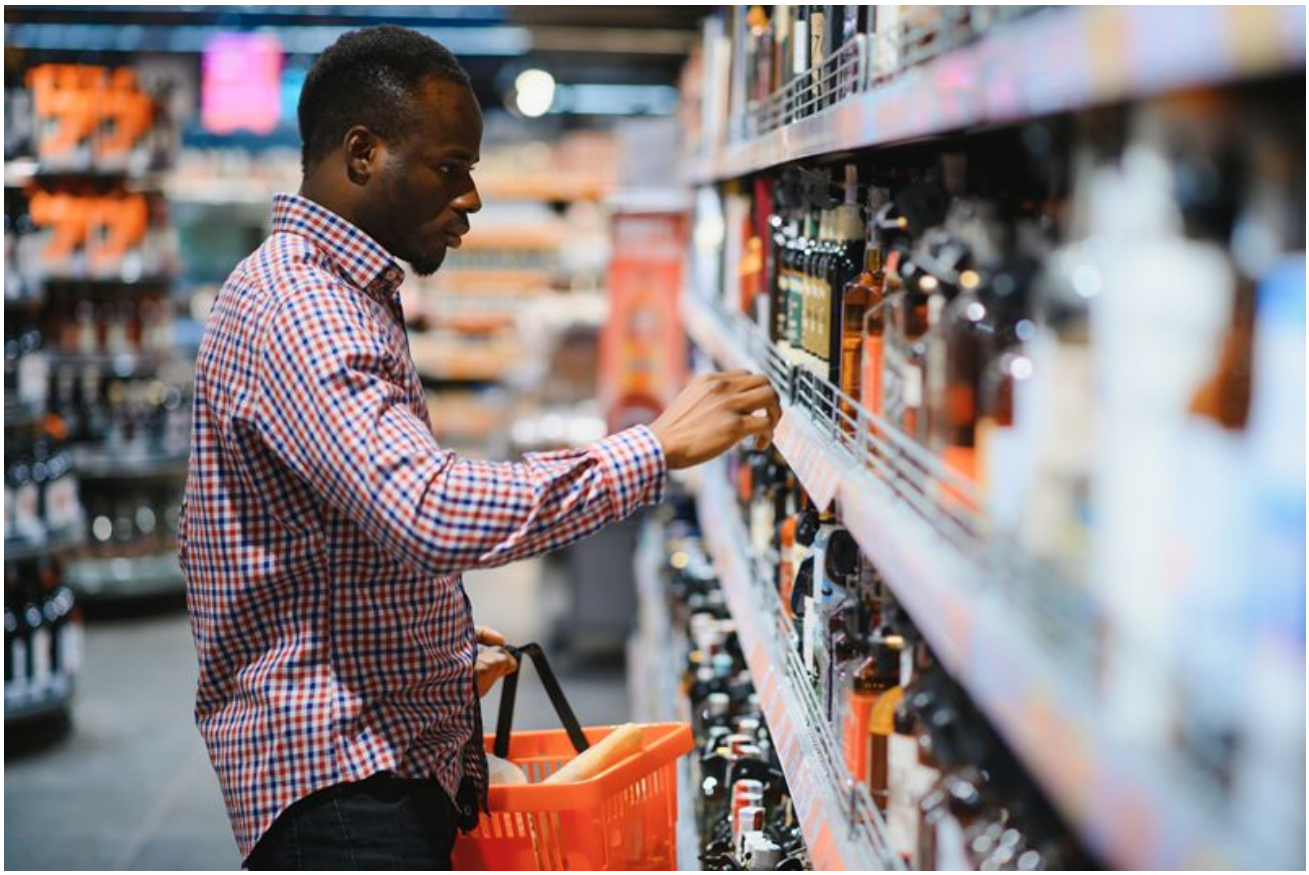
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Total Wine passes $75 million in adult non-alcoholic beverage sales

Non-alcoholic beer now makes up 6.5% of its beer business, signaling that alcohol-free drinks are moving deeper into the mainstream

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Total Wine & More has passed $75 million in sales of adult non-alcoholic beverages, a sign that demand for alcohol-free alternatives is becoming a larger part of the U.S. drinks business.

Brewbound reported on Thursday, November 19, that non-alcoholic beer now makes up 6.5% of Total Wine's total beer sales. That figure suggests the category has moved beyond a small specialty segment at the retailer and is now taking a measurable share of one of the industry's core businesses.

The company has been expanding its assortment of non-alcoholic products across beer, wine and spirits alternatives, according to the report. That wider selection is aimed at shoppers looking for more options that fit moderation, wellness or alcohol-free occasions. Total Wine executives described the segment as part of the retailer's broader growth strategy and its effort to serve different consumer preferences, Brewbound said.

The numbers matter because Total Wine is a large specialty retailer with broad reach across beverage alcohol categories. When a chain of that size reports sustained growth in adult non-alcoholic products, it can influence how suppliers think about new product launches, how distributors approach the category and how much shelf space retailers devote to alcohol-free drinks. For beer makers in particular, the 6.5% share is a sign that non-alcoholic products are taking a more meaningful role inside the beer aisle, not just sitting at the edge of it.

The reported sales total also points to a wider change in consumer behavior. Non-alcoholic beverages for adults have gained traction as more shoppers look for alternatives that let them participate in the same occasions as drinkers without consuming alcohol. That shift has helped create a broader market for products designed to mirror the taste, packaging and ritual of traditional beer, wine and spirits.

For the beverage sector, the development adds to evidence that growth is not limited to one niche product. Beer remains the most visible part of the non-alcoholic movement, but Total Wine's focus on wine and spirits alternatives shows that retailers see room to build the category across several parts of the store. That can create new competition for established alcohol brands while also opening space for new companies

that specialize in alcohol-free products.

The data from Total Wine may also be watched closely by producers trying to judge where future investment should go. If a large retailer continues to post stronger sales in non-alcoholic drinks, suppliers may put more resources into formulation, branding and distribution for those products. It could also lead more established alcohol companies to treat non-alcoholic lines as part of their main portfolio strategy rather than as a side project.

Brewbound said the retailer tied the category’s growth to broader lifestyle changes and rising interest in wellness. While demand patterns can vary by region, occasion and product type, the latest figures suggest the category has become important enough at a major chain to shape merchandising decisions and portfolio planning across beer, wine and spirits. As retailers adjust to those changes, non-alcoholic products are likely to play a larger role in how the beverage industry competes for consumers who want more choice in when and how they drink.