTAINERS OVER ONE GALLON; U.S. IMPORTS BY MAJOR COUNTRIES OF ORIGIN (000's GALLONS)

YEAR	ITALY	FRANCE	WEST GERMANY	PORTUGAL	SPAIN	OTHER	TOTAL
1964	.2	1.2		1.2	.3		2.8
1965	.6	.4				1.0	2.0
1966		.4				.2	.6
1967		2.0			.1		2.1
1968	.7					.8	1.5
1969	6.9	4.6			2.1		13.6
1970	17.0	.8			54.3	.8	72.9
1971	16.9	1.7				.7	19.3
1972	17.5	1.2			2.4	124.0	145.1
1973	4.6	8.8		.1	10.9	1.7	26.1
1974	1.1	.6			.4	16.4	18.5
1975		12.2				49.1	61.4

TABLE II - 20

VALUE

TABLE WINE, MADE FROM GRAPES, NOT OVER 14% ALCOHOL BY VOLUME, IN CONTAINERS OVER ONE GALLON; U.S. IMPORTS BY MAJOR COUNTRIES OF ORIGIN (000's DOLLARS)

YEAR	ITALY	FRANCE	WEST GERMANY	PORTUGAL	SPAIN	OTHER	TOTAL
1964	.6	4.9		1.0	.3		6.8
1965	1.5	1.7				1.0	4.2
1966		1.7				.7	2.4
1967		7.6			1.2		8.8
1968	2.8					2.6	5.4
1969	25.8	31.6			2.7		60.0
1970	59.9	4.4			16.4	2.4	83.1
1971	57.1	7.9				1.5	66.5
1972	59.2	10.9			3.6	121.0	194.7
1973	18.1	46.5		2.1	5.8	1.7	74.2
1974	4.7	18.4			4.1	32.4	59.6
1975		86				62	149

TABLE II - 21
QUANTITY
 U.S. IMPORTS OF RICE OR SAKE WINE
 (000's GALLONS)

YEAR	ITALY	FRANCE	WEST GERMANY	PORTUGAL	SPAIN	OTHER	TOTAL
1964		1.0					
1965						141.2	142.2
1966						157.5	157.5
1967						171.7	171.7
1968		.4				152.3	152.3
1969						202.5	202.9
1970						264.6	264.6
1971						247.6	247.6
1972						268.4	268.4
1973	.7					330.4	330.4
1974	2.8					355.7	356.4
1975						316.1	318.9
						351.0	351.0

TABLE II - 22
VALUE
 U.S. IMPORTS OF RICE OR SAKE WINE
 (000's DOLLARS)

YEAR	ITALY	FRANCE	WEST GERMANY	PORTUGAL	SPAIN	OTHER	TOTAL
1964		8.3					
1965						479.0	489.3
1966						499.0	499.0
1967						516.8	516.8
1968		8.2				485.6	485.6
1969						736.7	744.9
1970						1,286.2	1,286.2
1971						823.4	823.4
1972						827.6	827.6
1973	4.1					1,178.0	1,178.0
1974	8.2					1,450.7	1,454.8
1975						1,463.8	1,472.0
						1,626	1,626

U.S. DEPARTMENT OF COMMERCE, BUREAU OF THE CENSUS

TABLE II - 23
GUIDE TO FOREIGN TRADE STATISTICS - INFORMATION LOCATOR FOR TABLE WINE IMPORTS

21

PUBLICATION (Years Covered)	IMPORTS FOR CONSUMPTION 1/*	GENERAL IMPORTS 2/	COMMODITY BY WORLD AREA	COMMODITY BY COUNTRY OF ORIGIN *	CUSTOMS VALUE 3/*	F.A.S. VALUE 4/	C.I.F. 5/ VALUE IMPORT CHARGES 6/	PRODUCT CODE For grape wines, except sparkling containing not over 14 % alcohol/vol.
FT 110 (Series ended Aug. 1966)	X			X	X			Schedule A, SITC 1732 610 Containers not over 1 gal. 1732 620 Containers over 1 gal.
FT 125 (Sept. 1963 - Dec. '66)	X			X	X			Schedule A, SITC (Revised) 112 1220
FT 135 (Jan. 1967 - Dec. '73)	X	X		X	X			112 1220
FT 135 (Jan. 1974 -)		X		X	X	X	X	112 1220
FT 246 (1964)	X	X		X	X			TSUSA 1673 020 Containers not over 1 gal. Not over \$4 per gallon
FT 246 (Jan. 1965 - Dec. '73)	X			X	X			1673 040 Containers not over 1 gal. Over \$4 per gallon
FT 246 (Jan. 1974 -)	X			X	X	X	X	1673 200 Containers over 1 gal.
FT 210 (Jan. 1964 -)	X	X	X		X			SIC 208400 10

