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Alcohol sales surge ahead of Fourth of July as summer wines, RTD cocktails, and Tequila drive demand

Retailers nationwide report strong growth in seasonal beverages with promotions and new releases fueling pre-holiday consumer spending

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Beverage alcohol retailers across the United States are reporting strong sales as the Fourth of July approaches, with summer wines, ready-to-drink (RTD) cocktails, and Tequila leading the way. The holiday, which falls on a Friday this year, is expected to boost revenues for stores as consumers prepare for celebrations and gatherings.

At The Wine House in Los Angeles, owner Glen Knight is optimistic about a 3% to 5% increase in sales compared to last summer. He attributes this to customers traveling less and spending more time at home. Knight notes that Sauvignon Blanc and rosé wines are particularly popular during the warmer months. The release of the 2024 vintage rosés has generated interest, with top sellers including Tablas Creek Patelin de Tablas Paso Robles Rosé, Love by Léoube Côtes de Provence Rosé, and Miraval Côtes de Provence Rosé. Sauvignon Blancs from France and New Zealand are also performing well, with brands like Lucien Reymond Sancerre, Pascal Jolivet Sancerre, Craggy Range Te Muna Martinborough, and Frenzy Mount Richmond Estate Marlborough among the

favorites.

To drive sales ahead of the holiday weekend, The Wine House has launched summer promotions and is preparing for a large Santa Barbara wine tasting event on July 12th and 13th, expecting over 200 attendees.

In Pennsylvania, the state-run Pennsylvania Liquor Control Board (PLCB) is also seeing strong demand for Sauvignon Blanc. According to PLCB chairman Darrell Clarke, Sauvignon Blanc sales have risen nearly 5% year-to-date and are close to surpassing Pinot Grigio in sales dollars. Clarke explains that white and rosé wines tend to perform better in summer because they are served chilled. He adds that while rosé sales started slowly due to a cold and wet May, overall wine sales remain robust.

RTD cocktails are experiencing significant growth at PLCB stores. Canned RTDs have seen unit growth of over 65%, while non-canned spirit-based cocktails are up nearly 38%. Vodka-based RTDs with lemonade or tea flavors continue to lead the category. Clarke says that Independence Day typically marks the peak of the season for beverage alcohol sales in Pennsylvania, with June and July being the busiest months.

The PLCB’s marketing strategy for the holiday focuses on special promotions for American-made spirits, crisp white wines, canned cocktails, and Tequila. Top-selling canned RTD brands include Stateside, Cutwater, High Noon, Nutrl, and Absolut. Clarke notes that vodka unit sales are flat as more customers opt for vodka-based RTDs instead of mixing their own drinks at home. Tito’s remains the top-selling vodka brand in Pennsylvania, followed by New Amsterdam, Deep Eddy, and Absolut.

Tequila is another standout category at PLCB stores, with unit sales up 7%, driven by increased interest in Reposado variants. Brands such as Don Julio Blanco, Lunazul Blanco, and Tortilla are seeing strong growth. Clarke expects Tequila’s popularity to continue as more whiskey drinkers explore aged Tequilas.

In the Chicago suburbs, Sal’s Beverage World is also reporting positive trends. Owner Vince Liotta says rosé wine sales are up more than 51% over last May and June. Minuty M Rosé and Caves D’Esclans Whispering Angel Côtes de Provence Rosé are among the top sellers. California Sauvignon Blancs have increased by about 15%, while New

Zealand Sauvignon Blancs are up 2%. Justin Central Coast Sauvignon Blanc and Yealands Marlborough Sauvignon Blanc lead those categories.

RTD cocktails remain a strong performer at Sal’s Beverage World as well. Sales are up over 20%, with High Noon Variety Pack as the top seller followed by On the Rocks Cocktails. Liotta also points out that THC-infused cocktails are gaining traction alongside traditional RTDs.

Beer sales at Sal’s Beverage World show imported brands up nearly 5% and domestic premiums rising by more than 7%. Miller Lite is the best-selling domestic beer at the store, followed by Miller High Life and Coors Light.

Tequila sales at Sal’s Beverage World have increased by almost 5%, led by Jose Cuervo Gold and Gran Centenario Reposado. Vodka is up just over 2%, with Absolut holding the top spot in sales and Grey Goose close behind.

Retailers across different regions agree that this year’s Fourth of July holiday is shaping up to be a strong one for beverage alcohol sales. Warmer weather, new product releases, and changing consumer habits are all contributing to increased demand for summer-friendly wines, RTDs, Tequila, beer, and vodka as Americans prepare to celebrate Independence Day.