

THE E-COMMERCE EFFECT

40%

OF ALCOHOL BEVERAGE SHOPPERS SAY THEY ARE LIKELY TO SHOP FOR ALCOHOL BEVERAGES ONLINE IN THE NEXT YEAR



21%

OF ALCOHOL BEVERAGE SHOPPERS SAY THEY HAVE PURCHASED ALCOHOL BEVERAGES ONLINE



FREE SHIPPING IS THE SINGLE MOST IMPORTANT ATTRIBUTE FOR ONLINE SHOPPING, MORE SO THAN PRICE OR ASSORTMENT

 E&J Gallo Winery.

KUBE