DEFINITIONS

- 1/ Imports for Consumption equals entries for immediate consumption plus withdrawals from U.S. Customs Bonded Warehouses for Consumption.
 - 2/ General Imports equals entries for immediate consumption plus entries into U.S. Customs Bonded Warehouses.
 - 3/ Customs Value: In the case of wine this valuation (used for the collection of U.S. import duties) is very close to (within two or three cents per gallon) the F.A.S. value.
 - 4/ F.A.S. Value: Transaction value (actual selling price) of wine at the foreign port of exportation including all charges incurred in placing the wine alongside the carrier.
 - 5/ C.I.F. Value: Value of imports at the first port of entry into the United States.
 - 6/ Import Charges: C.I.F. value minus F.A.S. value representing the aggregate cost of all freight, insurance and other charges incurred in shipping the wine from the foreign to the U.S. port.
- * Unless otherwise specified all tables in this report refer to Imports For Consumption, Commodity by Country of Origin and U.S. Customs Value.

1975 HYPOTHETICAL PRICES TO CONSUMERS PER FIFTH OF IMPORTED TABLE WINE, MADE FROM GRAPES,

NOT OVER \$4 PER GALLON TABLE II-24 AND OVER \$4 PER GALLON TABLE II-25 U.S. CUSTOMS VALUES ^{1/}

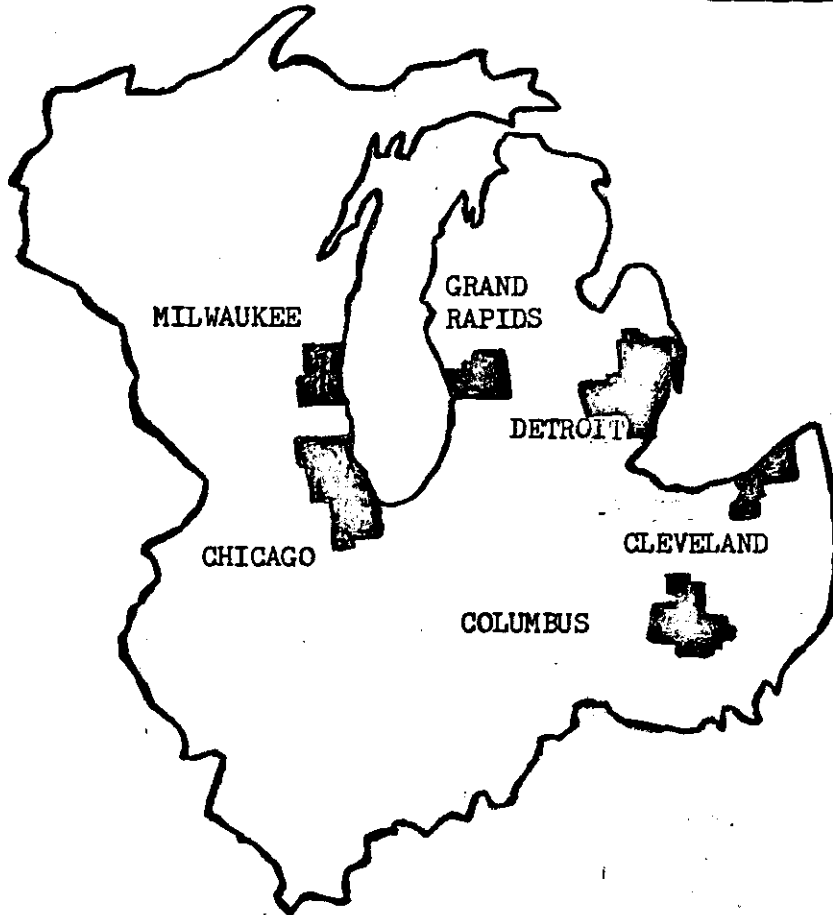
Country	\$ Price per ^{1/} Gallon at foreign port (f.a.s.)	\$ Charge per ^{1/} gallon trans-Atlantic shipping (import charges)	\$ Price per ^{1/} gallon at U.S. port (c.i.f.)	\$ Price per ^{2/} gallon including \$1 total taxes per gallon	\$ Price to consumer per fifth assuming 100% total markup after taxes	\$ Price to ^{3/} consumer per fifth assuming 125% total markup after taxes	Ratio of \$ price to consumer (125% markup) divided by f.a.s. value per fifth
Table II - 24							
France	3.20	.73	3.93	4.93	1.97	2.22	3.47
West Germany	3.26	.70	3.96	4.96	1.98	2.23	3.43
Italy	3.12	.78	3.90	4.90	1.96	2.21	3.56
Spain	2.17	.59	2.76	3.76	1.50	1.69	3.93
Portugal	3.42	.74	4.16	5.16	2.06	2.32	3.41
Table II - 25							
France	10.39	.94	11.33	12.33	4.93	5.55	2.67
West Germany	6.49	.84	7.33	8.33	3.33	3.75	2.88
Italy	5.33	.86	6.19	7.19	2.88	3.23	3.02
Spain	5.24	.81	6.05	7.05	2.82	3.17	3.02
Portugal	4.72	.86	5.58	6.58	2.63	2.96	3.15

