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Total Wine and More accelerates expansion with focus on digital sales and new store openings

Retailer aims for 300 locations by 2025 as online platforms drive growth and customer engagement across the United States

Wednesday, June 11, 2025



Total Wine & More, the largest wine and spirits retailer in the United States, is on track to reach 300 locations by the end of 2025. The company currently operates 277 stores across 29 states and reported $6 billion in annual revenue last year. This growth has

placed Total Wine ahead of major competitors like Costco and Safeway/Albertsons in the wine and spirits retail sector.

The company serves approximately 18.5 million customers each year, with an estimated 260 million bottles of wine and spirits sold annually. Spirits now account for the largest share of Total Wine's sales at 43%, followed by wine at 38%. Beer and other miscellaneous items make up the remaining 19% of sales.

In 2024, Total Wine opened 14 new stores nationwide. CEO Troy Rice stated that the company plans to add a similar number of locations this year, aiming for an annual increase of about 15 to 20 stores over the next five years. Rice emphasized that the company looks for markets where it can have a significant impact on potential customers when considering new store locations.

Digital sales have become an important part of Total Wine's business model. Eighteen percent of the company's revenue now comes from online platforms. The company's website, totalwine.com, receives more than 190 million visits each year. Its mobile app has been downloaded about 7 million times and has around 1.8 million monthly users.

Rice highlighted that investments in digital infrastructure are paying off, with online and mobile app transactions representing the fastest-growing segment of sales. He estimates that as many as 65% of customers begin their shopping journey online, even if they ultimately make their purchases in-store. Rice said it is essential for Total Wine to be a strong omnichannel retailer, noting that digital engagement now extends beyond e-commerce to include product discovery and education.

Total Wine's expansion strategy reflects its confidence in continued growth opportunities within the United States. The company's focus on both physical stores and digital platforms positions it to serve a broad range of customers who are increasingly blending online research with in-person shopping experiences.