^{1/} See "Information Locator for Table wine Imports" for definitions of terms, Table II-23

^{2/} \$1 Total Taxes composed of U.S. tariff \$.375, U.S. Excise Tax \$.17 and hypothetical State Tax \$.45.

^{3/} Hypothetical 125% total (1ump sum) markup may be approximated by assuming successive markups by importers (20%), wholesalers (30%) and retailers (45%).

Six Selected "Standard Metropolitan Areas"(SMA) Located Within the
East North Central (ENC) Census Region : County Definitions



MILWAUKEE, Wisc. (Milwaukee, Ozaukee, Washington, Waukesha)

CHICAGO, Illinois (Cook, Du Page, Kane, Lake, McHenry, Will)

GRAND RAPIDS, Mich. (Kent, Ottawa)

DETROIT, Mich. (Lapeer, Livingston, Macomb, Oakland, St. Clair, Wayne)

CLEVELAND, Ohio (Cuyahoga, Geauga, Lake, Medina)

COLUMBUS, Ohio (Delaware, Fairfield, Franklin, Madison, Pickaway)

Table 2: 1975 Population, Case Sales and Per Capita Case Sales in 6 Standard Metropolitan Statistical Areas (SMSA)
 II - 26 Located within the East North Central (ENC) Region

Standard Metropolitan Statistical Area (SMSA) ^{1/}	Population ^{2/}			1975 Case Sales ^{3/} (000's Cases)			1975 Per Capita Case Sales		
	% change in population 1970-1975	1970 population (000's)	1975 population (000's)	table	dessert	champagne and sparkling	table	dessert	champagne and sparkling
Chicago, Illinois	+0.1	6,977.6	6,982.9	2,703.4	1,191.0	758.5	.39	.17	.11
Detroit, Michigan	+0.2	4,435.1	4,444.7	2,125.0	1,120.6	99.4	.48	.25	.02
Cleveland, Ohio	-4.3	2,063.7	1,975.4	1,014.0	319.1	104.5	.51	.16	.05
Milwaukee, Wis.	+1.6	1,403.9	1,426.4	681.8	230.2	47.3	.48	.16	.03
Columbus, Ohio	+5.8	1,017.8	1,077.0	367.1	102.5	24.5	.34	.10	.02
Grand Rapids, Michigan	+5.3	539.2	567.6	284.6	165.2	20.0	.50	.29	.04
6 SMSA's	+0.2	16,437.3	16,474.0	7,175.9	3,128.6	1,054.2	.44	.19	.06
ENC Region	+0.17	40,313	40,979	12,208.2	5,574.1	1,392.3	.30	.14	.03
6 SMSA's as % of ENC Region	--	40.8	40.2	58.8	56.1	75.7	--	--	--
United States	+4.57	203,806	213,121	83,180.3	32,517.0	7,056.0	.39	.15	.03

^{1/} Standard Metropolitan Statistical Areas (SMSA) as defined by the U.S. Bureau of Census in 1975. See map supplement to report for SMSA county definitions.

^{2/} Current Population Report, Bureau of the Census, U.S. Printing Office, Washington, DC, 1976.

^{3/} Estimated for Time Marketing Research Reports (see bibliography) by Clark Gavin Associates, N.Y. (except for case sales of champagne and sparkling wine in Grand Rapids).

Table II - 27 1975 CASE SALES OF IMPORTED WINE AS A %
OF TOTAL CASE SALES IN 4 STANDARD METROPOLITAN
STATISTICAL AREAS (SMSA) LOCATED WITHIN THE
EAST NORTH CENTRAL REGION^{1/}

Standard Metropolitan Statistical ^{2/} Area (SMSA)	Table	Dessert	Champagne and Sparkling
Chicago, Ill.	33.0	6.8	9.8
Detroit, Mich.	16.5	2.7	11.8
Cleveland, Ohio	20.9	4.5	20.6
Milwaukee, Wis.	18.3	6.0	14.0

^{1/} Estimates for Time Marketing Research Reports (see bibliography) by Clark Gavin Associates N.Y. (except for % listed under Champagne and Sparkling for Milwaukee, Wis.)

^{2/} SMSA's as defined by the U.S. Bureau of the Census in 1975. See map supplement to this report for SMSA county definitions.

TABLE II - 28

MICHIGAN, EAST NORTH CENTRAL REGION
AND U.S. CONSUMPTION OF TABLE WINE 1964-1975^{1/}

Year	Michigan (cases)	Michigan Consumption as a % of U.S. total	East North Central Region (cases)	East North Central Region as a % of U.S. Total	U.S. Total (cases)
1964	891,095	4.1	3,008,156	13.9	21,560,926
1965	912,816	4.0	3,148,883	13.9	22,694,672
1966	961,523	4.0	3,462,953	14.4	24,121,132
1967	1,098,205	4.1	3,921,496	14.8	26,537,518
1968	1,091,535	3.7	4,196,349	14.4	29,195,913
1969	1,406,523	3.9	5,288,265	14.7	36,041,309
1970	1,796,005	4.0	6,958,605	15.5	44,976,280
1971	2,400,170	4.1	8,994,137	15.5	57,949,624
1972	2,774,304	4.0	10,687,710	15.4	69,424,365
1973	2,918,197	3.9	11,543,477	15.3	75,441,518
1974	2,990,116	3.9	11,569,836	14.9	77,558,229
1975	3,176,688	3.8	12,208,188	14.7	83,180,312

^{1/} Estimates From: The Wine Marketing Handbook, 1976.

TABLE II - 29

MICHIGAN, EAST NORTH CENTRAL REGION AND U.S.

CONSUMPTION OF CHAMPAGNE AND SPARKLING WINES 1964-1975^{1/}

Year	Michigan (cases)	Michigan Con- sumption as a % of U.S. Total	East North Central Region (cases)	East North Central Region as a % of U.S. Total	U.S. Total (cases)
1964	50,934	2.2	360,733	15.7	2,297,610
1965	59,976	2.2	413,888	15.5	2,668,121
1966	70,802	2.3	498,027	16.1	3,097,642
1967	85,678	2.4	591,165	16.3	3,617,162
1968	92,785	2.2	694,929	16.1	4,310,230
1969	117,559	2.2	899,905	16.8	5,361,627
1970	149,324	2.1	1,342,610	18.5	7,239,207
1971	152,062	1.9	1,447,073	18.5	7,827,012
1972	142,806	1.9	1,307,927	17.2	7,584,445
1973	140,872	1.9	1,328,120	18.3	7,256,800
1974	136,792	2.0	1,290,081	18.8	6,879,222
1975	138,414	2.0	1,392,326	19.7	7,055,971

^{1/} Estimates from: The Wine Marketing Handbook, 1976.

TABLE II - 30
MICHIGAN, EAST NORTH CENTRAL REGION AND U.S.
CONSUMPTION OF DESERT WINES 1964-1975 ^{1/}

Year	Michigan (cases)	Michigan Consumption as a % of U.S. Total	East North Central Region (cases)	East North Central Region as a % of U.S. Total	U.S. Total (cases)
1964	1,299,852	3.4	5,968,576	16.7	35,666,303
1965	1,324,480	3.8	5,887,794	16.7	35,296,017
1966	1,324,902	3.8	5,674,932	16.4	34,619,558
1967	1,476,224	4.2	5,813,709	16.7	34,850,204
1968	1,458,902	4.2	5,678,128	16.5	34,396,880
1969	1,503,914	4.3	5,668,934	16.2	35,016,712
1970	1,548,341	4.5	5,550,845	16.2	34,164,256
1971	1,580,287	4.6	5,608,723	16.3	34,312,524
1972	1,549,878	4.6	5,494,658	16.2	33,874,806
1973	1,568,471	4.9	5,311,600	16.7	31,850,564
1974	1,604,594	5.1	5,358,685	17.0	31,556,156
1975	1,636,667	5.0	5,574,089	17.1	32,514,031

^{1/} Estimates from: The Wine Marketing Handbook, 1976.

TABLE II - 31

EAST NORTH CENTRAL REGION

SALE OF FIFTHS PER 100 PERSONS (GENERAL POPULATION)

BY MAJOR PRODUCT TYPES, BY STATES, 1975 ^{1/}

	Table	% of State Total	Dessert	% of State Total	Champagne & Sparkline	% of State Total	Vermouth	% of State Total	State Total ^{2/}
Ohio	342.4	65.2	140.1	26.7	28.1	5.4	14.5	2.8	525.1
Indiana	210.1	54.7	155.3	40.4	7.7	2.0	10.9	2.8	384.0
Illinois	536.2	60.4	226.2	25.5	99.1	11.2	26.5	3.0	888.0
Michigan	509.2	67.9	219.2	29.2	18.5	2.5	3.5	.5	750.4
Wisconsin	503.6	72.6	154.8	22.3	22.6	3.3	13.0	1.9	694.0
National Average	574.9	67.8	210.3	24.8	40.9	4.8	22.4	2.6	848.5

^{1/} Estimates from The Wine Marketing Handbook, 1976. Conversion into fifths by assuming that 1 case = 12 fifths.

^{2/} When all 50 states plus Washington D.C. are ranked according to total per capita wine consumption we find Ohio (34), Indiana (43), Illinois (18), Michigan (21) and Wisconsin (22)

TABLE II - 32
 BOTTLED WINE 16% OR UNDER ALCOHOLIC
 CONTENT ENTERING MICHIGAN MARKETING
 CHANNELS (% of Total) BY CALENDAR YEAR ^{1/}

Year	Michigan	Other Domestic	Import	Total ^{2/}
1964	50	39	11	100
1965	47	41	12	100
1966	44	44	12	100
1967	42	47	10	99
1968	36	52	12	100
1969	31	59	10	100
1970	22	69	10	101
1971	18	70	11	99
1972	16	73	11	100
1973	13	74	14	101
1974	10	74	16	100
1975	9	74	17	100
1976	8	71	22	101

TABLE II - 33
 BOTTLED WINE 16% OR UNDER ALCOHOLIC
 CONTENT ENTERING MICHIGAN MARKETING
 CHANNELS (000's Gallons) BY CALENDAR YEAR ^{1/}

Year	Michigan	Other U.S. Domestic	Imported	Total ^{2/}	% Increase From Previous Year
1964	2,086.9	1,598.3	455.1	4,140.3	----
1965	2,090.0	1,796.1	526.9	4,412.9	6.7
1966	2,044.3	2,036.8	570.4	4,651.5	5.4
1967	2,315.7	2,593.7	568.5	5,477.9	17.8
1968	2,047.3	3,015.7	685.2	5,748.3	4.9
1969	2,127.3	4,117.2	676.2	6,920.6	20.4
1970	1,785.2	5,653.2	792.7	8,231.1	18.9
1971	1,819.1	6,999.6	1,113.5	9,932.2	20.7
1972	1,751.1	8,048.6	1,248.4	11,048.0	11.2
1973	1,454.0	8,476.5	1,598.5	11,529.1	4.5
1974	1,231.3	8,773.9	1,889.7	11,894.9	3.2
1975	1,115.3	9,241.9	2,145.4	12,502.6	5.1
1976	983.5	9,176.4	2,811.7	12,971.6	3.8

^{1/} Source: "Michigan Wine Gallonage" annual summary reports issued by the Michigan Liquor Control Commission. ✓

^{2/} Totals may not equal sum of columns due to rounding.

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